MEDIA EXPO 2024
RULES & REGULATIONS

IMPORTANT DATES

Early January – Projects Due
February 2 - 9, 2024 • Judging Window
February 22, 2024 • Media Expo
5:00 – 7:00 P.M. • Gallery & Interactive Showcases
6:00 P.M. • Elementary Ceremony, PreK – 5
7:00 P.M. • Secondary Ceremony, 6-12
(Secondary Ceremony will begin at the completion of the Elementary Ceremony)

TABLE OF CONTENTS

MEDIA EXPO 2024 COMPETITION

PURPOSE

The Worcester County Media Expo celebrates our students' use of media and technology as a way to meet educational goals and creatively communicate with local and global communities.

We believe that the Worcester County Media Expo will...

- Inspire students to try innovative forms of technology as a way to express their talents, knowledge, and understandings.
- Foster a sense of pride and confidence in their technological skills.
- Encourage collaboration between students, teachers, parents, and community.
- Allow community members the opportunity to have a greater understanding of WCPS's continuing technology goals.

STUDENT PARTICIPATION

Students enrolled in Worcester County Public Schools may participate. Each school may enter four (4) entries in each grade division of each competition if the school population in that division is less than 500. Schools with a population over 500 in each age division may add an additional entry for each additional 100 students. Schools with enrollment that overlap two age divisions must look at their population for each division, not the total school population. If more than the allowed number of entries in a category are produced, a runoff will be held in that school to determine the entries in the Worcester County Media Expo.

DATE AND LOCATION

The Media Expo Awards Ceremony will take place on Thursday, February 22, 2024. The gallery will open at 5:00 PM. The awards ceremony for Elementary entrants (PreK – 5) will begin at 6 PM, while the Secondary ceremony (grades 6-12), will begin at 7 PM (or at the completion of the Elementary ceremony). Student entrants are encouraged to be present to share entries with family and friends. The Awards Ceremony will be live streamed in addition to the in-person ceremony. (All entries are judged prior to the date of the Media Expo Awards Ceremony.)

ENTRY FORMS

All entries must be submitted using the online entry form at http://www.wcpsmediaexpo.com

COPYRIGHT

The use of copyrighted material is limited to what is allowed under the Fair Use Exception to copyright law. Copyrighted material that does not qualify as fair use must be accompanied by written permission from the copyright holder. All sources should be cited in a grade appropriate manner. Additional information about Fair Use is contained in this booklet, as are some forms which may be helpful in requesting copyright permission. Entries which fail to follow these guidelines will be disqualified.

The names, logos, and entries of Worcester County Public Schools Media Expo may not be used or reproduced for any purpose. Media Expo Rules and Regulations requires participants to follow copyright laws when submitting entries. Therefore, entries and content of entries are sole property and responsibility of participant(s). It is provided by Worcester County Public Schools Media Expo "as received" without intent or implied intent to discriminate.

ETHICS

Please consider your subject matter carefully. If the product produced may be offensive to the sensitivities of the school community, it may be judged, but not displayed for the public. All Rules and Codes of Conduct for the Worcester County Board of Education will apply to production and content.

All entries, from conception to final product, must be produced by the student(s) entering the production in the Media Expo. Entries must have been produced within the last year prior to the Media Expo and may not have been entered in a previous Media Expo.

USE OF ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) is a rapidly advancing technology that mimics human intelligence to perform tasks like problem-solving, pattern recognition, and decision-making. In recent years, AI has evolved to become a powerful creative tool, capable of generating content such as art, music, and even written text. This evolution has prompted us to introduce an experimental **AI-Generated Works** category in our program, where students can explore the creative potential of AI. The addition of this category allows us to distinguish between unique student works and fully AI-developed projects.

A 'unique student work' represents a creative project primarily driven by the student's ideas, efforts, and artistic vision, showcasing their individuality, creativity, and skill in crafting original content. In contrast, a 'fully AI-developed' project relies predominantly on artificial intelligence algorithms, with minimal direct creative input from the student. These distinctions enable us to recognize and celebrate the various intersections of technology and individual creativity within our program.

It's important to note that 'unique student works' across all categories may incorporate the use of AI as a supplementary tool. AI tools are now integrated into numerous programs, software, and applications, offering support and enhancement. However, entries in any category other than the **AI-Generated Works** category should prominently reflect the creative effort and input of the student.

