



CONTEST PREP PACKET 2024

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GOT QUESTIONS???

Visit www.shootsummithawaii.com



GENERAL RULES & REGULATIONS

Welcome to the Competition!

Students from schools across the islands will go head-to-head in various film, video, and media competitions while attending the inaugural Shoots Summit Hawaii. All registered attendees are eligible to participate in a media competition. Some contest categories require a team to compete, others are for solo entries, but regardless of who's competing, everyone is on a strict deadline!

All Shoots Summit competitions are held under tight time constraints. The short deadlines are designed to simulate the pressure of a real-world environment and separate the truly skilled from the many. All entries are reviewed by industry professionals, and students will receive detailed feedback after the conclusion of the event. Winners in each category will be announced at the closing ceremonies, scheduled for the morning of January 15th 2024, in the Moanalua Fine Arts Auditorium at Moanalua High School. Look out for a livestream of the awards ceremony provided by Shoots Summit event organizers.

Here's How it Works...

1. Schools review all of the General Contest Rules and Category Descriptions.
2. Teachers and students register for the categories they'd like to enter.
3. On contest day, students receive a prompt or topic for their category with additional instructions on shootssummithawaii.com.
4. Students produce their entries during the Shoots Summit contest period.
5. Entries are submitted by the deadline, using the link on the contest page.

General Contest Rules...

- Entries may not exceed the time limits listed in each category description.
- ALL entries must be produced during the contest's specified time period.
- Any copyright-free music may be used in the contests that allow music.
- Middle and High school contest entries should be 100% student-produced, though teachers may help with equipment and uploading. Teachers and chaperones of Elementary students are considered "on the team".
- Entries should follow the criteria described in the contest category description.
- Video entries should be exported, compressed, and formatted before uploading. Tweak your export settings to lower file sizes. Preferred < 150MB.
- Entries that miss a specified deadline will not be eligible for an award, but may still receive feedback from a judge, if time permits.
- Entries must be submitted via the [Contest Upload Page](#) using the appropriate Contest Google Form.
- All efforts will be made to assist with contest uploading, but students and teachers should familiarize themselves with their editing program's export settings. A Virtual Help Desk will be available during contest hours.
- All uploaded contest entries may be used by Shoots Summit Hawaii for future marketing purposes.



ENTERING & SUBMITTING AN ENTRY

Schools are entitled to one entry per category. Whether you're entering just one category, or all of them, there's a spot for everyone who pre-registers. Shoots Summit contests will utilize a Google Form for uploading individual entries.

Submitting your Entry*

Schools will need to upload their entries (video, graphic, and photo files) using a Google Form specific to each contest category. Please visit the [Contest Upload Page](#) and be careful to choose the correct form for the category you wish to enter. Any contest entries uploaded to the wrong category run the risk of not being judged. Before uploading a video entry, it is important to make sure your exported video file will be compatible with the judge's computer. There is no advantage to submitting media higher than ranges of 1080p, so avoid uploading any HQ, 4K, or other large video files. Likewise, you shouldn't spend more than a few minutes preparing your file, so practice this step, and know your exporting procedures.

Use the parameters below for preparing, exporting, and compressing videos for entry:

- H.264 video codec/format is required for all video entries.
- The preferred export file/container for a video entry is MP4 or MOV.
- Lowering the bitrate, and tweaking export settings can lower your file size.
- Entries that are exported using the YouTube settings will typically have sizes below 150MB, and will upload smoothly to the Summit Google Drive.
- Vertical videos are exported using the same resolutions, but projects may need to be set up for vertical timeline editing BEFORE beginning post production.

When Exporting From...

Adobe Premiere Pro CC
➤ File > Export > Media Save As: Format: H.264, Preset: 720 Or 1080p YouTube HD
Final Cut Pro X
➤ File > Share > YouTube and Facebook > Settings > Resolution 720 or 1080p
iMovie
➤ File > Share > YouTube and Facebook > Resolution: 720p or 1080p

* Judges will make every attempt to open and play a video file, but if your entry doesn't work, it may not get judged. Please take the time to practice exporting videos using your editing software. This is a critical step in entering these contests.

SCREEN ORIENTATION TIPS (Landscape vs Vertical)

Some contests require that participants pay attention to screen orientation and submit an entry in a particular format. The two screen orientations are Landscape and Vertical. While image resolution continues to evolve, the aspect ratio for film and television has mostly remained in landscape view... but that's not necessarily true these days with new media, intended for mobile devices.

