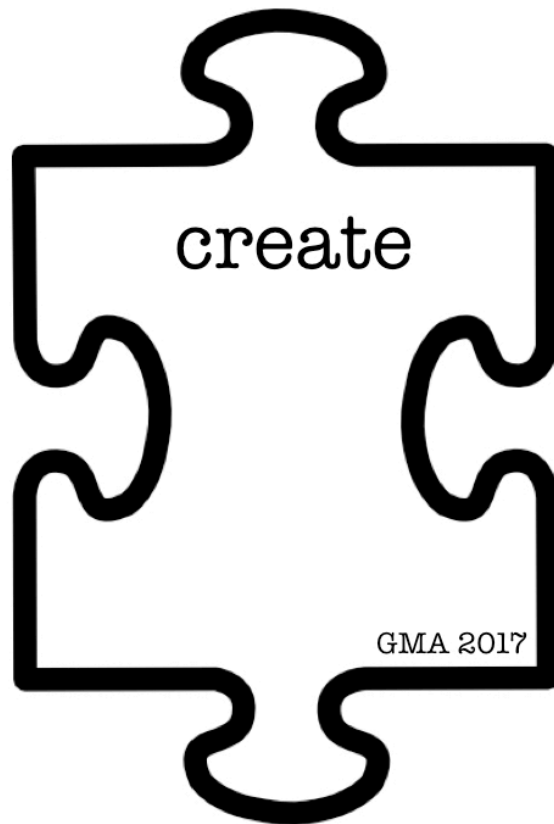


# Georgia Movie Academy 2017

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## **Important Dates**

October 4th and 5<sup>th</sup>, 2016—Competition Kickoff at RESA and Columbus  
Webinar for coaches unable to attend kickoffs is on website Oct. 6th:

<http://www.georgiamovieacademy.org/registration.html>

December 13th, 2016—Registration Forms & Fees DUE

February 23rd, 2017—Movie Projects DUE with label attached

March 16th, 2017—Awards Program - Rylander Theatre in Americus

<http://www.georgiamovieacademy.org>

**GEORGIA MOVIE ACADEMY** is a digital storytelling competition sponsored by the Chattahoochee-Flint RESA Educational Technology Center for the purpose of recognizing student work in the area of video production and storytelling. This project-based learning opportunity allows students to work in teams to produce a theme-based, standards-based, three-minute video on a topic of their choice. Teachers serve as coaches or co-coaches. The competition is for student teams in grades K-12.

All video projects submitted for competition will become the official property of the ETC.

**COACHES:** A coach must be a teacher, media specialist or other professional staff member providing instructional services to Georgia students. Coaches serve as guides instructing students in the use of movie development software and offering advice on content and design. Coaches are responsible for forming a team of 3-8 students, completing the team registration process and providing guidance and assistance during the movie development process. Coaches must have an active e-mail address for regular communication with the Movie Academy contact(s). Coaches are encouraged to attend a Georgia Movie Academy kick-off session in the fall or listen to the webinar announcing the theme and explaining the policies.

Teams and coaches that are new to movie making are welcome and encouraged to enter the Movie Academy competition. No prior movie-making experience is necessary. Enthusiastic teachers with willingness to learn will become successful coaches!

Credit will be awarded to coaches and co-coaches whose teams complete projects for Georgia Movie Academy. Two coaches may be associated with a team and receive credit. Other adults may work with the team, but only two may receive credit and appear in the program and on stage.

**STUDENT TEAMS:** A team will consist of 3–8 students and one or two coaches. Individual students are not allowed to enter the competition as the Movie Academy emphasizes teamwork and project-based learning. If a team falls below 3 members, the team is subject to disqualification. Team members must be students enrolled in K-12 education. Team members are allowed to attend different schools, but must be identifiable with ONE school. Teams may be students in public, private and home schools. A coach may work with **a maximum of 2 teams per division** during the movie development process. A student may be a member of only one team. A student may appear in another team’s movie as an actor or speaker. Three – eight students may have names in the program and appear on stage with each team.