Students must be transparent about their use of AI tools. In their submission, they should provide a brief explanation of how AI was used and its role in the project's creation.

We encourage students and parents to embrace these exciting advancements, fostering creativity and innovation, while ensuring transparency and fairness in the program.

AWARDS

Gold medals will be awarded for the highest score in each category. Silver medals will be awarded for the second highest score in each category. The Media Specialists' Award is reserved for any entry of exceptional quality or an entry which demonstrates the use of technology in a highly creative or sophisticated way to suit its purpose. The award may also be given to a student whose body of work in the Worcester County Media Expo has shown continuous growth and excellence.

GRADE LEVELS

Students are grouped into grade level bands. The groups are as follows for each category: PK-2, 3-5, 6-8, and 9-12. Unless otherwise noted, students from all grades may enter the competitions. Except for Photography, entries may be the work of an individual, a group, or a class. If students from more than one grade division work on an entry, the entry must be entered in the grade division of the oldest student participating. Entries for Photography are for individuals only.

EEO STATEMENT

Worcester County Public Schools does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding non-discrimination policies: Supervisor of Human Resources; Worcester County Board of Education; 6270 Worcester Highway; Newark, MD 21841.

IMPORTANT DATES

See Librarians.	Entries due to School LMS. School due dates are decided at the individual schools. All due dates are posted at WCPSMediaExpo.com
1/25/2024	Media Expo entry data submitted
1/30/2024	Divvy Day
2/2/2024	Judging Communication & Instructions
2/2/24 - 2/9/24	Digital Judging Week
2/14/2024	Judging Day – Librarians certify scores
2/22/2024	Media Expo Exhibit and Awards Ceremony

PHOTOGRAPHY

REGULATIONS

Description

A total of 6 photos may be entered with only 1 per sub-category outlined below. (See chart below to assist you.) For each category, photos may be entered in color or monochrome. All photographs must be the work of an individual. Photography celebrates the rich tradition of photography. Students can use traditional or digital cameras to document the world around them. Pictures can be submitted in color or monochrome. Students can take pictures of animals, people, plants, buildings, landscapes, and other non-living objects.

Categories

The categories are designed to help us group similar photos for judging. If a photo seems to fit in more than one category, it is ultimately the decision of the photographer. Photos can be submitted in COLOR or MONOCHROME. Monochrome is not restricted to black and white.

Animals

> This subcategory allows students to showcase nature by capturing the expression of a favorite family pet or the amazement of a wild animal!

People

> This subcategory allows students to highlight the people that are important to them. Students often choose to take photos of friends and family members. This allows students to share with viewers the relationships and people they value.

Plants/Botanicals

> This subcategory allows students to explore nature by photographing the botanical life found in parks, gardens, or even their own backyards. Students often choose to capture flowers, trees, or leaves with dazzling colors and captivating textures.

Non-Living Objects

> This subcategory encompasses still objects either found or positioned. Students often choose subjects based upon geometric shapes and flowing lines to depict varying perspectives.

The Great Outdoors

> This subcategory affords students the opportunity to capture the beauty of the world around them. Using their cameras and digital devices, students find subjects in nature to express their creative expression.

Buildings/Architecture

> This subcategory allows students to examine the lines and designs of buildings. Architectural art from classical to modern is captured and celebrated by the lens of the photographer. Camera angles are accentuated to demonstrate the beauty found in architecture.

PROCEDURES

All entries must be photographed by the student.

All photographs will be entered digitally via the online school entry form.

Students may enter a total of 6 photos with ONLY 1 per sub-category. (Use the chart below to assist you.)

Each photo must have a title. The title should reflect what the photographer was trying to capture.

A captured image can only be entered once. For example, a color photo may not be manipulated and also entered as a monochrome photo. In brief, if you click the camera once, you can only enter once!

**Keep track of your photo entries below. Remember: You may only enter one per sub-category and NO MORE than six (6) photos all together.

Category:	Color	Monochrome
Animals		
People		
Plants/Botanicals		
Non-living Objects		
Great Outdoors		
Buildings, Interiors, and Architecture		

Online Submission For Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

The element of content deals with the overall choice of subject matter. It should be appropriate for the purpose indicated. It should be timely and well thought out. It should have a purpose and theme and should capture a moment of time or place.

