MEDIA EXPO 2025
RULES & REGULATIONS

IMPORTANT DATES

January 10, 2025 • Projects Due
February 18-25, 2025 • Project Judging Window
March 20, 2025 • Media Expo
5:00–7:00 P.M. • Gallery & Interactive Showcases
6:00 P.M. • Elementary Ceremony, PreK–5
7:00 P.M. • Secondary Ceremony, 6-12
(Secondary Ceremony will begin at the completion of the Elementary Ceremony)

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MEDIA EXPO 2025 COMPETITION

PURPOSE

The Worcester County Media Expo celebrates our students' use of media and technology to meet educational goals and creatively communicate with local and global communities.

We believe that the Worcester County Media Expo will...

- inspire students to try innovative forms of technology to express their talents, knowledge, and understandings.
- foster a sense of pride and confidence in their technological skills.
- encourage collaboration between students, teachers, parents, and community.
- allow community members the opportunity to have a greater understanding of WCPS's continuing technology goals.

STUDENT PARTICIPATION

Students enrolled in Worcester County Public Schools may participate. Each school may enter four (4) entries in each grade division of each competition if the school population in that division is less than 500. Schools with a population over 500 in each age division may add an additional entry for each additional 100 students. Schools with enrollment that overlap two age divisions must look at their population for each division, not the total school population. If more than the allowed number of entries in a category are produced, a runoff will be held in that school to determine the entries in the Worcester County Media Expo.

DATE AND LOCATION

The Media Expo Awards Ceremony will take place on Thursday, March 20, 2025. The gallery will open at 5:00 PM. The awards ceremony for Elementary entrants (PreK – 5) will begin at 6 PM, while the Secondary ceremony (grades 6-12), will begin at 7 PM (or at the completion of the Elementary ceremony). Student entrants are encouraged to be present to share entries with family and friends. The Awards Ceremony will be live streamed in addition to the in-person ceremony. (All entries are judged prior to the date of the Media Expo Awards Ceremony.)

ENTRY FORMS

All entries must be submitted using the online entry form at http://www.wcpsmediaexpo.com

COPYRIGHT

The use of copyrighted material is limited to what is allowed under the Fair Use Exception to copyright law. Copyrighted material that does not qualify as fair use must be accompanied by written permission from the copyright holder. All sources should be cited in a grade appropriate manner. Additional information about Fair Use is contained in this booklet, as are some forms which may be helpful in requesting copyright permission. Entries which fail to follow these guidelines will be disqualified.

The names, logos, and entries of Worcester County Public Schools Media Expo may not be used or reproduced for any purpose. Media Expo Rules and Regulations requires participants to follow copyright laws when submitting entries. Therefore, entries and content of entries are sole property and responsibility of participant(s). It is provided by Worcester County Public Schools Media Expo "as received" without intent or implied intent to discriminate.

ETHICS

Please consider your subject matter carefully. If the product produced may be offensive to the sensitivities of the school community, it may be judged, but not displayed for the public. All Rules and Codes of Conduct for the Worcester County Board of Education will apply to production and content.

All entries, from conception to final product, must be produced by the student(s) entering the production in the Media Expo. Entries must have been produced within the last year prior to the Media Expo and may not have been entered in a previous Media Expo.

USE OF ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) is a rapidly advancing technology that mimics human intelligence to perform tasks like problem-solving, pattern recognition, and decision-making. In recent years, AI has evolved to become a powerful creative tool, capable of generating content such as art, music, and even written text. This evolution has prompted us to introduce an experimental **AI-Generated Works** category in our program, where students can explore the creative potential of AI. The addition of this category allows us to distinguish between unique student works and fully AI-developed projects.

A 'unique student work' represents a creative project primarily driven by the student's ideas, efforts, and artistic vision, showcasing their individuality, creativity, and skill in crafting original content. In contrast, a 'fully AI-developed' project relies predominantly on artificial intelligence algorithms, with minimal direct creative input from the student. These distinctions enable us to recognize and celebrate the various intersections of technology and individual creativity within our program.