LANDSCAPE

This is the traditional screen orientation for film and television, evolving from a 4x3 (SD) aspect ratio to 16x9 (HD). All traditional camcorders and news cameras record images in a landscape ratio unless otherwise changed in the settings. Landscape video can easily be changed into Vertical video by using editing software. This may require you to crop your images manually in your timeline, or make use of features in your editing software that are capable of converting landscape video to vertical.

VERTICAL

This screen orientation has become more prominent lately since a lot of media consumers are using their smartphones for viewing content on social media platforms. Traditionally a smartphone is held in your hand, vertically, and most people scroll and view content from this vertical position. So content creators have begun shooting and editing in vertical fashion so that the image "fits better" on a hand-held device. This requires that a producer pay attention to vertical composition when recording images, and an editor prepare and export their timelines properly, optimizing them for vertical play on social media.

TIPS FOR PRODUCING VERTICAL VIDEO

- Phone editing apps make vertical editing simple, if not automatic. So using your phone, shooting in vertical orientation, could save you production time.
- When using camcorders and traditional cameras that shoot in landscape, make sure you compose images with vertical editing in mind so you don't spend too much time cropping and resizing during the editing process .
- Adobe Premiere Pro and Final Cut Pro BOTH have vertical timeline settings for editing. This should be setup before any editing takes place.
- Final Cut Pro can convert Landscape video to Vertical video AFTER an edit is complete by using the "Duplicate Project As" feature within your edit timeline, changing the video pull down menu to vertical, and then checking the box for "Smart Conform". YouTube Video: [How To Create Vertical Video In Final Cut Pro](#)
- Exporting video is mainly defined by resolution, bitrate and codec, so if your timeline is in the vertical format already (or you've converted it to one), just follow your normal export settings for a YouTube sized video at 1080p resolution



CATEGORY DESCRIPTION: Broadcast Feature Story

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Broadcast Feature Story on a provided topic using b-roll, sound bites, reporter track, and natural sound.

CATEGORY RULES

- 1 team of up to 4 students per school may enter this category
- Entries may not exceed :90 seconds in total running time
- VIDEO ORIENTATION: Landscape
- No music may be edited into a feature story entry
- Effects & lower-third graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Produce a Broadcast Feature Story based on the provided topic and materials
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Reporting
- ★ Writing & Narration
- ★ Shooting Audio & Video
- ★ Editing Audio & Video
- ★ Camera Presence
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Broadcast Mobile Journalist

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Broadcast News Story using a mobile device or personal camcorder to collect b-roll, sound bites, and natural sound.

CATEGORY RULES

- 1 student per school may enter this category
- Entries may not exceed :90 seconds in total running time
- VIDEO ORIENTATION: Vertical
- No music may be edited into a mobile journalist entry
- Effects & lower-third graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Produce a Broadcast News Story based on the provided topic and materials
- Be sure to set up your project for Vertical timeline editing
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Reporting
- ★ Writing & Narration
- ★ Editing Audio & Video
- ★ Camera Presence
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Broadcast Nat Package

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Broadcast Nat Package on a given topic, using ONLY b-roll, sound bites, and natural sound; No reporter track is permitted.

CATEGORY RULES

- 1 team of up to 4 students per school may enter this category
- Entries may not exceed :90 seconds in total running time
- VIDEO ORIENTATION: Landscape
- No music may be edited into a nat package entry
- Effects & lower-third graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Produce a Nat Package based on the provided topic and materials
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Reporting
- ★ Writing & Narration
- ★ Shooting Audio & Video
- ★ Editing Audio & Video
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Broadcast News Story Editor

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 2:00 PM

OBJECTIVE: Produce a Broadcast News Story using the provided b-roll, sound bites, and natural sound. You must write and insert your own unique reporter track.

CATEGORY RULES

- 1 team of up to 2 students per school may enter this category
- Entries may not exceed :90 seconds in total running time
- No music may be edited into a news story editing entry
- Effects & lower-third graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Download the raw footage and other contest materials at the start time (Raw Footage is only available through the Contest Google Drive)
- Review the raw footage of b-roll, nat sound, and sound bites.
- Edit a News Story using the raw footage and your own unique reporter track.
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on::

- ★ Reporting
- ★ Writing & Narration
- ★ Editing Audio & Video
- ★ Camera Presence
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Television Commercial

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a television commercial advertisement using a provided topic.