Content Suitable to Audience

The element of content deals with the overall choice of subject matter. It should be appropriate for the audience indicated. It should take into account aspects of the audience including age, gender, knowledge on a subject, etc.

Creativity/Originality

The term originality applies to the creative aspects of a print. Have you presented your subjects in an unusual or interesting manner? If you photograph animals, have you placed them in unusual costumes or backgrounds?

Organization/Structure

The principles of art composition apply to still photography. The use of line, texture, forms, and color creates interest as well as grouping forms. Planes or parts of forms must be aesthetically arranged. For example, if three objects are grouped, it is considered more aesthetic to have them placed at unequal distances than to have them spaced equally in a row. It is also more interesting to have one of these objects placed at a different angle (plane) than the others. Composition should also include balance in relation to form and color. Lighter or smaller objects on the other side may balance a heavy or large object on one side. Colors need to be distributed throughout the print. Composition may also include movement. Forms or objects may be arranged to give direction to the eye of the observer.

Overall Effectiveness/Presentation

This criterion allows the evaluators to look at the total photograph and critique it as representative of the subject area in which it was placed by the photographer. The question asked by evaluators will be: Has the student photographer selected the best subject area in which to evaluate the photograph? While content deals with the choice of subject matter, appropriateness to subject area deals with selecting the right category in which to judge the photograph.

Appropriate Design Techniques/Resources

Techniques should be used to make the print unique. If there is a moving subject, was this highlighted by placing the background out of focus? Are night-lights softened or highlighted? Is the subject matter presented at its most advantageous position in relation to the photographer? Is depth-of-field utilized in highlighting subject matter?

VIDEO

REGULATIONS

Description

This category includes any sort of production designed to be displayed to a large group. You may use an iPad, computer, computer programs, or video camera, as long as the finished product may be displayed on screen. Programs must also have graphics or titles at the beginning and end of the show. Programs may be any length but only the first <u>ten minutes</u> will be judged.

Categories

Compilation Video

> Videos that combine a variety of elements such as images, live video, text, and/or sound. Live videos in this category could be stock or recorded by the creator but should comprise a small segment or portion of the entire video. Entries in this category can be made in a slideshow program but must be played as a video. They should not be entered if they still are slideshow files. Recommended Programs: WeVideo, Spark Video, Clips, iMovie, Canva, TouchCast Studio, and Animoto

Live Action Video

> Video that incorporates images, live video, text, and/or sound, but the majority of the finished product SHOULD be live video that MUST be taken by the creator. Entries can be designed in any program but must play as one video. Recommended Programs: WeVideo, Spark Video, Clips, iMovie, Canva, TouchCast Studio, and Animoto

Animation-Traditional

> Videos are created by drawing a series of images and scanning them into a program to produce movement. Recommended Programs: FlipAClip, (need more examples)

Animation-Stop Motion

> Videos are created by taking a series of photos that when combined produce movement. Recommended Programs: Stop Motion Studio, iMovie, Flipgrid

Animation-Computer Program

> Students use a computer program to generate characters and animation. Recommended Programs: Maya, PowToon, Moovly, and Brushes Redux.

PROCEDURES

All entries, from conception to final product, must be written, directed, and produced by the students entering the production. However, there is no age limit on the actors or performers who appear in the production. Each entry must have a title and credits presented in the beginning or ending graphics including acknowledgement of any copyrighted material.

Videos can be uploaded directly into the online submission form by clicking on the upload button and choosing the project saved on your device. If your work is saved on YouTube, Vimeo, or Office 365 Stream, it can be submitted by copying and pasting a link into the online entry form instead of using the upload button on the online submission form.

Online Submission For Media Projects

Students will submit their entries using the forms available at <u>http://www.wcpsmediaexpo.com/</u> Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

The element of content deals with the overall choice of subject matter. It should be appropriate for the purpose indicated. It should be timely and well thought out. It should have a purpose and theme and should satisfy a personal or informational need. Will anyone care about the content of your production? Is the subject or idea big enough to sustain the entire program? Is the story or message clear?