**COMPETITION DIVISIONS:** There are four categories for Movie Academy competition: Submit projects with label provided on page 10.

**Grades K-2:** Movies will be video projects with a combination of still pictures and video. Projects will be 3 minutes 0 seconds maximum duration and will be submitted as one high quality version and playable in QuickTime or Windows Media Player.

**Grades 3-5:** Movies will be video projects with a combination of still pictures and video. Submitted projects will be 3 minutes 0 seconds maximum duration. Projects will be submitted as one high quality version and playable in QuickTime or Windows Media Player.

**Grades 6-8:** Movies will be video projects with a combination of still pictures and video. Submitted projects will be 3 minutes 0 seconds maximum duration. Projects will be

submitted as one high quality version and playable in QuickTime or Windows Media Player. **Grades 9-12:** Movies will be video projects with a combination of still pictures and video. Submitted projects will be 3 minutes 0 seconds maximum. Projects will be submitted as one high quality version and playable in QuickTime or Windows Media Player.

**VIDEO PRODUCTION COMPONENTS:** The entire video production for each competitive division **will not exceed 3 minutes 0 seconds**. Included elements are

1. the movie,
2. the credits,
3. the sources, and
4. the standards at the end of the movie.

The Movie Academy will accept movies developed by students using common video editing software applications and hardware platforms.

All content must be **appropriate** and suitable for publication on the Georgia Movie Academy website as determined by sponsoring school system authorities (media or technology specialists and/or principals) and the Movie Academy staff. The movies may not contain defamatory materials or materials of a sexual or violent nature.

**COMPETITION THEME:** Teams should base the content of their movie on the current year's theme shown with the logo on page 1. Teams should creatively give their movie a title, based on the theme. This title that is written on the label (page 10) will be used in the program and on the website.

**CREDITS:** Credits recognize the students, teachers, and others who worked on the movie.

**Digital Citizenship:** For maximum point, all intellectual property (images, content, music) that is not the original work of the team members must be properly cited and credited to the author by mention in the sources component of the video project. C-F RESA ETC has purchased a license with Soundzabound for royalty free music for GMA participants. Ask the ETC for the login and password. To cite Soundzabound works correctly, include Title / Artist / Soundzabound Royalty Free Music, [www.soundzabound.com](http://www.soundzabound.com). The login information for this year is Username: gma2017 Password: gma2017 If you choose to use other additional music or sound effects, these must be cited. To use an artist's song, you must have special permission from that artist. The 30-second use of a popular song will not be honored; points will be deducted from the score for Digital Citizenship on the rubric. **Sponsoring school system authorities are required to ensure copyright and citation compliance.** Videos submitted by a school system are considered to be compliant with all copyright and citation regulations.

**STANDARDS:** For maximum points, all competitive divisions must identify one or more of the primary academic standards developed during the video production phase. Georgia Performance Standards (GPS), Common Core GPS, or national standards in the content areas (NCTM, ISTE.NETS, or other content area standards) must be incorporated into the video project. These standards must be displayed at the **end** of the video production.

**The display of Credits, Sources, and Academic Standards counts in the three-minute time requirement of the movie.**

**JUDGES:** Video projects presented for competition will be judged by professionals with extensive background in standards-based teaching and/or video production. All judgments

will be considered final. No forums for contesting judgments will be held and no petitions will be considered.

**AWARDS:** A final celebratory event will be sponsored. The celebration is held for registered team members, their coaches, parents, grandparents, stakeholders, and others interested in GMA. Event information will be announced to team members who qualify by entering valid video project submissions that have been accepted for competition.

The following awards will be presented within each of four competitive divisions.

