Lights, Camera, LEARNING

The First AASCA Media Festival

February 18-21

Host: Country Day School, Costa Rica

The AASCA Media Festival is a technology-driven festival to promote project-based learning, technology integration, and creativity, and to recognize exemplary student work. The festival is a two-part event. The first part is a showcase/competition of student media projects that have been created as part of regular class work. These will be submitted electronically and evaluated by a panel of judges. The second part of the festival will look more like a traditional AASCA event, with schools sending teams to the host school to participate in an on-site event. The event will be a two-day movie making experience that involves a theme and rubric that will not be disclosed to the participants until their arrival at the event. The activity will include students being transported to various locations that provide opportunities for filming the movie. The closing event will be an Oscar-style awards banquet where movies will be shown and awards presented.

We are very excited to invite you to the first AASCA Media Festival in what we hope will become a new tradition for AASCA schools. This is a two-part event.

Part One: Online submission of media projects. For the first year we are limiting this to student-created videos only. Please see the submission rules in the packet of handouts included with this email.

Part Two: This is the Movie Making event to be held in Costa Rica. If you plan to send a team, the guidelines are included along with information on accommodations and our itinerary.

What you need to do:

- Read all the attached material
- Assemble your team and chaperone, preferably a technology director and /or knowledgeable movie-maker teacher
- Make your air and hotel reservations
- Send us your flight information
- Request the $400.00 AASCA participation fee and either send or bring with you to the Festival
- Make sure you are clear on the equipment (cameras and software) needed for the event
- Notify your teachers and tech director about the online submissions
- Send the online rules to the teachers
- Have your teachers submit their videos by the February 1st deadline.

PART ONE: Submission information

Subject Areas:

- Math
- Science/health
- Social studies
- English
- Spanish
- PE
- Fine Arts (art, drama, music)
- Thematic (community service, public service announcements, school promotion, etc.)
- English language learners (ELL)
- Technology
- News show
- Student portfolio

Student created video categories:

- **Live Action** – The Live Action production type includes full motion productions that generally have on-screen talent in the form of actors, instructors, hosts, or narrators. Often, a computer will be used for titles, credits, overlays, and editing.
- **A "Sequential Stills" Movie -** A sequential stills movie production is a series of images with text, music, video clips and/or narration added that are made into a video. These are oftentimes created in movie-making software like iMovie or MovieMaker.
- **Animation** – An Animation includes drawn images, clay models, and/or real-life models that are animated to create the illusion of movement.

Submission Guidelines:

- Only one submission per subject area, per school. If your school has several potential entries in a subject, select only the best one to submit.
- Projects must be original student work. Projects may contain music, images, or video that is not original as long it is not in violation of copyright laws (public domain, creative commons) and appropriate credit (citation) is given.
- All entries must be posted online and the URL must be included on the entry form. (Remember to follow copyright laws.)

Deadline for submissions is Monday, February 1st by 4:30 pm Pacific Standard Time.

*All information needed, including the rubric and the project submission form will be made available at http://aascamediafestival.wikispaces.com/ (currently under construction).

Part II   Movie Making Competition

Each participating school will send a team consisting of a maximum of 6 students. Each team must have a video camera, laptop, digital camera, and editing software. (It is recommended to have more than one, in case of unforeseen problems.) Teams that can confidently use open source or online editing programs may do so. Keep in mind that as we are traveling to filming sites students may not always have access to the internet. Optionally teams may bring make-up kits, but costumes will not be an issue in the judging. Costumes are not advised since students do not know the competition theme in advance.

Each team must have a faculty adviser/chaperone. Technology teachers are preferred. We would love to begin building a collaborative network of tech teachers and directors as we move forward with this event. We envision that as sports has come to rely on its athletic directors, as well as coaches, for the success of its programs, we anticipate that the growing importance of tech will see the need for strong "coaching" and leadership in the area of technology.

Students arrive on Thursday, February18th. The icebreaker is planned for 7:00, so plan your arrival in Costa Rica early in the day. At the icebreaker, they receive their instructions for the movie making. They will receive the theme or movie subject, technical requirements, plans for the next two days, rubrics for evaluation, and deadline.

On Friday, February 19th movie making begins. The students will be picked up at the hotel and transported, as stated in their itinerary, to various locations for filming. We will have lunch on the road so students can either relax or continue filming. A full day of filming is planned, and a detailed itinerary will be provided at the icebreaker so teams can plan their work accordingly.

On Saturday, February 20th students are picked up and brought to the school. They can use their time for more filming or they can begin editing. They will have access to various buildings and facilities on campus, including computer labs. Wireless internet access is available. Movies are due at 4:00 pm. They return to the hotel and the films are judged and prepared for presentation.

