



Official Handbook

2016-17

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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, and 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.

TISD-TV and Tyler ISD are proud to announce the second annual District-wide Rising Star Student Film Festival. The festival is an opportunity to showcase and celebrate the creative talents and accomplishments of students in Tyler ISD through the medium of the moving image. This fun event gives participants the chance to see their films featured on the District website, and maybe even be honored at the Awards Ceremony on May 8, 2017.

Entries

All entries should be submitted online.

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.tylerisd.org and click Submit.

The last day to submit entries is Monday, March 31, 2017.

Categories

Each entry must fit into one of the following four categories:

Story

Any movie that tells an original fictional story created by the entrant. This category might include such movie types as drama, action, disaster, horror, science fiction, detective, romance or adventure.

Documentary

A movie about a real-life person, event, your community or culture, personal experience, or even yourself!

Animation

This category includes computer animation, hand-drawn, clay-animation, or frame animation.

Public Service Announcement (PSA)

This category is intended to educate or teach the viewer about a specific topic or theme.

Entry Levels

Students can enter individually or with a group of friends, and 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 six (6) students total can be officially recognized and included in the entry submission, if it is not a class entry. There are four age entry levels, and while primary judging of the festival is for student-produced films, each age category can also be entered as a class-produced project.

The entry levels are:

k-3

Student Produced
Class Produced

6-8

Student Produced
Class Produced

4-5

Student Produced
Class Produced

9-12

Student Produced
Class Produced

RULES

- Entries must be created by currently enrolled students of Tyler ISD, as individuals or groups. There is no limit to the number of students in any group entry, but only a total of six (6) students can be officially recognized and included in the entry submission, if it is not a class entry. Entries may also be entered as a class project.
- Films produced and entered in other film/video competitions, or which have entered at a previous TISD-TV Film Festival, are ineligible for competition.
- Entries 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 July 31, 2017.
- You may enter as many entries as you like; however, an entry may only be submitted once.
- While not required, opening titles and/or closing credits are encouraged and are considered.
- Entries must have been completed on or after January 1, 2016.
- Eligible entries may not exceed 10 minutes in length. It is encouraged that most entries should be between 2 and 10 minutes (including opening and/or closing credits). PSAs generally run 30 or 60 seconds in length. Animation entries may be as short as 10 seconds.
- Content of entries submitted must adhere to the District's dress code and the Student Code of Conduct guidelines which can be found on the District's website www.tylerisd.org.
- 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 <http://filmratings.com>.
- Tyler ISD may disqualify any entry deemed inappropriate within its sole discretion.
- Tyler ISD may disqualify any entry for copyright infringement within its sole discretion.
- 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 an entry, the contestant(s) grants Tyler ISD the right to publish the entry 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.

The last day to submit entries is Monday, March 31, 2017.

JUDGING CRITERIA

The judges' panel is comprised of non-campus based Tyler ISD staff, non-Tyler ISD professionals and video industry professionals. Entrants' names and campuses are not revealed to the judges, only the age group and entry category.

Judges watch all films submitted in one age group and/or category, and then reward them based on the following rubric:

Flow & Coherency (10 points)

LOW (0-3 points)

- Little or no evidence of planning of storyline or events in presentation.
- Film feels awkward or confusing.

AVERAGE (4-7 points)

- Some degree of planning evident in storyline or sequence of events.
- Film makes sense.

EXEMPLARY (8-10 points)

- Storyline or events are well planned and flow smoothly.
- Film is cohesive and effective in its goal.

Creativity (10 points)

LOW (0-3 points)

- Little apparent thought given to interesting or original ways to present story/events.

AVERAGE (4-7 points)

- Some evidence of thought put in to originality and creativity of subject and techniques.

EXEMPLARY (8-10 points)

- Movie is presented with creativity, originality and enthusiasm.

Technical Merit -Video (10 points)

LOW (0-3 points)

- Little apparent thought given to camera angle or lighting of scene/subject.
- Limited or no editing apparent.

AVERAGE (4-7 points)

- Thoughtful camera angles/lighting.
- Editing good but not tight.
- Transitions/titling used appropriately.

EXEMPLARY (8-10 points)

- Varying/effective camera angles/lighting techniques.
- Editing thorough and tight.
- Transitions/titling flowed with story.

Technical Merit -Audio (10 points)

LOW (0-3 points)

- Little or no sound effects and/or music.
- Voices not clear or sharp.
- Volume levels/audio mix not controlled.

AVERAGE (4-7 points)

- Sound effects and/or music appropriate to topic.
- Voice clarity good.
- Volume levels/audio mix adequate.

EXEMPLARY (8-10 points)

- Effective use of both sound effects and/or music to topic.
- Voices clear and sharp.
- Volume levels/ audio mix controlled.

Overall Impact (10 points)

LOW (0-3 points)

- Video did not fit the intent of the category entered or was not clear.
- Evoked indifferent response from viewer.

AVERAGE (4-7 points)

- Video met intent of category entered but lacked impact.

EXEMPLARY (8-10 points)

- Video clearly met intent of category with enthusiasm and impact.
- Evoked appropriate response from viewer.

FAQs

HOW DO I GET STARTED?

Decide if you want to make the entry alone or with friends. Choose an entry category carefully and start planning the kind of entry you would like to make. Work on a script / screenplay / storyboard. Read all the information in this handbook.

IS THERE A TIME LIMIT FOR THE ENTRIES?

Eligible entries may not exceed 10 minutes in length. It is encouraged that most entries should be between 2 and 10 minutes (including opening and/or closing credits). PSAs generally run 30 or 60 seconds in length. Animation entries may be as short as 10 seconds.

HOW DO I TURN IN MY COMPLETED ENTRY?

The entire entry process is completely online.

1. Upload your finished ENTRY 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.tylerisd.org and click Submit.

The last day to submit entries is Monday, March 31, 2017.

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

For a “student produced” entry, students do all the writing, directing, camera work and editing in their own time and with their own resources. In a “class produced” entry, the teacher will initiate 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 entry with as many friends as you like; however, only a total of six (6) students can be officially recognized and included in the entry submission.

HOW MUCH PARENTAL INVOLVEMENT IS ALLOWED?

Let the Rising Star 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 IF MY VIDEO CONTAINS COPYRIGHTED MATERIAL?

Your entry must not infringe any third party copyright or trademark, or violate the rights of any person or entity. Make sure you use content in your entry that you are authorized to use, including, without limitation, music, images, video/film clips, and other intellectual property.

The Rising Star Film Festival, TISD-TV and Tyler ISD shall not be responsible for any claim involving copyright, trademark, credits, or any royalty infringement related to the submitted video.

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

Finalists will be notified April 17. 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.tylerisd.org on that day.

HOW CAN I IMPROVE THE QUALITY OF MY ENTRY?

Resources are available from the Film Festival website with hints and tips to improve the look and quality of any entry. Additionally, here are three main technical areas which can help drastically improve the quality of any entry:

- Use a tripod where possible!
- If you use a cell phone to record your video, hold the phone horizontally, not vertically
- 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 ENTRY?

The easiest way to upload your entry 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 contact [Angela Duitch](#), Tyler ISD Coordinator of TV Operations & Digital Media.

IMPORTANT DATES

Entry Deadline *March 31, 2017*

All entries must be submitted by **March 31, 2017**. Fill out the online entry form on the Film Festival website at <http://www.tylerisd.org>. **The last day to submit entries is Monday, March 31, 2017.**

Finalists Announced *April 17, 2017*

Finalists will be announced at **on April 17, 2017**. 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 <http://www.tylerisd.org> on that day.

Awards Ceremonies *May 8, 2017*

The Rising Star Film Festival Awards will be distributed at the District Recognition Ceremony, which will take place on the evening of **May 8, 2017** at Caldwell Auditorium. The Best of Show award recipient that will be announced this evening will also be asked to appear at the regular school board meeting to be held Monday, May 15 at 7 p.m.

For the most up to date information on this event, please visit the Film Festival website <http://www.tylerisd.org>.

CONTACT INFO

The TISD-TV Rising Star Film Festival is organized and run by Angela Duitch, Coordinator of TV Operations & Digital Media for Tyler ISD. She can be contacted in the following ways:

Mail:

TISD-TV
Career & Technology Center
3013 Earl Campbell Parkway
Tyler, Texas 75701

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903-262-3105

Official Film Festival Website

www.tylerisd.org

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' entries will be available to view!