Content Suitable To Audience

The element of content deals with the overall choice of subject matter. It should be appropriate for the audience indicated. It should take into account aspects of the audience including age, gender, knowledge on a subject, etc. Will the specified audience care about the content of the production? Would the story or message be clear to the audience?

Creativity/Originality

Provide fresh, interesting insights into the subject of your program.

Organization/Structure

Show evidence of planning and choice through all parts of your production as you focus on achieving the program's purpose. Show that the information or story is paced and developed in a way that keeps viewers interested and helps them understand your meaning. Titles and credits should be clear and presented in an attractive manner. Strive for original, creative titles and credits that are technically well done.

Overall Effectiveness/Presentation

Does your program heighten viewer's attention and interest? Does the program touch human emotions or feelings? When the program is over, does it leave a meaning with the viewer? Does it grab the viewer's attention?

Appropriate Design Techniques/Resources

Have you used the media opportunities available to you to their maximum effect? Did your choice of medium suit your purpose? Show evidence of planning and choice through all parts of your production as you focus on achieving the program's purpose. Show that the information or story is paced and developed in a way that keeps viewers interested and helps them understand your meaning. A media production is like a puzzle. It has lots of pieces such as pictures, sound, color, effects, transitions, etc. When you combine all these pieces, they should fit together to make one overall impression of technical skill.

CODING

REGULATIONS

Description

This category includes product development of games, or functions, by either writing original code or by utilizing developmental software such as Unity to create the project. All entries must be originally produced by the student.

Categories

Original Code

> Projects that are written in HTML, PHP, SQL, Python, JavaScript, Swift, or any other programming language. To qualify for this category, all code must be written by the individual. Code.org entries may be submitted in this category if all code is written from scratch without the use of a template.

Developmental Software

> Projects that are designed within a learn to code app or graphic user interface. Recommended Programs: Code.org (Sprite Lab, App Lab, Artist, etc.), Hopscotch, Tynker.

PROCEDURES

All entries, from conception to final product, must be written or developed by the students entering the project. Entries must be packaged in a way that they can be easily submitted via a link on the school entry form. Both the project and the program required to run it must be included in the entry. Operational procedures must be included on the entry form and explained to your Media Specialist.

Helpful Hints:

Coding entries often requires specific software. If your program will not run without the software, the student must include a screen recording or screenshots showcasing what the code is intended to do. For example, students can screen record on their iPad, upload the file to OneDrive, generate a link and copy/paste the link in with their coding information to http https://wcpsmediaexpo.com

Online Submission for Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

Will anyone care about the content of your program? Is the subject or idea big enough to sustain the entire program? Is the use or message clear?

Content Suitable To Audience

Will anyone care about the content of your program? Is the subject or idea big enough to sustain the entire program? Is the use or message clear?

Creativity/Originality

Create a computer program that clearly shows that you are using the program or code in interesting ways. This may include using content or code that is widely available, but not always used. This may also mean that the student has combined content and/or code in a way that is interesting or different.

Organization/Structure

Show evidence of planning and choice through all parts of your project as you focus on achieving the program's purpose. Show that the information or story is paced and developed in a way that keeps viewers interested and helps them understand your meaning.

Overall Effectiveness/Presentation

Does your program heighten viewer attention and interest? When the program is over, does it leave a meaning with the viewer? Does it grab the viewer's attention?

Appropriate Design Techniques/Resources

Judges will be looking for complexity of code, creativity, originality, and presence of multiple levels.

INTERACTIVE MEDIA

REGULATIONS

Description

Students are challenged to create web sites, web quests, presentations, e-portfolio, blogs or interactive worksheets which could have embedded hyperlinks. All entries must depend upon participation by the viewer. These entries may be either educational/informational or personal/for entertainment.

Categories

Presentation Software

Slideshows that include text, images, and/or videos. There should be a combination of media types in order to be a multi-media presentation. Text, images, videos, etc. can be animated, but not a requirement. Does not have to include sound. Can progress automatically or with a click. Recommended Programs: PowerPoint, Keynote, Prezi, Canva, and Spark Page.