**Regional Awards by ETC:**

**Best Picture by Division** - All elements in the movie bring a powerful emotional impact that communicates the message of the movie and demonstrates student mastery of the academic standards. The movie leaves a lasting impression. The movie demonstrates thinking skills and content understanding. The movie can be used to inform others. This recognition acknowledges exemplary video production skills as evidenced in cinematography (visual impact with regard to lighting, photography and framing) and sound (choice of music, sound effects and levels).

A 1st and 2nd runner-up for Best Picture at each division will be named.

All movies will be rated using a rubric with the following criteria: photography/videography, lighting, audio/sound, editing/enhancements, content/story, creativity/style, digital citizenship, standards, and length of movie.

**Rubric for GMA competition** (next page)

**Georgia Movie Academy Rubric** Movie Title \_\_\_\_\_

Division \_\_\_\_\_ Judge initials \_\_\_\_\_ Total Points \_\_\_\_\_

Category	Excellent		Satisfactory		Needs Improvement		Scoring
	6	5	4	3	2	1	
<b>54 Points Possible</b>							
<b>1. Photography/Videography</b>	Camera work is outstanding using shots, angles, and rules of thirds. Accomplished techniques and skills in video. Clear video, use of tripod evident, focused shots.		Camera work suitable using a variety of shots. Consistent video but less evidence of accomplished techniques. Clear stable video.		Camera occasionally out of focus or shaky. Video unpredictable. Unclear in parts, probably because of lack of tripod use.		
<b>2. Editing/Enhancements</b>	Editing is of highest quality. Titles/Transitions are used to enhance the topic or message and are not distracting.		Titles/Transitions are original and appropriate.		Editing is inconsistent. Titles/Transitions are abrupt and distract from video.		
<b>3. Lighting</b>	Lighting of highest standard - no unintended distracting shadows, glares, or discolorations.		Lighting planned, used available light.		Lighting is low or lighting distractions are evident.		
<b>4. Audio/Sound</b>	Audio/Voiceover is flawless and well balanced using ambient sound, music, and sound effects.		Audio/Voiceover consistent and acceptable.		Audio/Voiceover occasionally inaudible or without continuity.		
<b>5. Content/Story</b>	Storyline is clearly defined and relates to all elements. Story is fully developed with beginning, middle, and end.		Acceptable story structure with reasonable development of storyline.		Some related structure, emerging content, inadequate development of storyline.		
<b>6. Creativity/Style</b>	Superior creative skill. Exceptional ability to create the mood. Outstanding skill is creating a style. Obvious use of imagination.		Clear effort to seek an imaginative bent. Sufficient thought and creativity. Satisfactory style.		Little effort to create a style. Lack of creative element.		
<b>7. Digital Citizenship</b>	Materials are clearly cited and sources of multimedia are identified.		Citations given, but some not referenced.		Minimal to no citations.		
<b>8. Standards</b>	Standards are clearly addressed and evident at the end of the video.		Standards are unclear or indirectly addressed, or are not at the end of the video.		Standards not addressed.		
<b>9. Maximizing time allowed/Length of movie.</b> Disqualified if over 3 minutes.	Time is 2:45 – 3:00	Time is 2:00 – 2:44	Time is 1:45 – 1:59	Time is 1:30- 1:44	Time is 1:00 – 1:29	Time is 0 – 0:59	

Judge's Comments: Please justify your scoring with comment to the teams.

**REGISTRATION TIMELINE:** To enter the Movie Academy competition, registration is required.

Coaches are responsible for the timely completion and submission of the Georgia Movie Academy registration form and related materials.

**Please fill out registration and return to your ETC with signatures for participation.**

### **FORMS and Due Dates**

#### **How to Register:**

**These two forms and fee of \$50 per team are due by the December Deadline.**

- 1. Principal Form (page 7)**
- 2. Registration Form & Fee (page 8)**

#### **How to enter your movie:**

**1. The Parent Permission forms/Media Consent Forms (page 9) forms - one per team member - are due by the March movie deadline or earlier if possible. Teams can have from 3-8 students.**

**2. Label to be turned in with movie (page 10).**

# Georgia Movie Academy

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Dear Principal,

A teacher in your school is to be congratulated for embracing technology for student learning!