It's important to note that 'unique student works' across all categories may incorporate the use of AI as a supplementary tool. AI tools are now integrated into numerous programs, software, and applications, offering support and enhancement. However, entries in any category other than the **AI-Generated Works** category should prominently reflect the creative effort and input of the student.

Students must be transparent about their use of AI tools. In their submission, they should provide a brief explanation of how AI was used and its role in the project's creation.

We encourage students and parents to embrace these exciting advancements, fostering creativity and innovation, while ensuring transparency and fairness in the program.

AWARDS

Gold medals will be awarded for the highest score in each category. Silver medals will be awarded for the second highest score in each category. The Media Specialists' Award is reserved for any entry of exceptional quality or an entry which demonstrates the use of technology in a highly creative or sophisticated way to suit its purpose. The award may also be given to a student whose body of work in the Worcester County Media Expo has shown continuous growth and excellence.

GRADE LEVELS

Students are grouped into grade level bands. The groups are as follows for each category: PK-2, 3-5, 6-8, and 9-12. Unless otherwise noted, students from all grades may enter the competitions. Except for Photography, entries may be the work of an individual, a group, or a class. If students from more than one grade division work on an entry, the entry must be entered in the grade division of the oldest student participating. Entries for Photography are for individuals only.

EEO STATEMENT

Worcester County Public Schools does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to designated youth groups. The following person has been designated to handle inquiries regarding non-discrimination policies: Supervisor of Human Resources; Worcester County Board of Education; 6270 Worcester Highway; Newark, MD 21841.

IMPORTANT DATES

1/10/2025	Entries due. Submit online at http://www.wcpsmediaexpo.com
2/18-2/25/2025	Digital Judging Week
3/20/2025	Media Expo Exhibit and Awards Ceremony
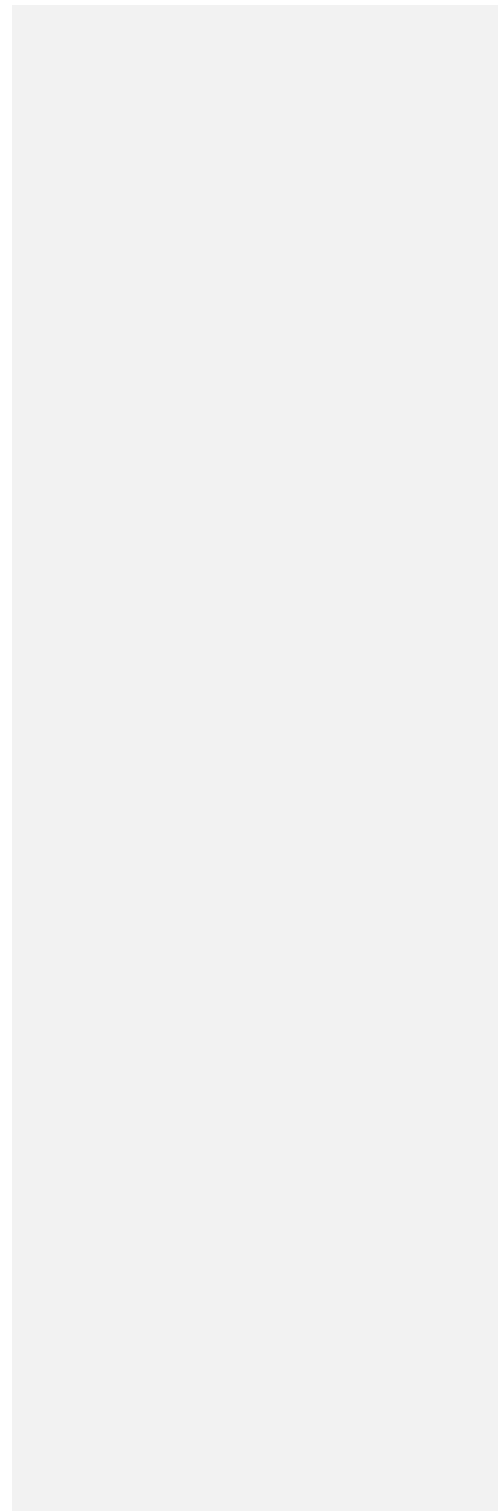
PHOTOGRAPHY