Websites

Websites that include text, images, and/or videos. Websites should include internal or external links. Recommended Programs: Wix, Weebly, PowerPoint, Google Sites, Keynote, Pages, Adobe Express, Canva, Glogster, Microsoft Publisher, TouchCast with Hotspots, Blogger, WordPress

PROCEDURES

Web quests and webpages must be available online. Interactive worksheets, PowerPoints, e-portfolios, or blogs may be entered using the student's Office 365 account. All hyperlinks should be functional. Webpages created entirely by original code will be entered in Coding. Directions and a direct link for accessing your online entry must be included on the entry form.

Online Submission For Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

The site or production serves its stated purpose (educational/informational or personal/entertainment)

Content Suitable to Audience

The site or production is well designed and suited to the intended audience.

Creativity/Originality

The creative elements enhance the usability and appeal of the document.

Organization/Structure

The site or production includes interactive elements which are visible, understandable and reliable.

Overall Effectiveness/Presentation

The site or production should effectively express the intended purpose. It should be clear, neat and creative in its visual appeal.

Appropriate Design Techniques/Resources

The site or production uses fonts, colors, graphics and icons which contribute aesthetically.

DIGITAL DESIGN

REGULATIONS

Description

Using an appropriate digital program or app, entrants will design either a digital work of art or informational text with graphics. Projects with links to websites should be entered in the Interactive Media category. Due to digital judging, all projects must be submitted digitally as a PDF or image.

***Works of art or information that were created using an AI tool, such as Dall-e, need to be entered into the experimental AI category. Please go to the AI Experimental Category description, at the end of this packet, to see the guidelines for this new, experimental category. If you have questions about your creation, please talk to your library media specialist.

Categories

Digital Work Of Art - Original Single Art Piece

> An original single art piece is created digitally using a paint or draw program. An entry is one cohesive work of art created by one artist and contains no clipart or photographs or other type of graphics. Recommended Tools: Brushes Redux, Paint, Sketches School

Digital Work Of Art - Digitally Manipulated Graphic

> Entries may be either a DIGITAL COLLAGE or a SINGLE ENHANCED PHOTO. A digital collage is built around a theme and contains more than one graphic item such as photos, clipart, scanned in drawings. This could be an artistic collage of student-created pictures or photographs*.* An entry may also be a photograph that has been extensively altered digitally. Text in this category should be minimal and for artistic effect only. Recommended Tools: Canva, Microsoft Word, Microsoft PowerPoint, Pages, Keynote, Adobe.

Informational Graphic Text

> An informational graphic text project should be created around a cohesive theme and may be created for either an educational/informative purpose or for a personal/entertainment purpose. It may be a brochure, pamphlet, book jacket, greeting card, poster, infographic, etc. Students may use clip-art, templates and pre-formatted design tools to create a project. Entries should include text. Recommended Tools: Canva, Microsoft Word, Glogster, Microsoft PowerPoint, Pages, Keynote.

PROCEDURES

Projects must be designed digitally. Entrants are encouraged to be creative and incorporate clip art, photos, and interesting fonts in the appropriate projects. However, if copyrighted elements are used, be sure they are considered Fair Use or provide written permission in your documentation. Any copyrighted or Creative Commons materials should also be credited on your entry form.

Helpful Hints

Entries should be submitted using either a PDF or image format. See your Media Specialist for assistance.

Online Submission For Media Projects

Students will submit their entries using the forms available at <http://www.wcpsmediaexpo.com/> Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

The purpose of your production should be apparent to your audience. Some thread of unity carried out in the production should be easily determined by your plan and purpose.

Content Suitable To Audience

The purpose of your production should be apparent to your audience. Some thread of unity carried out in the production should be easily determined by your plan and purpose.

Creativity/Originality

An entry should be a statement of your own ideas that you wish to communicate to your audience. If you develop your idea in an interesting or unusual manner, your production will have Creativity. Judges will be looking for the freshness or novelty of an idea or method. The ability to think or express oneself in an independent and individual manner should be apparent.

Organization/Structure

Judges will be looking at the overall design of your production including font size, font type, and the arrangement of words and graphics.

Overall Effectiveness/Presentation

The production should make a strong impression. Judges will rate the general effectiveness of your product by how well it clearly expresses your ideas.

Appropriate Design Techniques/Resources

Judges will look for the way in which a particular technology has been utilized to its fullest potential in the development of the project.

