
KELLER ISD FILM FESTIVAL 2009

official handbook

Matt Hill

Media Production Coordinator • Keller ISD • September 2009

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.

Following the success of last year's event, Keller ISD is proud to announce the 2nd 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 Ceremony on March 4th, 2010.

entries

The entry form can be found at the back of this handbook. This should be completed, then printed out and submitted along with the entry film on VHS, DVD, CD or mini-DV tape. If the film is available to view online, the entry form can be submitted without an accompanying physical copy of the film, just provide the URL on the entry form.

Entries will be accepted between **October 5th - December 18th, 2009** and should be delivered through inter-office mail via the student's campus secretary, by US mail, or in person, to the Keller ISD Education Center, 350 Keller Parkway, Keller to the attention of Matt Hill, Coordinator of Media Production. Remember, the last day to submit entries is **Friday, December 18th at 4pm.**

categories

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

1. drama

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!

3. comedy

Make us laugh!

4. educational

An instructional 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 or even theme tune! 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!

entry levels

You will be judged among other entrants in the same entry level. 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 can be submitted in any format, including (but not limited to) VHS tape, DVD, CD (electronic media file), mini-DV tape, or uploaded online via video sharing sites YouTube or Vimeo, or hosted on personal webpage.
- * You may enter as many movies as you like; however, movies may be submitted only once. Entries must have been completed between January 1st, 2009 and December 18th, 2009.
- * 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/FilmRat_Ratings.asp
- * 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 received no later than 4pm on Friday, December 18th, 2009.**
The video along with the entry form must be submitted together and labeled clearly.
- * 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 and 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.

what format does my movie need to be in?

Movies can be submitted in any format, including (but not limited to) VHS tape, DVD, CD (electronic media file), mini-DV tape, or uploaded online via video sharing sites YouTube or Vimeo, or on your own personal webpage. Please bear in mind that if uploading your movie, it should be done at the highest possible quality to ensure fair judging against other entries.

how do i turn in my completed movie?

You must fill out an entry form to submit your movie. This can be found at the back of this handbook. You can fill it in at your computer, or print it out and fill it in by hand.

If you are able to upload you video to YouTube, Vimeo, or your own personal webpage, enter the URL in the appropriate field, and there is no need to send a physical copy of the movie. Just be sure to upload to at the highest possible quality to ensure fair judging against other entries.

If your movie is on physical media, there are three ways to get it to us: the easiest is to take it to your campus secretary for her to send through inter-office mail to the Education Center. The other ways are to deliver it by hand or US mail to: Matt Hill, Keller ISD, 350 Keller Parkway, Keller, TX 76248.

All entries must be submitted and movies received between October 4th and December 18th, 2009. Entries must be received no later than 4pm on Friday, December 18th, 2009.

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 will i know if i am selected as a finalist?

Entrants will be contacted via email/their teacher on January 29th, 2010 to be informed that they have become finalists in the festival. A list of finalists will also be published on the Film Festival website at www.kellerisd.net/film on that date.

Everyone is invited to attend the Awards Ceremony on March 4th, 2010 at Timber Creek High School Fine Arts Center where finalists will find out if they have won an award!

will my movie be available for others to watch?

If you are selected as a finalist, your movie will be available for the public to view on the district’s website. It will also be airing daily on the district’s cable TV station KSTV. For more information on KSTV, please visit the website: www.kellerisd.net/kstv

will my movie be returned?

We will have all movies available for collection on the night of the Awards Ceremony on March 4th, 2010 at Timber Creek High School Fine Arts Center. After this date, entrants can arrange to pick up their movie from the Keller ISD Education Center, or sent to their school via inter-office mail, by contacting Matt Hill

how can i improve the quality of my video?

There 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 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

All entries must be submitted between **October 5th - December 18th, 2009.**

Fill out the entry form at the back of this handbook, print it out and submit it along with your movie. If your entry is available to view online, there is no need to send a physical copy with your form, just be sure to enter the URL on the entry form in the space provided.

Entries must be received no later than 4pm on Friday, December 18th, 2009.

finalists announced

Finalists will be announced on **Friday, January 29th, 2010.**

All entrants who provided email addresses 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 on that day.

awards ceremony

Everyone is invited to attend the Film Festival Awards Ceremony which will take place at **7pm on Wednesday, March 4th 2010 at Timber Creek High School Fine Arts Center.**

Timber Creek High School is located at 12350 Timberland Blvd in Keller.

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

CONTACT INFO

The Keller ISD Film Festival is organized and run by the Media Production department of Keller ISD. They can be contacted in the following ways:

Matt Hill
Coordinator of Media Production
Keller ISD Education Center
350 Keller Parkway
Keller, TX
76248

Email: matt.hill@kellerisd.net

Phone: 817-744-1297

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!

KELLER ISD FILM FESTIVAL 2009 ENTRY FORM

Title of Movie _____

Entry Category (check one)

- | | |
|---|---|
| <input type="checkbox"/> 1. Drama | <input type="checkbox"/> 4. Educational |
| <input type="checkbox"/> 2. Documentary | <input type="checkbox"/> 5. Animation |
| <input type="checkbox"/> 3. Comedy | <input type="checkbox"/> 6. Music Video |

Entrant(s) Information (check Student Produced or Class Produced)

Student Produced

Primary Entrant Name	
Email address	
School	
Grade	
Home Teacher	

Additional Entrants	Email Address	School	Grade

Class Produced

Teacher Name	
School	
Grade	

Movie Delivery Method (check one)

- I have uploaded my movie online and the URL is: _____
- I am sending the movie to you on physical media.

Please print and hand this entry form, along with your movie (if no URL provided) to your campus secretary to send via inter-office mail. Alternately, you can send it by U.S. Mail or hand-deliver to Matt Hill, Keller ISD, 350 Keller Parkway, Keller, TX 76248. All entries must be received by Friday, December 18th at 4pm. By submitting this entry form and participating in the Keller ISD Film Festival, you are agreeing to adhere to all rules and procedures of the festival as laid out in the Official Handbook which is available at www.kellerisd.net/film

NOTE TO CAMPUS SECRETARIES

Please send this form along with accompanying video (if provided) in an inter-office mail envelope to: Matt Hill, Media Production, Ed Center. For questions please call 817-744-1297.