Students return to CDS for dinner and the awards presentation. We plan a "formal" academy awards type event. Students are encouraged to dress up.

Call for Judges

We need your help. There are two stages that require judging. The online submissions are Due February 1st and need to be judged before the Festival. We can supply the rubrics and judging forms. Winners will receive certificates and feedback. No trophies since only schools participating in the onsite event are paying for participation. If you are willing to judge the online submissions, please send me (Harry Grzelewski Harry_Grzelewski@cds.ed.cr) an email indicating your willingness.

We will also need judges for the onsite Movie Making competition. If you are traveling with a team and will have a second chaperone accompanying you, please volunteer to be one of our judges. Obviously if you are only sending one adult chaperone you will not be able to judge. We would need you on Saturday, after the competition ends and the students return to the hotels. We will decide on the winners and then prepare the video clips for the awards ceremony. When you register for the competition, please indicate your willingness to judge.

Awards Ceremony

6:30	Students are picked up from the hotel and brought to CDS
7:00	Brief introduction and welcome
	Part one award winners are announced
7:30	Dinner is served
8:30	Movie awards presented
10:00	Students return to hotel

Media Festival Rubric

(Adapted from http://www.mediafestival.org/rubric.shtml)

Score Levels	**Media/Technical** *The integration of media objects such as text, graphics, video, animation, and sound to represent and convey information.*	**Subject Area Content** *The topics, ideas, concepts, knowledge, and opinions that constitute the substance of the presentation.*	**Creative/Innovative** *The elements of the presentation that make it unique, original, and compelling.*
5	All elements clearly make a positive contribution to the final product. There are few technical problems, and none of a serious nature.	Meets all criteria of the previous level and one or more of the following: reflects broad, in depth research and application of critical thinking skills (analysis, synthesis, evaluation); shows notable insight or understanding of the topic.	Students have used media in creative and innovative ways that exploit the particular strengths of the chosen format or genre. The final product is unique, powerful, effective, and compels the audience's attention.
4	With minor exceptions, all elements contribute rather than detract from the presentation's overall effectiveness.	The project has a clear goal related to a significant topic or issue. Information included has been compiled from several relevant sources. All sources are cited. The project is useful to an audience beyond the students who created it.	Presentation is balanced, attractive, and easy-to-follow. It uses original student work and/or blends existing media in a new and interesting way.
3	There are some technical problems, but the viewer is able to follow the presentation with few difficulties.	The project presents information in an accurate and organized manner that can be understood by the intended audience.	There is a focus that is maintained throughout the piece, but it may not be compelling, or present information in a way that consistently keeps an audience's attention.
2	The chosen media is age and content appropriate; however technical difficulties interfere with the viewer's ability to see, hear, or understand content.	There is an organizational structure, though it may not be carried through consistently. There may be factual errors or inconsistencies, but they are relatively minor.	The project has a focus but may stray from it at times. May contain creative aspects but those aspects tend to distract the viewer from the stated purpose of the presentation.
1	Multimedia is absent from the presentation or technical issues make it impossible to fairly judge the entry.	Project seems haphazard, hurried or unfinished. There are significant factual errors, misconceptions, or misunderstandings.	The project doesn't have focus.
	Technical Score: /5	Content Score: /5	Creative Score: /5
	Total Score (15 possible)		

AASCA Media Festival

Hotel and Flight Information

Costa Rica Tennis Club: (26 rooms)

Standard Room:
2 persons $60
$10 per additional person
No more than 3 people per room

Superior Room: (4 rooms)
2 persons $65
$10 per additional person
No more than 4-5 people

Suite Room: (3 rooms)
2 persons $70
$10 per additional person

Taxes and breakfast included

Contact Person: Yamileth Murillo
Phone Number: (506) 2232-1266
e-mail address: reservaciones@crtennisclub.com

See additional attachments regarding the rules for making reservations at the Tennis Club

Flights

Make your arrangements so that you arrive in time for the Icebreaker, which is scheduled for 7:00, Thursday, February 18th. Remember, this is only a 2-day event. You arrive on Thursday and depart on Sunday, February 21st.

All flights should arrive at Juan Santamaria International Airport.

Departure tax is $26.00 US, also payable in colones.

Please email me your flight information and number of people as soon as you know. We will arrange for busses or mini-vans to pick you up and take you to your accommodations. If the Tennis Club fills up, let me know and I can give you some alternatives.

Harry_Grzelewski@cds.ed.cr