
Keller ISD

Film Festival 2011

Official Handbook

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Contents

| | |
|---------------------|----|
| What's New? | 3 |
| Guidelines | 4 |
| Rules | 7 |
| Judging Criteria | 8 |
| FAQs | 9 |
| Important Dates | 12 |
| Contact Information | 14 |

What's New?

Online Entry Process

The entire entry process is completely online this year. That means no printing entry forms or submitting tapes or DVD's. Simply upload your finished video to YouTube or any video-hosting website (Vimeo, SchoolTube, etc), your personal website, or an online file hosting service, then fill out the online entry form available at www.kellerisd.net/film and click submit.

This has also enabled us to extend the entry period to December 31st, 2011 instead of the last day of school before winter break.

Instructional Category

The Educational category has been renamed the Instructional Category in an attempt to clarify that it is intended for how-to films that clearly teach the viewer ways to accomplish something.

Number of Student-Produced Entrants

This year the number of entrants that can be listed for a Student-Produced entry is limited to 6 total. You can still make student-produced movies with as many friends as you like, but only 6 students can be officially recognized and included in the entry submission.

Two Awards Ceremonies

Due to the large number of entries, categories and nominations, the Awards Ceremony on March 1st, 2012 has been split in two to reduce the length of the show and to allow younger entrants to attend without keeping them too late.

Awards for grades K-8 categories will be presented at a ceremony beginning at 6pm, and awards for grades 9-12 categories will be presented at a ceremony beginning at 8pm. Both ceremonies will be held on March 1st, 2012 at Timber Creek High School Auditorium. Audience members are welcome to stay for both ceremonies.

Guidelines

Objective

Filmmaking develops visual literacy. It fosters research, organization, planning, analysis and synthesis skills. It develops oral, visual and writing presentation skills, negotiating, communication and other interpersonal skills. It creates awareness of community, family and self, connections between curriculum and the world outside the classroom. It is a rich method to explore content and surround the project with authentic experiences.

While the benefits of filmmaking in the classroom encompass student awareness, creativity, engagement, technical learning, it also provides a bridge to life outside the classroom. The experiences learned and the skills developed will make them much more than better filmmakers, they will become better thinkers.

Keller ISD is proud to announce the 4th annual District-wide Student Film Festival. The festival is an opportunity to showcase and celebrate the creative talents and accomplishments of students in Keller ISD through the medium of the moving image. This fun event gives participants the chance to see their films featured on the District cable channel, website, and maybe even be honored at the Awards Ceremonies on March 1st, 2012.

Entries

The entire entry process is completely online this year. That means no printing entry forms or submitting tapes or DVD's.

1. Upload your finished video to YouTube or any video-hosting website (Vimeo, SchoolTube, etc), your personal website, or an online file hosting service.
2. Fill out the online entry form available at www.kellerisd.net/film and click Submit.

Entries will be accepted between October 3rd - December 31st, 2011.

Categories

All entries must fit into one of the following seven categories:

1. Story

Former “Drama” category. Tell a story, be it action, romance, sci-fi, fantasy, or anything in between!

2. Documentary

Make a movie about a real-life person, event, your community or culture, even yourself! Document reality!

3. Comedy

Make us laugh!

4. Instructional

An educational or “how-to” movie intended to inform or teach the viewer about a specific topic or theme.

5. Animation

Including computer animation, hand-drawn, clay-animation, frame animation or anime.

6. Music Video

Make a video to accompany a piece of music - a song, classical work, theme tune or even an original composition! Think creatively - the video could help to tell a story, view the piece in a different light, or lip-sync like you’re on MTV!

7. Weekend Challenge

You must make your movie, from start to finish, between Friday, December 2nd and Monday, December 5th 2011. Details regarding what lines, props and/or features need to appear in the movie will be released at 4pm on Friday, December 2nd on the Film Festival website www.kellerisd.net/film.

**ENTRIES IN THIS CATEGORY MUST BE SUBMITTED BY 4PM, MONDAY
DECEMBER 5TH USING THE ONLINE ENTRY FORM!
NO LATE ENTRIES ACCEPTED!!**

Entry Levels

You will be judged among other entrants in the same entry level. You can make student-produced movies with as many friends as you like - however, only 6 students total can be officially recognized and included in the entry submission. There are three age entry levels, and while the primary judging of the festival is for student-produced films, each age category can also be entered as a class-produced project.