REGULATIONS

Description

A total of six (6) photos may be entered with only one (1) per sub-category outlined below. (See chart below to assist you.) For each category, photos may be entered in color or monochrome. All photographs must be the work of an individual. Photography celebrates the rich tradition of photography. Students can use traditional or digital cameras to document the world around them. Pictures can be submitted in color or monochrome. Students can take pictures of animals, people, plants, buildings, landscapes, and other non-living objects.

Subcategories

The categories are designed to help us group similar photos for judging. If a photo seems to fit in more than one category, it is ultimately the decision of the photographer. Photos can be submitted in COLOR or MONOCHROME. Monochrome is not restricted to black and white.

Animals

> This subcategory allows students to showcase nature by capturing the expression of a favorite family pet or the amazement of a wild animal.

People

> This subcategory allows students to highlight the people that are important to them. Students often choose to take photos of friends and family members. This allows students to share with viewers the relationships and people they value.

Plants/Botanicals

> This subcategory allows students to explore nature by photographing the botanical life found in parks, gardens, or even their own backyards. Students often choose to capture flowers, trees, or leaves with dazzling colors and captivating textures.

Non-Living Objects

> This subcategory encompasses still objects either found or positioned. Students often choose subjects based upon geometric shapes and flowing lines to depict varying perspectives.

The Great Outdoors

> This subcategory affords students the opportunity to capture the beauty of the world around them. Using their cameras and digital devices, students find subjects in nature to express their creative expression.

Buildings/Architecture

> This subcategory allows students to examine the lines and designs of buildings. Architectural art from classical to modern is captured and celebrated by the lens of the photographer. Camera angles are accentuated to demonstrate the beauty found in architecture.

PROCEDURES

All entries must be photographed by the student.

All photographs will be entered digitally via the online school entry form.

Students may enter a total of 6 photos with ONLY 1 per sub-category. (Use the chart below to assist you.)

Each photo must have a title. The title should reflect what the photographer was trying to capture.

A captured image can only be entered once. For example, a color photo may not be manipulated and also entered as a monochrome photo. In brief, if you click the camera once, you can only enter once!

**Keep track of your photo entries below. Remember: You may only enter one per sub-category and NO MORE than six (6) photos all together.

Category:	Color	Monochrome
Animals		
People		
Plants/Botanicals		
Non-living Objects		
Great Outdoors		
Buildings, Interiors, and Architecture		

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Original/Unique Perspective**: The project highlights the uniqueness of the concept and reflects the photographer's distinct perspective in capturing the subject.
- **Subject Matter**: The choice of subject is significant, and the effectiveness of its portrayal in a novel way is essential in demonstrating creativity.

Organization/Structure
- **Composition**: The arrangement of elements within the frame is carefully considered, including the balance and use of leading lines that direct the viewer's attention to the main subject.

Overall Effectiveness/Presentation
- **Technical Proficiency**: The quality of the photograph is evaluated based on exposure, focus, and overall execution, all of which significantly impact the viewer's experience.
- **Emotional Impact**: The photograph's ability to evoke feelings or provoke thoughtful contemplation is an important aspect of its overall effectiveness.
- **Narrative or Storytelling**: The extent to which the image communicates a story or message plays a crucial role in its impact and effectiveness.

Appropriate Design Techniques/Resources
- **Post-Processing**: The editing of the photograph is skillfully executed, enhancing the image while maintaining a natural appearance that preserves its integrity.
- **Use of Design Techniques**: Effective application of design principles, such as color and texture, enhances the image, making it more visually appealing.
- **Lighting**: The effective use of light is critical in enhancing the subject, contributing to a well-structured and compelling image.

VIDEO

REGULATIONS

Description
Students may enter one project per subcategory but can submit additional projects as part of a group. However, group members must differ for each project. You may use an iPad, computer, computer programs, or video camera, as long as the finished product may be displayed on screen. Programs must also have graphics or titles at the beginning and end of the show. Programs may be any length but only the first <u>ten minutes</u> will be judged.

Subcategories

Compilation Video

> Videos that combine a variety of elements such as images, live video, text, and/or sound. Live videos in this category could be stock or recorded by the creator but should comprise a small segment or portion of the entire video. Entries in this category can be made in a slideshow program but must be played as a video. They should not be entered if they still are slideshow files.
> Recommended Programs: Keynote, Clips, iMovie, Canva, Adobe Spark Video, CapCut, WeVideo, Animoto, GarageBand, PowerPoint

Live Action Video

> Video that incorporates images, live video, text, and/or sound, but most of the finished product SHOULD be live video that MUST be taken by the creator. Entries can be designed in any program but must play as one video.
> Recommended Programs: Keynote, Clips, iMovie, Canva, Adobe Spark Video, TouchCast Studio, WeVideo, PowerPoint and Animoto

Animation-Traditional

> Videos are created by drawing a series of images and scanning them into a program to produce movement.
> Recommended Programs: Keynote, Sketches School, PowerPoint, iMovie, FlipAClip, Canva

Animation-Stop Motion

> Videos are created by taking a series of photos that when combined produce movement.
> Recommended Programs: Stop Motion Studio, iMovie, Keynote, PowerPoint

Animation-Computer Program

> Students use a computer program to generate characters and animation.
> Recommended Programs: Canva, Adobe Express Character Animator, Maya, PowToon, Moovly, TinkerCAD

PROCEDURES

All entries, from conception to final product, must be written, directed, and produced by the students entering the production. However, there is no age limit on the actors or performers who appear in the production. Each entry must have a title, and credits presented in the beginning or ending graphics including acknowledgement of any copyrighted material.

Videos can be uploaded directly into the online submission form by clicking on the upload button and choosing the project saved on your device. If your work is saved on YouTube, Vimeo, or Office 365 Stream, it can be submitted by copying and pasting a link into the online entry form instead of using the upload button on the online submission form.

Commented [BH1]: Probably not this year, but next year, we might consider making video and animation two separate categories.

Commented [AW2R1]: You might be right about that.

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Uniqueness of Concept**: The concept or approach to the theme is original and innovative.
- **Creative Execution**: The video demonstrates creative storytelling techniques, camera angles, or visual effects.

Organization/Structure
- **Clarity of Storyline**: The story is clear and easy to follow, with a defined beginning, middle, and end.
- **Flow and Transition**: Scenes are well-connected and cohesive, with smooth transitions that maintain viewer engagement.
- **Pacing**: The pacing of the video is appropriate, neither rushed nor dragging, keeping the audience's attention.

Overall Effectiveness/Presentation
- **Impact on Audience**: The video effectively communicates its message or purpose, eliciting the intended emotional or intellectual response.
- **Memorability**: The video leaves a lasting impact and is memorable after viewing.
- **Engagement**: The video successfully captures and holds the audience's attention throughout.

Appropriate Design Techniques/Resources
- **Technical Execution**: The technical aspects, such as sound, lighting, and video quality, are handled skillfully.
- **Use of Visual and Audio Elements**: Music, visuals, special effects, or graphics are used effectively to enhance the message.
- **Efficient Use of Resources**: The team made efficient use of available tools, technology, and time to produce a polished final product.

CODING
REGULATIONS

Description
Students may enter one project per subcategory but can submit additional projects as part of a group. However, group members must differ for each project. This category includes product development of games, or functions, by either writing original code or by utilizing developmental software such as Unity to create the project. All entries must be originally produced by the student.

Subcategories
Original Code

Projects that are written in HTML, PHP, SQL, Python, JavaScript, Swift, or any other programming language. To qualify for this category, all code must be written by the individual. Code.org entries may be submitted in this category if all code is written from scratch without the use of a template.

Developmental Software

Projects that are designed within a learn to code app or graphic user interface. Recommended Programs: Code.org (Sprite Lab, App Lab, Artist, etc.), Hopscotch, Tynker.

PROCEDURES

All entries, from conception to final product, must be written or developed by the students entering the project. Entries must be packaged in a way that they can be easily submitted via a link on the school entry form. Both the project and the program required to run it must be included in the entry. Operational procedures must be included on the entry form and explained to your Media Specialist.

Helpful Hints:
Coding entries often require specific software. If your program will not run without the software, the student must include a screen recording or screenshots showcasing what the code is intended to do. For example, students can screen record on their iPad, upload the file to OneDrive, generate a link and copy/paste the link in with their coding information to https://wcpsmediaexpo.com

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Original/Unique**: The concept and the developer's approach to creating a computer program clearly demonstrate the use of code in interesting and unique ways. This may involve using widely available content or code in innovative manners that are not typically explored. The project could also combine content and code in a way that is different or intriguing.
- **Subject Matter**: The project or feature is chosen thoughtfully, and its subject matter is presented effectively and innovatively using code and functionality.

Organization/Structure
- **Code Structure**: The code is well-structured, with clear organization, modularity, and the application of appropriate design patterns, making it easier to maintain and understand.
- **Documentation**: The project includes clear and concise documentation that thoroughly explains the code's functionality, making it easier for others to understand and work with. The planning and decision-making process are evident in all parts of the project.

Overall Effectiveness/Presentation
- **Technical Proficiency**: The code demonstrates strong technical proficiency, with correct and efficient implementation that adheres to coding standards and best practices. The project effectively meets the requirements and successfully solves the problem it was designed to address.
- **User Experience**: The application provides a smooth and intuitive user experience, enhancing user engagement and satisfaction.

Appropriate Design Techniques/Resources
- **Presentation**: The final application makes a strong impact, with attention to user interface design, performance, and visual elements that enhance the overall presentation.
- **Use of Design Techniques**: The project employs effective coding principles that improve the quality and maintainability of the code. Unit tests or integration tests are implemented to ensure the reliability and robustness of the code. Judges will consider the complexity, creativity, originality, and the presence of multiple functional levels in the code.

INTERACTIVE MEDIA
REGULATIONS

Description
Students may enter one project per subcategory but can submit additional projects as part of a group. However, group members must differ for each project. Students are challenged to create websites, presentations, digital portfolios, blogs or interactive worksheets which could have embedded hyperlinks. All entries must depend upon participation by the viewer.

Subcategories
Presentation Software

> Slideshows that include text, images, and/or videos. There should be a combination of media types to be a multi-media presentation. Text, images, videos, etc. can be animated, but animation is not required. Does not have to include sound. Can progress automatically or with a click. Recommended Programs: PowerPoint, Keynote, Prezi, Canva, and Spark Page.

Websites

> Websites that include text, images, and/or videos. Websites should include internal and/or external links.
> Recommended Programs: Wix, Weebly, PowerPoint, Google Sites, Keynote, Pages, Adobe Express, Canva, Glogster, Microsoft Publisher, TouchCast with Hotspots, Blogger, WordPress

PROCEDURES

Interactive worksheets, PowerPoints, digital portfolios, or blogs may be entered using the student's Office 365 account. All hyperlinks should be functional. Websites created entirely by original code will be entered in Coding. Directions and a direct link for accessing your online entry must be included on the entry form.

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Creativity and Originality**: The project demonstrates a unique concept and showcases the creator's perspective in developing the interactive media project. The approach taken shows inventiveness and creativity in its execution.
- **Subject Matter**: The content chosen is relevant and engaging, and it is presented in a way that captures the audience's attention through innovative techniques that enhance the overall experience.