CATEGORY RULES

- 1 team of up to 4 students per school may enter this category
- Entries should time at :30 seconds
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Commercial Print Ad

DATE: Sunday, January 14, 2024

START TIME: 9:00 AM

DEADLINE: 2:00 PM

OBJECTIVE: Produce a commercial print ad using a provided topic.

CATEGORY RULES

- 1 team of up to 2 students per school may enter this category
- **ORIENTATION:** Portrait 8½"x11"
- Unlimited adult and student models may be used in an entry
- Graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by saving it as a .jpg file.
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Double Spread Layout

DATE: Sunday, January 14, 2024

START TIME: 9:00 AM

DEADLINE: 3:00 PM

OBJECTIVE: Create a double spread layout using a provided topic.

CATEGORY RULES

- 1 team of up to 4 students per school may enter this category
- **ORIENTATION:** Landscape 11" x 17"
- Unlimited adult and student actors may be used in an entry
- Graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by saving it as a .jpg file.
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Marketing Design Team

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 2:00 PM

OBJECTIVE: Design a logo and one marketing asset for a provided client

CATEGORY RULES

- 1 submission per school may enter this category (no group limit)
- An entry will consist of one logo and one marketing asset
 - (1) Logo - clean, high resolution, executing the client's vision
 - (1) Marketing Asset - could include anything requested by the client to promote its product, service, or brand. ex: signage, menu, decal/sticker designs
- Logos should be minimum of 2400px vertically or horizontally at 72dpi
- Marketing Asset requirements will not be released until contest day
- ORIENTATION: Vertical or Landscape
- All graphics must be created during the contest period

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access client info and other contest materials, at the start time, on the website (Client info and contest materials are also available through the Contest Google Drive)
- Design a logo and a specific marketing asset based on a client request
- Save the logo/assets to a folder in the JPEG format
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry assets for upload by saving them to a folder as JPEG files
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Motion Graphics Editing

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 1:00 PM

OBJECTIVE: Create original motion graphics based on a topic

CATEGORY RULES

- 1 team of up to 2 students per school may enter this category
- Entries should not exceed :60 seconds in total running time
- VIDEO ORIENTATION: Vertical
- No music may be edited into your motion graphics entry
- All effects & graphics must be composed and edited during the contest period

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Create and edit motion graphics based on the provided topic and materials
- Be sure to set up your project for Vertical timeline editing
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Music Video (Music Track Provided)

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Music Video using the provided music track and lyrics.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- Entries are the length of the song. Do not alter the music or add a pre-story
- Only Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the Music Track and other contest materials, at the start time (Music and Lyrics are only available through the Contest Google Drive)
- Review the music track and lyrics, then plan your production
- Shoot and cut a video to the provided music track
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Photo Essay

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 2:00 PM

OBJECTIVE: Tell a story using a sequence of photos based on a provided topic

CATEGORY RULES

- 1 team up to 2 students per school may enter this category
- Photos for an entry should be sized at 1920 x 1080 or 1080 x 1920
- Photo essays should contain between 3-6 photo images
- ORIENTATION: Vertical or Landscape
- All photos must be composed and edited during the contest period

CATEGORY PROCEDURES

- Review all Shoots Summit rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Compose and edit a sequence of photos using the provided topic
- Save the photos to a folder in the JPEG format
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your photos for upload by saving them to a folder as JPEG files
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Idea/Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Portrait Photos

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 1:00 PM

OBJECTIVE: Compose a set of portrait photos using a provided topic

CATEGORY RULES

- 1 team of up to 2 students per school may enter this category
- A set of 4 photos is required
- Entries should be minimum of 2400px vertically or horizontally at 72dpi
- ORIENTATION: Vertical or Landscape
- Aspect ratio must be 5:4 or 3:2
- All photos must be shot and edited during the contest period

CATEGORY PROCEDURES

- Review all Shoots Summit rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Compose and edit a set of 3 portrait photos using the provided topic
- Save the photos to a folder in the JPEG format
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your photos for upload by saving them to a folder as JPEG files
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Movie Poster