CAD

REGULATIONS

Description

Using appropriate computer programs, entrants will create and submit their designs or technical drawings in one of four categories. Designs must be submitted as digital files. Worcester County Public Schools, through project Lead the Way, has access to Tinkercad, INVENTOR, and REVIT, all by Autodesk Corporation. Submissions using other programs are allowed, however, each entrant is responsible for making a copy of that software available to the judges when the work is to be judged in a digital format.

Categories

Using appropriate computer programs entrants create and submit their designs or technical drawings in one of four categories. Projects in this category are created using computer aided design (CAD) software and the finished product is a 3D rendering of their design Recommended Programs: Tinkercad or AutoCAD

Mechanical

> Projects in this category are mechanical in nature. They might include tools, machines, machine parts or assemblies.

Architectural

> Projects in this category are focused on buildings, floor plans, elevations, and perspective views. Projects can show a full building or a portion of a building.

Landscape & Civil

> Projects in this category depict land use, decorative or functional. Projects can show gardens, landscapes, or other outdoor designs.

Open Class

> Projects in this category do not fit into the other three categories. Students can submit designs for furniture, jewelry, toys, etc.

PROCEDURES

Projects must be created using computer software. Completed projects must be submitted as either digital program files or links. If your design will not function without the software, the student submission must include a screen recording or screenshots showcasing the design. For example, students can screen record on their iPad, upload the file to OneDrive, generate a link and copy/paste the link in with the cad information to https://wcpsmediaexpo.com

Online Submission for Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

The project meets a clear and focused purpose. It addresses a question/problem that needs solving in student's life, school, community, or world.

Content Suitable to Audience

Does the idea have practical applications? Is there a well-defined, significant market for its use?

Creativity/Originality

What makes the design novel? Does it represent an important advance over the current state of design? The product is innovative and displays a new approach to solve a question/problem.

Organization/Structure

The drawing or design presentation should be complete such that all of the needed information to fully understand and execute the design is included in the submission. Technical drawings are typically accompanied by dimensions and notations, which add up to a complete understanding of the item or space defined by the drawing.

Overall Effectiveness/Presentation

Line weight, line style, dimensioning, use of scales, use of blocks and borders and are all neat, with an excellent overall visual presentation.

Appropriate Design Techniques/Resources

There are many software programs to help create designs and convey these designs effectively. Choosing the right software for the subject can dramatically affect the ease with which designs are created and communicated. Under this criterion, judges will also be looking for evidence that student designers explored and employed elements of the software program to aid them in the creation or communication of the design.

PODCASTS

REGULATIONS

Description

This category includes any sort of audio production which includes both spoken content and sound effects. Programs must have a thumbnail graphic that would be used to advertise the podcast and a musical introduction that helps draw the listener in. Programs may be any length but only the first ten minutes will be judged. *Projects that use Garageband must have the Metronome sound turned off to be judged; be sure this feature is turned off.

Categories

Students create their podcasts using audio recording software and combine it with sound effects. Sound effects can be created for this project or from other resources as long as they are credited and with appropriate copyright licensing. Recommended Tools: Anchor, Audacity, GarageBand

Nonfiction Narrative Podcasts

> "These podcasts retell the true stories of others through the use of audio clips from the interviewee, as well as layer on their own editorializing of the stories at hand" (*Voices.com*).

Interview/Conversational Podcasts

> A podcast, "having one host, with either a single guest interviewee or multiple guests throughout the course of the show. This podcast format provides listeners with different viewpoints and is usually a popular format with political podcasts" (Voices.com).

Hybrid Podcasts

> "A hybrid podcast tends to be one that has a set host, but often has other guest hosts or speakers who contribute to the show. It usually starts with a commentary or monologue from the host and then moves into a panel discussion, interview, or contribution from another source" (*Voices.com*).

Scripted Fiction Podcasts

> "Fiction podcasts are a form of audio drama that tells stories using a script, a cast of voice actors, and sound design to immerse the listener in the narrative" (Voices.com).

PROCEDURES

All entries, from conception to final product, must be written, directed, and produced by the students entering the production. However, there is no age limit on the actors or performers who appear in the production. Each entry must have a title graphic and include acknowledgement of any copyrighted material. Copyrighted material can be submitted on the entry form instead of being part of the recorded entry.