Therefore here are the six entry levels:

| K-4 | 5-8 | 9-12 |
|------------------|------------------|------------------|
| Student Produced | Student Produced | Student Produced |
| Class Produced | Class Produced | Class Produced |

Rules

- ✓ Movies must be created by currently enrolled students of Keller ISD, as individuals or groups. There is no limit to the number of students in any group entering a movie. Movies may also be entered as a class project.
- ✓ Movies must be uploaded to YouTube or any video-hosting website (Vimeo, SchoolTube, etc), your personal website, or an online file hosting service, and be available online through March 1st, 2012.
- ✓ You may enter as many movies as you like; however, movies may be submitted only once. Entries must have been completed between January 1st, 2011 and December 31st, 2011.
- ✓ There are no time limitations for any movie; however, it is encouraged that most movies should aim to be between 2 and 10 minutes long.
- ✓ Content of videos submitted must adhere to the District's dress and safety codes, and the Student Code of Conduct guidelines which can be found on the District's website under the Students & Families tab > Need to Know > Handbooks and Code of Conduct: www.kellerisd.net
- ✓ Entries must be considered appropriate for "All Ages" as indicated by the explanation of a "G" rating by the Motion Picture Association of America. For additional information see: www.mpa.org/ratings/what-each-rating-means
- ✓ While not required, opening titles and/or closing credits are encouraged.
- ✓ Keller ISD may disqualify any entry deemed inappropriate within its sole discretion.
- ✓ Entries must be submitted no later than midnight on December 31st, 2011.
- ✓ The Film Festival Committee reserves the right to declare no winner for a specific category/entry level if there are no suitable entries.
- ✓ By submitting a movie, the contestant(s) grants Keller ISD the right to publish the movie in part or in whole in any medium, and states that they have full permission and consent from all individuals who appear in the movie.

Judging Criteria

Flow & Coherency

The flow of information and sequence of presentation demonstrates that story line and events are well planned and thought out.

Creativity

Subject of movie is presented with creativity, originality and enthusiasm.

Technical Merit

Quality of images, choice of angles and perspectives, consideration given to lighting, voices clear and sharp, effective use of both sound effects and/or music to topic, volume levels and/or audio mix well controlled, editing thorough and tight, transitions flowed with story.

Overall Impact

Effectiveness of the movie in relation to the category in which it is entered and responses evoked in viewer.

FAQs

HOW DO I GET STARTED?

Decide if you want to make the movie alone or with friends. Choose an entry category carefully and start planning the kind of movie you would like to make. Work on a script / screenplay / storyboard. Read all the information in this handbook. Visit the Film Festival website for helpful links at www.kellerisd.net/film

IS THERE A TIME LIMIT FOR THE MOVIES?

No, there is no time limit for movies in any category. However, we recommend aiming to make your final movie between 2 and 10 minutes long.

HOW DO I TURN IN MY COMPLETED MOVIE?

The entire entry process is completely online this year.

1. Upload your finished video to YouTube or any video-hosting website (Vimeo, SchoolTube, etc), your personal website, or an online file hosting service.
2. Fill out the online entry form available at www.kellerisd.net/film and click Submit.

All entries must be submitted between October 3rd and December 31st, 2011.

WHAT IS THE DIFFERENCE BETWEEN A STUDENT-PRODUCED AND CLASS-PRODUCED MOVIE?

For a “student produced” movie, students do all the writing, directing, camera work and editing in their own time and with their own resources. In a “class produced” movie, the teacher will instigate and oversee the project with the whole class taking different roles in the process.

HOW MANY ENTRANTS CAN BE INCLUDED ON A STUDENT-PRODUCED ENTRY?

You can make your movie with as many friends as you like - however, only 6 students total can be officially recognized and included in the entry submission.

HOW MUCH PARENTAL INVOLVEMENT IS ALLOWED?

Let the Film Festival be a learning experience for the student. By all means offer physical and technical support, particularly to younger entrants, but encourage the student to make the decisions and guide the vision of the film. Entries which have been guided and directed by the parent are apparent, and will be judged accordingly.

WHAT IS THE WEEKEND CHALLENGE?

In the Weekend Challenge category you must make your movie, from start to finish, over one weekend. The weekend this year is Friday, December 2nd to Monday, December 5th 2011. Details will be given regarding what lines, props and/or features need to appear in the movie at 4pm on Friday, December 2nd on the Film Festival website www.kellerisd.net/film

ENTRIES IN THIS CATEGORY MUST BE SUBMITTED USING THE ONLINE ENTRY FORM BY 4PM, MONDAY DECEMBER 5TH 2011!