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 2:00 PM

OBJECTIVE: Create a full size digital poster based on a provided movie prompt

CATEGORY RULES

- 1 team of up to 2 students per school may enter this category
- Entries should measure 24" x 36"
- ORIENTATION: Vertical or Landscape
- All photos, designs & graphic elements must be composed and edited during the contest period

CATEGORY PROCEDURES

- Review all Shoots Summit rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Create a full size digital poster based on the provided movie prompt
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by saving it as a JPEG file
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Personal Vlog

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a personal vlog using a provided topic.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries may not exceed :90 seconds in total running time
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Product Photo

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 1:00 PM

OBJECTIVE: Shoot and edit a product photo set using a provided product

CATEGORY RULES

- 1 team of up to 3 students per school may enter this category
- A set of 6 photos is required. Each set of photos must include:
 - 3 Studio Images - at least 1 full body product photo, and 1 detail photo
 - 3 Lifestyle Images - showing the product in-use, or modeled
- Entries should be minimum of 2400px vertically or horizontally at 72dpi
- **ORIENTATION:** Vertical or Landscape
- All photos must be shot and edited during the contest period

CATEGORY PROCEDURES

- Review all Shoots Summit rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Shoot and edit a product photo set using a provided product
- Save the photos to a folder in the JPEG format
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your photos for upload by saving them to a folder as JPEG files
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Design Concept
- ★ Composition
- ★ Lighting
- ★ Color
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: PSA - LIVE ACTION

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Public Service Announcement using a provided topic.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries should time at :30 seconds
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Produce a PSA based on the provided topic and materials
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: PSA - ANIMATION

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce an animated PSA using a provided topic.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries should time at :30 seconds
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- All Special effects & graphics must be created during the contest period

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Produce an animated PSA based on the provided topic and materials
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Voice Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Short Film

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Short Film using a provided title and small prop.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries may not exceed 120 seconds in total running time
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- Short Films must contain the printable prop in at least one shot
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the the short film title and other contest materials at the start time (Printable Props are only available through the Contest Google Drive)
- Produce a short film using the provided title and printable prop
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Silent Film

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a Silent Film using a provided topic.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries may not exceed :60 seconds in total running time
- VIDEO ORIENTATION: Vertical
- Unlimited adult and student actors may be used in an entry
- No Sound may be used for videos in this category
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Produce a silent film using the provided topic
- Be sure to set up your project for Vertical timeline editing
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Social Media Master

DATE: Sunday January 14, 2024

START TIME: 9:00 AM

DEADLINE: 1:00 PM

OBJECTIVE: Create specific social media content, based on a provided topic

CATEGORY RULES

- 1 team of up to 2 students per school may enter this category
- Your entry will be submitted using the Instagram platform
- Content requirements and specifics will be released at the contest start time
- VIDEO ORIENTATION: varies
- ANY royalty-free music that you have access to may be used for editing
- All photos, videos, effects & graphics must be created during the contest period
- Editing on a desktop/laptop using professional edit software is permitted, but using a personal device such as a phone or tablet is also encouraged

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Create original social media content for Instagram based on the provided topic
- Be sure to set up your project for Vertical timeline editing if appropriate
- Register your entry before deadline using a Google Form on the website
- Post your entry to Instagram following the procedures in the Google Form

SUBMITTING YOUR ENTRY

- Follow the steps on the [Contest Upload Page](#) to register your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Follow the instructions for posting to Instagram
- Receive on-screen confirmation from Google that the entry was registered

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Summit Promo Video

DATE: Saturday January 13 - Sunday January 14, 2024

START TIME: 10:00 AM Sat

DEADLINE: 3:00 PM Sun

OBJECTIVE: Produce a Promotional Video highlighting the Shoots Summit Event.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries may not exceed :90 seconds in total running time
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the contest materials, at the start time, on the website (Contest materials are also available through the Contest Google Drive)
- Produce a Promotional Video highlighting the Summit event
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Vertical Tutorial

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a tutorial video in vertical orientation based on a provided topic.

CATEGORY RULES

- 1 team of up to 6 students per school may enter this category
- Entries may not exceed :60 seconds in total running time
- VIDEO ORIENTATION: Vertical
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations



CATEGORY DESCRIPTION: Weather Report

DATE: Saturday January 13, 2024

START TIME: 10:00 AM

DEADLINE: 4:00 PM

OBJECTIVE: Produce a weather report using a provided topic.

CATEGORY RULES

- 1 team of up to 4 students per school may enter this category
- Entries should time at :60 seconds
- VIDEO ORIENTATION: Landscape
- Unlimited adult and student actors may be used in an entry
- ANY royalty-free music that you have access to may be used for editing
- Special effects & graphics created during the contest period may be used

CATEGORY PROCEDURES

- Review all summit contest rules, category description, and contest procedures
- Access the topic and other contest materials, at the start time, on the website (Topics and contest materials are also available through the Contest Google Drive)
- Upload the entry before deadline using a Google Form on the website

SUBMITTING YOUR ENTRY

- Prepare your entry for upload by compressing it using the H.264 codec/format
- The preferred export should be an MP4 or MOV file/container
- Follow the steps on the [Contest Upload Page](#) to upload your entry
 - Google Form Section 1 - Entry Identification
 - Google Form Section 2 - Upload your entry, preferably under 150MB
- Receive on-screen confirmation from Google that your entry has been received

JUDGING & EVALUATION

Judges will look for strong storytelling techniques. For this category they will focus on:

- ★ Concept / Idea
- ★ Lighting & Color
- ★ Shot Composition
- ★ Sound Composition
- ★ Editing & Effects
- ★ Talent / Acting / Direction
- ★ Closeness to Topic
- ★ Followed Rules & Regulations

CONTEST INFORMATION GRIDS

Visit www.shootssummithawaii.com for the most up to date contest information



Category	Day	Time	Type	Orientation	H	M	E	Max Students	HRS
Broadcast Feature Story		90 sec	News	Landscape	x	x		4	6
Broadcast Mobile Journalist		90 sec	News	Vertical	x	x		1	6
Broadcast Nat Package		90 sec	News	Landscape	x	x		4	6
Broadcast News Story Editor		90 sec	News	Landscape	x	x		2	6
Commercial TV Ad		30 sec	Video	Landscape	x	x	x	4	6
Commercial Print Ad		n/a	Graphics	Vertical		x	x	2	5
Double Spread Layout		n/a	Graphics	Landscape	x	x		4	6
Marketing Design Team		n/a	Graphics	Varies	x			3	5
Motion Graphics Editing		60 sec	Graphics	Vertical	x	x		2	6
Movie Poster		n/a	Graphics	Vertical		x	x	2	5
Music Video		120 sec	Film	Landscape	x	x	x	6	6
Photo Essay		n/a	Photo	Varies	x	x	x	2	5
Portrait Photos		n/a	Photo	Varies	x	x		2	4
Personal Vlog		2 min	Video	Landscape	x	x		6	6
Product Photo		n/a	Photo	Varies	x	x		3	4
PSA		30 sec	Film	Landscape	x	x	x	6	6
PSA (Animation)		30 sec	Video	Landscape	x	x		6	6
Short Film		120 sec	Film	Landscape	x	x	x	6	6
Silent Film		60 sec	Film	Vertical	x	x	x	6	6
Social Media Master		n/a	Graphics	Vertical	x			2	6
Summit Promo Video		90 sec	Open	Landscape	x	x		6	48
Vertical Tutorial		60 sec	Video	Vertical	x	x	x	6	6
Weather Report		60 sec	Video	Landscape	x	x		4	6



2024 shoots media contests

SATURDAY CONTESTS	START	END	SUNDAY CONTESTS	START	END
Broadcast Feature Story	10am	4pm	Commercial Print Ad	9am	2pm
Broadcast Mobile Journalist	10am	4pm	Double Spread Layout	9am	3pm
Broadcast Nat Package	10am	4pm	Marketing Design Team	9am	2pm
Broadcast News Story Editor	10am	2pm	Motion Graphics Editing	9am	1pm
Commercial TV Ad	10am	4pm	Movie Poster	9am	2pm
Music Video	10am	4pm	Photo Essay	9am	2pm
Personal Vlog	10am	4pm	Portrait Photos	9am	1pm
PSA	10am	4pm	Product Photo	9am	1pm
PSA (Animation)	10am	4pm	Social Media Master	9am	1pm
Short Film	10am	4pm	Summit Promo Video	10am SAT	3pm SUN
Silent Film	10am	4pm			
Vertical Tutorial	10am	4pm			
Weather Report	10am	4pm			

Visit www.shootsummithawaii.com for the most up to date contest information