

# National PTA Reflections Program: Film Production Rules and Guidelines (page 1 of 2)

“Diversity Means...”

Deadline Date: \_\_\_\_\_

## Description

A film production entry must be an original work of fiction or nonfiction relating to the current Reflections Program theme. Entries may be with or without sound. The student submitting the entry must be the director, screenwriter, and camera person. If using a computer, the student must do all of the work. If the student chooses to appear in the production, a camera or tripod may be used. All storyboarding, editing, etc. must be done by the student. Whether an entry uses a variety of techniques or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme.

## Styles

- Animation: Animation may be drawn, created from a collection of objects, clay, torn paper, etc., or computer-generated.
- Narrative: A story told through the images created on film or computer. (This is not the same as a storyteller narrating an original story.)
- Documentary: A nonfiction documentary using narration, facts, and images.
- Experimental: A video that explores movement, light and montage.
- Media presentations: Computer-generated media presentations must be completely original, and the student must do all the work. Cutting and pasting from other sources is not permitted. In addition, the use of software that allows the user to build a virtual environment using prefabricated characters and elements is not permitted. Any software that is used to create an entry should be used only to enhance and present the work of the student, not to provide the primary design.
- **PowerPoint presentations will not be accepted.** Students must adhere to copyright laws. Software should be used only to enhance and present the work of the student. Due to the fact that most graphic elements of PowerPoint presentations are copyrighted clip art, use of this program is prohibited.

## Presentation

- Entries may not exceed five minutes.
- The film should directly relate to the theme.
- Submit performance of the film on DVD. Submit two copies of the DVD. Do not write protect DVD.
- The student submitting the entry is not required to appear in this film.

## Use of Other Copyrighted Material

Films may include public places, well-known products, trademarks, or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.

## Recommendations for Quality Recordings

- Use a tripod to hold the camera still.
- Make sure there is plenty of lighting, especially if shooting indoors.
- Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).
- Make sure the background music (if any) is audible on the recording.

## Format

- Save the entry as a .flv file (regardless of format). This is the preferred method.
- The recorded performance should be saved as a file on the DVD, not as a DVD movie.
- Name the file in lower case letters **exactly** in this order:  
state abbreviation.arts category.grade level.student last name.student first name.flv  
Example: wa.film.mid.smith.mary.flv

*(Grade levels should be indicated only as pri, int, mid, sen)*

**For example:** Primary – Preschool – 2nd grade “pri”  
Intermediate – grades 3-5, “int”  
Middle/Jr – grades 6-8, “mid”  
Senior – grades 9-12, “sen”

For more information on labeling, see “Labeling Your Documents and Files” on the next page.

- Submit the DVD in a plastic or cardboard container; identify both the DVD and the container with the file name, as indicated above.  
state abbreviation. arts category.grade level.student last name.student first name.jpg  
Example: wa.film.mid.smith.mary.jpg

For more information on labeling, see “Labeling Your Documents and Files” on the next page.

## Student Entry Form

- Please complete all information on the Student Entry Form.
- Label the form in the bottom right hand corner as follows:  
state abbreviation. arts category.grade level.entry. student last name.student first name.pdf  
Example: wa.film.mid.entry.smith.mary.pdf  
*(For more information on labeling, see “New Labeling Requirements” on page 2 of Rules and Guidelines.)*
- Any background music used in a Film entry must be credited and documented on the Student Entry Form, by indicating the title of the music, its composer and its performer(s). If the entry’s connection to the theme is expressed in the song choice, this should be explained in the artist statement.
- The required Title and Artist Statement (250 words or less) should be included. If the required Artist Statement is too long to fit on the form, please write “see attachment” on the form. Then submit the Artist Statement in its entirety on a separate piece of paper. Label the artist statement as follows:  
state abbreviation. arts category.grade level.statement. student last name.student first name.pdf  
Example: wa.film.mid.statement.smith.mary.doc

For more information on labeling, see “Labeling Your Documents and Files” on the next page.

## Consent Form

Completed and signed consent forms must be included for all individuals whose recognizable images or voices appear in a Reflections entry. Individuals over the age of eighteen may sign their own Consent Form. A parent or legal guardian must sign for individuals under the age of eighteen.

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- Label each Consent Form in the bottom right hand corner as follows:  
state abbreviation. arts category.grade level.consent. student last name.student first name.pdf  
Example: wa.film.mid.consent.smith.mary.doc

For more information on labeling, see "Labeling Your Documents and Files" below.

