

National PTA Reflections Program: Film Production Rules and Guidelines (page 1 of 2)

“The Magic of a Moment”

Deadline Date: _____

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 camera person. If using a computer, the student must do all of the work. If the student chooses to appear in the production, a camera or 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.

Styles

- 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: A nonfiction documentary using narration, facts, and images.
- Experimental: A 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. In addition, the use of software that allows the user to build a virtual environment using prefabricated characters and elements is not permitted. Any software that is used to create an entry should be used only to enhance and present the work of the student, not to provide the primary design.
- **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.

Presentation

- Entries may not exceed five minutes.
- The film should directly relate to the theme.
- Submit performance of the film on DVD. Submit two copies of the DVD. Do not write protect DVD.
- The student submitting the entry is not required to appear in this film.

Use of Other Copyrighted Material

Films may include public places, well-known products, trademarks, or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.

Recommendations for Quality Recordings

- Use a tripod to hold the camera still.
- Make sure there is plenty of lighting, especially if shooting indoors.
- Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).
- Make sure the background music (if any) is audible on the recording.

Student Eligibility

Students must participate in the National PTA Reflections® Program through a local PTA/PTSA in good standing. Parent groups not affiliated with National PTA are not eligible to sponsor this program. It is the responsibility of the state and local PTA/PTSA to determine each student's eligibility in the National PTA Reflections® Program. A student may develop an entry in or outside of school.

Grade Divisions

Students may enter the National PTA Reflections® Program in the appropriate division for their grade. The divisions are as follows:

Primary: preschool – grade 2 Intermediate: grades 3 – 5 Middle School: grades 6 – 8;
High School: grades 9 – 12 Special Artist: ungraded

Special Artists Division

- Qualifying students create their own artwork but may receive non-artistic accommodation and assistance from an adult.
- Students who qualify for the Special Interest Division may choose to enter in the traditional four grade divisions. If this is the case, the student will follow all general rules and arts category rules, but may submit the entry in the grade division most closely aligned to their cognitive or functional abilities. The student is recognized and awarded as part of the general student population without regard to special needs or challenges.
- National PTA will honor one Special Artist from across all categories to receive an Outstanding Interpretation Award. Up to five additional Special Artists will receive a National PTA Award of Excellence.
- If students do not fall under specific grade divisions, National PTA suggests that they be grouped as follows: Primary: up to age 7; Intermediate: ages 8–10; Middle: ages 11–13; Senior: ages 14+
- It is the responsibility of the local PTA/PTSA to determine the appropriate division if necessary.

Student Entry Process

- Students enter the National PTA Reflections® Program at local levels. Students fill out the Student Entry Form by the local unit deadline date listed at the top of this page and submit their entry to their local unit for awards judging. All artwork must contain a title and all entries must include an artist statement. The artist statement communicates what inspired the work, how it relates to the theme, and the content of the work. The statement must include at least one sentence, but may not exceed 100 words. For most arts areas, students must also answer a few questions about how they created their works; see the back side of the Student Entry Form.
- Film Production entries should be saved on a DVD in one of the following formats:

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- Save the entry as AVI, MOV, MPG, MPEG, WMV, FLV
- Maximum Upload File Size: 1GB (one gigabyte)
- The recorded performance should be saved as a file on the DVD, not as a DVD movie.
- Upon completion of the local program, students whose winning entries are selected to move to the next level of the National PTA Reflections competition will complete an online entry process, and the local unit or council will send the DVD, along with a student entry form to the State PTA for next level of adjudication.

National PTA Reflections® Theme: “The Magic of a Moment”

- The theme for the 2012 – 2013 National PTA Reflections® Program “The Magic of a Moment.” Only new pieces of artwork inspired by the theme may be submitted.
- All entries must contain a Title.
- All entries must include an Artist Statement. The artist statement communicates what inspired the work and how it relates to the theme, and also describes the content of the work. The statement must include at least one sentence, but may not exceed 100 words.

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.
- 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 student.

Browser Recommendations

The National PTA Reflections website can be accessed using any of the following browsers:

- Chrome 12 and greater,
- Firefox 3 and greater,
- Safari 4 and greater,
- Internet Explorer 6 and greater.

Deadlines

Students must submit all works by the deadline established by their local PTA/PTSA. Each local PTA/PTSA sponsoring the program sets its own deadline for entries, in adherence with state and council deadlines. Entries are judged at the local level and the top entries are forwarded to the next level of judging (council or state). Direct all questions regarding deadlines or rules to the WSPTA office. National PTA does not record deadlines for local, council, or state PTAs.

Judging

All national entries are judged on Interpretation of the National PTA Reflections® Theme, Artistic Merit, Creative Merit, and Technical Merit. The National PTA Reflections® Program makes no restrictions on content or subject matter in artwork. Each PTA/PTSA determines its own judges for the program. Under no condition may parents or students contact the judges to dispute the status of any entry. All decisions of judges are final.

CHECKLIST FOR PREPARING YOUR ENTRY

What students must do to enter:

- ___ Follow rules and guidelines given regarding presentation and format for your entry.
- ___ Assign a title to your entry.
- ___ Complete the student entry form, taking care to:
 - a. include the name of your entry, and
 - b. fill out the artist’s statement, which communicates what inspired the work, how it relates to the theme, and the content of the work. The statement must include at least one sentence, but may not exceed 100 words.
 - c. answer specific questions tied to each arts category (These question should be printed on the back side of your local unit Reflections Student Entry Forms.)
- ___ Print the form and sign it, and have one parent or guardian sign it also.
- ___ Submit the artwork and paper copy of the student entry form to your local PTA’s Reflections Chair on or before the locally established deadline.
- ___ Submit entry in one of the following formats:
 - Save the entry as AVI, MOV, MPG, MPEG, WMV, FLV
 - Maximum Upload File Size: 1GB (one gigabyte)
 - The recorded performance should be saved as a file on the DVD, not as a DVD movie.

Questions? Contact WSPTA Reflections Chairperson, Michelle Bartholomew, Reflections@wastatepta.org, 509-768-0137, 5225 S. Saltese Lk. Rd., Greenacres, WA. 99016