\_\_\_\_\_ (Teacher's name) has requested your permission to participate in the **Georgia Movie Academy** Competition. This program focuses on teaching curriculum standards through project-based learning while providing a professional learning opportunity for your teacher. Guided by the teacher, students work in teams to research and develop websites or movies that are based on Georgia Performance Standards. These projects then serve as student work artifacts to help other students learn the GPS content.

If your school is willing to participate, then please read and sign below.

- I understand that the teacher named above will earn credit for successful completion of the project and related professional learning task as part of this program.
- I understand that the cost for this project is \$ 50 per student team. Additional professional development fees may apply as stated by the ETC.
- I understand that students and teachers will be celebrated and thanked at an end-of-the-year award presentation by the ETC.

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**Principal's Signature**

**Date**

**School**

Thank you very much for your leadership and support. Please feel free to contact Chattahoochee Flint RESA ETC for more information.

**Chattahoochee Flint RESA ETC**

**121 E. College Street**

**Ellaville, GA 31806**

**(800) 541-9442**

**Fax (229) 937-5754**

# Georgia Movie Academy

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<b>Registration</b>	
Please complete 1 form for each team entered.	
<b>GMA Division (circle one)</b>	<b>K-2    3-5    6-8    9-12</b>
<b>School System Name</b>	
<b>School Name</b>	
<b>Coach</b>	
<b>Email Address</b>	
<b>Co-Coach</b>	
<b>Email Address</b>	
<b>Best Phone # to Reach Coach</b>	

**Registration Fee: \$50.00**

**Select Payment:**

**Check \$50.00 # \_\_\_\_\_**

**Invoice School for \$50.00**



**Parent Permission/Media Consent Form**

**Due by March movie deadline (earlier if possible)**

Make copies and please return one form per team member.

# Georgia Movie Academy

## **Parent/Guardian Permission Form Required for Georgia Movie Academy Participation**

I, the parent/guardian of \_\_\_\_\_ agree that he or she has permission to participate in the Georgia Movie Academy Competition. Any personal information that might be collected on a team member will not be made available to anyone except authorized GMA personnel. In that case, such personal information is used only for purposes related to GMA competition. All teachers are responsible for enforcing the Acceptable Use Policy (AUP) of the school at which each team member attends.

### **Media Consent Form**

I, the parent/guardian of \_\_\_\_\_, give my permission to allow the **Georgia Movie Academy** (and hosting institution) to use his or her name, picture, voice, video clips, and/or the likeness in any **legal** manner for the internal or external promotional or information activities of the Educational Technology Center— newspaper, television, radio, Web, or in any other publication medium for educational purposes.

I also agree to allow my child to be interviewed and/or photographed by members of the external news media in relation to any and all coverage of the Educational Technology Center in which he/she is involved—awards, honors, projects, etc.

I further understand that, by signing this consent form, I waive any and all present, or future, compensation rights to the use of the above-stated materials.

**Parent/Guardian Signature**

**Date**

**NOTE:** Teachers/coaches are responsible for faxing, mailing, or bringing a copy of this signed form to Chattahoochee Flint RESA ETC.

\_\_\_\_\_  
Teacher's Name

\_\_\_\_\_  
School

Please cut out and use for label for cover for your movie file. Turn in by deadline!

Label Insert for disk- Also write on the disk your name, movie name, and division

School Name \_\_\_\_\_

Division (circle one)    K-2    3-5    6-8    9-12

Parent Permission/Media Consent Forms Submitted for each student    yes    no

Names of Coaches \_\_\_\_\_

\_\_\_\_\_

Movie Title \_\_\_\_\_

\_\_\_\_\_

Movie Length \_\_\_\_\_ minutes \_\_\_\_\_ seconds

GMA 2017