

# Lights, Camera, LEARNING

## The First AASCA Media Festival

2009-2010

### Information for Teachers

We are very excited to invite you and your students to participate in the first AASCA Media Festival, in what we hope will become a new tradition for AASCA schools. 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.

**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 included below.

**Part Two:** 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. See your principal if you are interested in coaching your school's team.

### PART ONE: Submission information

Teachers are encouraged to submit student-created videos, created for academic purposes (ie: class project), in the subject areas below.

#### 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

## 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 within the project.
- All entries must be posted online and the URL must be included on the entry form.
- The rubric for the original project is required.
- All projects will be judged on the AASCA Media Festival rubric (below).
- Entry form is located at <http://aascamediafestival.wikispaces.com/Entry+Form>
- Deadline for submissions is Monday, February 1<sup>st</sup> by 4:30 pm Pacific Standard Time.

\*Remember that these projects will be posted on the Internet. It is the submitor's responsibility to get any necessary permission from parents prior to submitting student work for consideration of the judges.

## 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.

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

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# AASCA Media Festival Rubric

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

<b>Score Levels</b>	<b>Media/Technical</b> <i>The integration of media objects such as text, graphics, video, animation, and sound to represent and convey information.</i>	<b>Subject Area Content</b> <i>The topics, ideas, concepts, knowledge, and opinions that constitute the substance of the presentation.</i>	<b>Creative/Innovative</b> <i>The elements of the presentation that make it unique, original, and compelling.</i>
<b>5</b>	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.
<b>4</b>	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.
<b>3</b>	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.
<b>2</b>	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.
<b>1</b>	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.
	<b>Technical Score:</b> /5	<b>Content Score:</b> /5	<b>Creative Score:</b> /5
	<b>Total Score (15 possible)</b>		