Helpful Hints

Entries must be submitted digitally on the school entry form. Links can be generated from students' Office 365 accounts and other web platforms.

Online Submission for Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ Contact your school librarian with questions.

JUDGING CRITERIA

Content Achieves Purpose

The element of content deals with the overall choice of subject matter. It should be appropriate for the purpose indicated. It should be timely and well thought out. It should have a purpose and theme and should satisfy a personal or informational need. Will anyone care about the content of your production? Is the subject or idea big enough to sustain the entire program? Is the story or message clear?

Content Suitable to Audience

The element of content deals with the overall choice of subject matter. It should be appropriate for the audience indicated. It should take into account aspects of the audience including age, gender, knowledge on a subject, etc. Will the specified audience care about the content of the production? Would the story or message be clear to the audience?

Creativity/Originality

Provide fresh, interesting insights into the subject of your program.

Organization/Structure

Show evidence of planning and choice through all parts of your production as you focus on achieving the program's purpose. Show that the information or story is paced and developed in a way that keeps viewers interested and helps them understand your meaning.

Overall Effectiveness/Presentation

Does your program heighten audience attention and interest? Does the program touch human emotions or feelings? When the program is over, does it leave a meaning with the audience? Does it grab the audience's attention?

Appropriate Design Techniques/Resources

Have you used the media opportunities available to you to their maximum effect? Did your choice of medium suit your purpose? Show evidence of planning and choice through all parts of your production as you focus on achieving the program's purpose. Show that the information or story is paced and developed in a way that keeps viewers interested and helps them understand your meaning. A media production is like a puzzle. It has lots of pieces such as sound, effects, transitions, etc. When you combine all these pieces, they should fit together to make one overall impression of technical skill.

ARTIFICIAL INTELLIGENCE (AI) GENERATED WORKS

REGULATIONS

Description

This category is designed to highlight the remarkable capabilities of Artificial Intelligence (AI) in the creative realm.

Entries in this category should <u>primarily</u> or <u>entirely</u> rely on AI technology to generate creative content. Here, students' direct creative input should be minimal, with the creative process predominantly attributed to AI algorithms and tools. This category serves as a platform for students to explore the innovative potential of AI as a creator. Possible tools may include ChatGPT, DALL-E 3, Midjourney, Bing, Bard, Stable Diffusion, Skybox AI, Aiva.ai, Elevenlabs, etc.

It's important to note that in this first year of the category's introduction, entries will not undergo formal judging. Instead, they will be exclusively showcased and celebrated for their experimentation and utilization of AI in creative endeavors.

To maintain transparency and provide insight into the creative process, all entries in the 'AI-Generated Works' category must clearly state the AI tools, software, or models used in the creation process. Additionally, students should provide a detailed explanation of how AI was employed to generate the work, including any prompts or parameters used during the creative process.

We encourage students to embrace this exciting opportunity to collaborate with AI and explore the boundaries of creativity. Through transparency and experimentation, we aim to foster innovation and celebrate the dynamic fusion of technology and artistry in the 'AI-Generated Works' category.

PROCEDURES

Projects must be exclusively created using AI software, with a 100% reliance on AI technology for the creative process. Entrants are encouraged to unleash their creativity in this innovative space. However, if your project incorporates elements that are copyrighted, it's essential to ensure that they fall within the boundaries of Fair Use. If not, please provide written permission for their use in your documentation. Additionally, any copyrighted or Creative Commons materials employed in your project should be properly credited on your entry form.

For projects that require additional software or specialized viewers to fully experience, we recommend including a screen recording or a series of screenshots that effectively showcase the entirety of your finished project. Furthermore, sharing specific prompts or parameters that you used during the project's design process can provide valuable insights into your creative approach.

Online Submission for Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ . Contact your school librarian with questions.

USING COPYRIGHTED MATERIAL

If you have decided that only copyrighted material meets the needs of your production, you must obtain written permission to use it. Write to the publisher or copyright holder, addressing your request to the "Rights and Permissions Office." The name and address of the publisher or copyright holder should be on the title page of the publication or work. Give them as much information as you can in your first letter.