NO LATE ENTRIES ACCEPTED!!

WHAT IS THE PEOPLE'S CHOICE AWARD?

The People's Choice Award is presented to the finalist video which receives the greatest number of online votes over a one week period. Voting this year is open 9am Monday, Feb 13th - 9am Monday, Feb 20th 2012. Voting is limited to one vote per person, per day. The link to voting will be available from the Film Festival website www.kellerisd.net/film
Winner(s) of the People's Choice Award will be announced at the Awards Ceremonies on March 1st, 2012 and will receive a special prize!

HOW WILL I KNOW IF I AM SELECTED AS A FINALIST?

Finalists will be announced at 6am on Friday, January 27th, 2012.

All entrants will be notified by email if they have been named finalists. A complete list of all finalists will also be available online at the Film Festival website www.kellerisd.net/film at 6am on that day.

HOW CAN I IMPROVE THE QUALITY OF MY VIDEO?

Resources are available from the Film Festival website www.kellerisd.net/film with hints and tips to improve the look and quality of any movie.

Additionally, here are three main technical areas which can help drastically improve the quality of any entry:

- ✓ Use a tripod where possible!
- ✓ Make sure you have good lighting - as much light as possible is better. Make sure the light is behind the camera, not in front of it.

- ✓ Get the best audio you can - use headphones to monitor sound if your camera has a headphone jack, get close to the sound source so that it can be heard clearly, and if possible, use an external microphone.

HOW CAN I GET HELP UPLOADING MY VIDEO?

The easiest way to upload your video is through YouTube at www.youtube.com. For more information on creating a free YouTube account and uploading videos please visit www.google.com/support/youtube/

HOW CAN I GET OTHER QUESTIONS ANSWERED?

If you have any further questions not answered in this handbook, please do not hesitate to email Matt Hill, Keller ISD Coordinator of Media Production, at matt.hill@kellerisd.net

Important Dates

Entry Period *Oct 3 - Dec 31, 2011*

All entries must be submitted between **October 3rd - December 31st, 2011**.

Fill out the online entry form on the Film Festival website at www.kellerisd.net/film.

Entries must be received **no later than midnight on Saturday, December 31st, 2011**.

Weekend Challenge *Dec 2 - 5, 2011*

Details regarding what lines, props and/or features that need to appear in the movie will be released at **4pm on Friday, December 2nd**.

**ENTRIES IN THIS CATEGORY MUST BE SUBMITTED BY 4PM, MONDAY DEC 5TH!
NO LATE ENTRIES ACCEPTED!!**

Finalists Announced *Jan 27, 2012*

Finalists will be announced at **6am on Friday, January 27th, 2012**.

All entrants will be notified by email if they have been named finalists. A complete list of all finalists will also be available online at the Film Festival website www.kellerisd.net/film at 6am on that day.

People's Choice Voting *Feb 13 - 20, 2012*

The coveted People's Choice Award is up for grabs again this year! This award is presented to the finalist video which receives the greatest number of online votes over a one week period.

Voting is open **9am Monday, Feb 13th - 9am Monday, Feb 20th 2012**. Voting is limited to one vote per person, per day. The link to voting will be available from the Film Festival website www.kellerisd.net/film

Winner(s) of the People's Choice Award will be announced at the Awards Ceremony and will receive a special prize!

Awards Ceremonies *Mar 1, 2012*

Everyone is invited to attend the Film Festival Awards Ceremonies which will take place on **Thursday, March 1st, 2012 at Timber Creek High School Fine Arts Center, 12350 Timberland Blvd in Keller.**

The ceremony for **grades K-8 categories will begin at 6pm**, while the ceremony for **grades 9-12 will begin at 8pm**. You are welcome to stay for both ceremonies if you would like.

They will celebrate all entrants and present certificates and awards to the winners of each category.

Contact Information

The Keller ISD Film Festival is organized and run by Matt Hill, Media Production Coordinator for Keller ISD. He can be contacted in the following ways:

Keller ISD Education Center Annex
10310 Old Denton Road
Fort Worth, TX
76244

Email: matt.hill@kellerisd.net
Phone: 817-744-6980

Official Film Festival Website

www.kellerisd.net/film

This is the place to find any additional, up-to-the-minute information, film-making resources and more. This is also the place where finalists' entires will be available to view!