### Packing

Package the DVD and the paperwork associated with the winning entries in one of the two following ways:

- [National PTA Preferred]** Place the Student Entry Form, the Artist Statement and Consent Form(s) in a large manila envelope (at least 8.5 x 11 inches) that opens and closes with a clasp. If you have electronic copies of the artwork and/or documents on a CD or DVD, enclose the CD or DVD also. **Do not fold the forms, and do not glue the envelope shut, as it needs to be opened and closed through various stages of judging.** Label the outside of the clasp side of the envelope as follows:  
state abbreviation.arts category.grade level.student last name.student first name  
Example: wa.film.mid.smith.mary  
(For more information on labeling, see "Labeling Your Documents and Files" below.)
- [Washington State PTA optional]** Place the Student Entry Form, the Artist Statement and Consent Form(s) in a clear plastic sleeve (at least 8.5 x 11 inches) **Do not fold the forms.** If you have electronic copies of the artwork and/or documents on a CD or DVD, enclose the CD or DVD also.

### Labeling Your Documents and Files

Submissions that win at local levels will be forwarded to the next level of adjudication. Final judging entries occurs at the national level where all entries are received in an electronic format using the file names outlined below. It is therefore very important to follow these instructions exactly when labeling files and forms.

- Label the bottom of each page submitted in hard copy with the appropriate file name as indicated.
- Place all files names in the bottom right corner of each page, so that identifying information can be easily concealed if needed.
- Do not write or type anything on the back of any page of paper.

The required naming convention for all documents related to student entries:

state abbreviation.arts category.gradelevel.type of document.student last name.student first name.

#### Some examples:

wa.film.int.entry.lopez.hector.

wa.visualarts.pri.statement.thuy.emily

wa.music.mid.entry.ruiz.hector

(Grade levels should be indicated only as *pri, int, mid, sen*)

#### For example:

Primary – Preschool – 2nd grade "pri"

Intermediate – grades 3-5, "int"

Middle/Jr – grades 6-8, "mid"

Senior – grades 9-12, "sen"

The required naming convention for electronic files is the same except that the name does not need to identify the content of the file, but does have to include the file format abbreviation at the end.

The required naming convention for electronic files is as follows:

state abbreviation.arts.category.gradelevel.studentlastname.studentfirstname.fileformat

#### Some examples:

wa.film.mid.smith.mary.flv

wa.photography.sen.olson.robert.pdf

wa.dance.pri.jefferson.taisha.jpg

## CHECKLIST FOR PREPARING YOUR ENTRY

What students must do to enter:

- Follow rules and guidelines given regarding presentation and works that are accepted.
- Obtain a written consent from every person whose picture or voice is recognizable in your entry. Use the PTA Reflections Consent Form (available online—at [www.wastatepta.org/programs/reflections](http://www.wastatepta.org/programs/reflections)). Note that there are separate portions of the consent form for children and adults. Label each consent form using the required naming convention. (see "Labeling Your Documents and Files" above).
- Assign a title to your entry.
- Complete the student entry form using the fillable form online at [http://www.ptareflections.org/cs/rules\\_and\\_documents](http://www.ptareflections.org/cs/rules_and_documents), taking care to:
  - include the name of your entry, and
  - fill out the artist's statement describing how your entry relates to the theme (note: the box on the form looks small, but if you fill it out online the font size will continue to decrease to include your full statement—however it does not count the words, so be sure that your statement is less 250 words or less; in the alternative you may submit your statement on a separate page, labeled on the bottom right hand corner with the required naming format (see "Labeling Your Documents and Forms" above)
  - leave the box at the bottom of the form blank to be filled out by the Local PTA/PTSA Reflections Chair
- Print the form and sign it, and have one parent or guardian sign it also.
- Label the paper copy of the form in the bottom right-hand corner using the required naming convention (see Labeling Your Documents and Files above).
- (optional) Make an electronic image of the entry form and any consent forms, and label with required naming convention (see "Labeling Your Documents and Files above).
- (optional) Place the electronic images as files on a CD or DVD, each file labeled with the required naming convention (see "Labeling Your Documents and Files above).
- For film or dance entries, convert your entry to NPTA's preferred .flv format; regardless of format and save as a file (not a movie) on a DVD, using the required naming convention (see above "Labeling Your Documents and Files") to name the file.
- Submit the artwork and paper copies of the student entry form, the artist's statement (if on a different sheet) and any necessary consent forms to your local PTA's Reflections Chair on or before the locally established deadline.
- Be sure to package your entry in accordance with one of the options described above in "Packing".)