



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