For Photographs

Provide the title and date of the publication, the name of the photographer (if listed in the credits), and the page or pages on which the photo appears. Describe your production (type, length, and age of audience, etc.). Explain how you wish to use the copyrighted materials in the production. Request permission for a specific number of uses (e.g., one-time use, unlimited use for a period of two years, etc.) and for a specific type of use (e.g., non-profit use, commercial use, etc.).

For Music

Provide the name of the selection, the composer, the arranger, and the publication date. Tell them how much of the selection you are going to perform (in bars or stanzas) and on what page it appears. If you want to use a recording, start by writing to the music label. There may be multiple people from whom you have to get permission, for example, the music label, the composer, the performers, and the publisher.

Use Material in the Public Domain

Anyone may use material that is in the public domain without permission. You may have your class or school group perform a song or musical composition in the public domain for your production.

Be Creative - Do Your Own Thing

The easiest and safest way to avoid copyright infringement is to create your own original material. Here are some ideas:

* Write your own song or musical composition using apps like Garageband.

* Improvise some music on musical instruments or use a computer to generate your own sounds.

* Create your own sound effects using a variety of objects and materials.

* Use your voice or body to create voice/body rhythms.

Put In the Credits

Let the audience know the sources of the materials in your production by listing them in the credits at the end of the program. You can make your credits more creative and interesting by incorporating them into the program with animation or vivid images. For example, you could create a credits sequence that thanks the people who helped you produce your video, or a slideshow of the photos you used in your presentation.

At the very least, credits or sources should be included in your Project Description.

SAMPLE COPYRIGHT LETTER

Rights and Permission Department   Date _____

ASCAP

1 Lincoln Plaza

New York, NY10023

Dear Director:

I would like permission to make a copy of the following as part of a project in my (Communication Arts) class.

COMPOSER/SONGWRITER Hoagy Carmichael

LYRICIST   Ira Cohen

SONG TITLE   Don't Fence Me In

COPYRIGHT   1932

TYPE OF REPRODUCTION Audiocassette

This recording will be part of a (five-minute) (video) production, made by (three) students in the (tenth grade) which will be entered in the Worcester County Media Expo. This is an educational enterprise.

I would like permission for unlimited number of nonprofit showings for a period of two years. Please indicate in the form below and return it in the self-addressed, stamped envelope that I have enclosed.

Thank you for your time and cooperation.

Sincerely,

Student's Name

School & Address

School Phone

_____Permission to reproduce Don't Fence Me In as stated above is granted.

_____Permission to reproduce Don't Fence Me In as stated above is not granted.

Signed_____ Date _____

Title_____

FAIR USE

The Fair Use Doctrine allows for limited use of copyrighted materials in educational settings. In all cases, students are reminded to credit the sources and display the copyright notice if available. In general, fair use limits the amount of copyrighted work that may be used.

Motion Media

Up to 10% or 3 minutes, whichever is less.

Text Material

A poem of 250 words or less or up to 250 words of a longer poem.

An article, short story, or essay of 2,500 words or less, or excerpts of up to 1,000 words or 10 percent of a longer work, whichever is less.

A single chart, graph, diagram, drawing, cartoon, or picture from a book, periodical, or newspaper.

Music, Lyrics, And Music Video

Up to 10%, but in no event more than 30 seconds of the music and lyrics from an individual musical work

Illustrations And Photographs

A photograph or illustration may be used in its entirety but no more than 5 images by an artist or photographer may be reproduced or otherwise incorporated. When using photographs and illustrations from a published collective work, not more than 10% or 15 images, whichever is less, may be incorporated.

SAMPLE JUDGING FORM

Each category will be scored out of a total possible 60 points. Each judging criteria will be judged on a 10 point scale. Refer to the individual categories for an explanation of each judging criteria.

Below is a visual representation of a category scoring rubric.

Judging Criteria										
Content Achieves Purpose	1	2	3	4	5	6	7	8	9	10
Content Appropriate to Audience	1	2	3	4	5	6	7	8	9	10
Creativity/Originality	1	2	3	4	5	6	7	8	9	10
Organization/Structure	1	2	3	4	5	6	7	8	9	10
Overall Effectiveness/Presentation	1	2	3	4	5	6	7	8	9	10
Appropriate Design Techniques/Resources	1	2	3	4	5	6	7	8	9	10

Judges Comments: