

## 2008–2009 PTA Reflections Program

### FILM PRODUCTION

### Theme: “Wow!”

Students must adhere to the general participation rules as well as the following Film Production Rules.

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#### Description

A film production entry must be an original work of fiction or nonfiction relating to the current Reflections Program theme. Entries may be with or without sound.

The student submitting the entry must be the director, screenwriter, and cameraperson. If using a computer, the student must do all of the work. If the student chooses to appear in the production, a camera on a tripod may be used. All storyboarding, editing, etc., must be done by the student.

Whether an entry uses a variety of techniques or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme. A well-developed concept is more important than technique.

#### Categories

- **Animation:** Animation may be drawn; created from a collection of objects, clay, torn paper, etc.; or computer-generated.
- **Narrative:** A story told through the images created on film or computer. (This is not the same as a storyteller narrating an original story.)
- **Documentary:** Nonfiction documentation using narration, facts, and images.
- **Experimental:** Video that explores movement, light, and montage.
- **Media presentations:** Computer-generated media presentations must be completely original, and the student must do all the work. Cutting and pasting from other sources is not permitted.
- **PowerPoint presentations will not be accepted.** Students must adhere to copyright laws. Software should be used only to enhance and present the work of the student. Due to the fact that most graphic elements of PowerPoint presentations are copyrighted clip art, use of this program is prohibited.

#### Originality

Each entry must be the original work of one student only. An adult may not alter the creative integrity of a student's work. Because the program is designed to encourage and recognize each student's individual creativity, help from an adult or collaboration with other students is not allowed. Use of copyrighted material other than music is prohibited.

*Plagiarism* is defined as taking and using another person's ideas, writings, or inventions as one's own. Plagiarized entries will be disqualified and returned to the students.

#### Student Entry Form

All participants are required to fill out in its entirety and sign the Student Entry Form. Each participant is also required to submit an artist statement to describe how his or her piece relates to the theme. While there is no required length, the artist statement is mandatory for all entries. Students who have not completely filled out the entry form will not be eligible to participate in the program. In situations where the child cannot fill out the entry form or write legibly, a parent may sign his or her child's name.

Students have the option of placing the titles of their works on the Student Entry Form and must answer a few questions about how they created their works (see Required Information).

#### Return of Artwork

The national PTA office does not return film production entries.

#### Judging

All national entries are judged on artistic merit, creativity, and interpretation of the theme. Due to the diversity of film styles, the interpretation of the theme is weighted very heavily in judging.

#### Music

The title, composer, and performer of any background music must be credited and documented on the Student Entry Form. If the connection to the theme is expressed in the song choice, this should be explained in the artist statement.

#### Presentation

- Entries may not exceed five minutes.
- The film should directly relate to the theme.
- The student submitting the entry is not required to appear in the video.
- Submissions should be in one of the following file formats:
  - .MPG / .MPEG
  - .MOV / .QT (Quicktime Video)
  - .WMV (Windows Media Video)
- Entries should be submitted on CD or DVD. The entry should be saved as a file on the CD/DVD, not as a CD/DVD movie.
- Submit the CD or DVD in a plastic or cardboard container; identify both the CD/DVD and the container with the student's name, grade division, state, and year.
- Pack the CD/DVD in a large envelope.
- Secure the Student Entry Form to the outside of the envelope with masking tape.

#### Recommendations for Quality Recordings

- Use a tripod to hold the camera still.
- Make sure there is plenty of lighting, especially if shooting indoors.
- Think about sound. Use an extra microphone (boom mike) if needed. Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).

#### Required Information

On the Student Entry Form, please answer the following:

- Who appears in your film? (It is suggested that you gain parental consent for any minors who appear in your film.)
- Was a computer used? If so, name the software and hardware.
- Was any background music used? If so, credit the music.

#### Required Artist Statement

On the Student Entry Form, describe what inspired you to create this work and how it relates to the theme. This is required for all grade divisions.