Organization/Structure
- **Layout and Design**: The arrangement of elements within the project is well thought out, including the visual hierarchy, navigation, and overall flow of content. Interactive elements are clearly visible, intuitive, and function reliably.
- **Usability**: The project is easy to navigate, offering clear instructions and accessible design that allows users to interact with the media smoothly and efficiently.

Overall Effectiveness/Presentation
- **Technical Proficiency**: The project demonstrates a high level of functionality and responsiveness, adhering to web standards and best practices. The site or media production effectively communicates the intended purpose in a visually appealing, neat, and creative manner.
- **User Engagement**: The interactive media captivates the user's interest by offering compelling content and interactive elements, such as hyperlinks and embedded media, that enhance the user experience.

Appropriate Design Techniques/Resources
- **Visual Design**: The project effectively uses visual elements like color, typography, fonts, graphics, and icons to create an aesthetically pleasing and engaging experience for users.
- **Embedded Links and Resources**: Hyperlinks and multimedia elements are integrated skillfully to enrich the content, providing additional information or context to enhance the user's understanding and experience.

DIGITAL DESIGN
REGULATIONS

Description
Students may enter one project per subcategory but can submit additional projects as part of a group. However, group members must differ for each project. Using an appropriate digital program or app, entrants will design either a digital work of art, collage, enhanced photograph, or graphic with text. Projects with links to websites should be entered in the Interactive Media category. Due to digital judging, all projects must be submitted digitally as a PDF or image.

***Works of art or information that were primarily created using an AI tool, such as Dall-e, need to be entered into the experimental AI category. Please go to the AI Experimental Category description, at the end of this packet, to see the guidelines for this category. If you have questions about your creation, please talk to your library media specialist.

Subcategories
Original Single Art Piece

> An original single art piece is created digitally using a paint or draw program. An entry is one cohesive work of art created by one artist and contains no clipart or photographs or other type of graphics.
> Recommended Tools: Brushes Redux, Paint, Sketches School.

Digital Collage

> A digital collage is built around a theme and contains more than one graphic item such as photos, clipart, scanned in drawings. This could be an artistic collage of student-created pictures or photographs. Text in this category should be minimal and for artistic effect only.
> Recommended Tools: Canva, Microsoft Word, Microsoft PowerPoint, Pages, Keynote, Adobe.

Single Enhanced Photo

> A single enhanced photo is a photograph that has been extensively altered.

> Recommended Tools: Canva, Microsoft Word, Microsoft PowerPoint, Pages, Clips, Keynote, Adobe.

Graphic with Text

> A graphic with text project should be created around a cohesive theme. It may be a brochure, pamphlet, book jacket, greeting card, poster, infographic, etc. Students may use clipart, templates, and pre-formatted design tools to create a project. Entries should include text as an integral part of the project.
> Recommended Tools: Canva, Microsoft Word, Microsoft PowerPoint, Pages, Keynote.

PROCEDURES

Projects must be designed digitally. Entrants are encouraged to be creative and incorporate clip art, photos, and interesting fonts in the appropriate projects. However, if copyrighted elements are used, be sure they are considered Fair Use or provide written permission in your documentation. Any copyrighted or Creative Commons materials should also be credited on your entry form. To ensure the integrity of these categories, please indicate if you used AI tools to manipulate your project and how you used AI tools.

Helpful Hints
Entries should be submitted using either a PDF or image format. See your Media Specialist for assistance.

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Creativity and Originality**: The project demonstrates the uniqueness of the concept and reflects the designer's personal perspective. The work clearly shows the use of original ideas to communicate the intended purpose to the audience.
- **Subject Matter**: The theme or topic is thoughtfully chosen and is presented in a visually engaging and innovative manner, capturing the audience's attention.

Organization/Structure
- **Layout and Composition**: The arrangement of visual elements (color, line, shape, size, texture, value, or direction) is carefully structured, with attention to balance, font size, font type, and alignment. The overall flow of the design enhances clarity and maximizes its visual impact.
- **Typography**: Fonts, sizes, and spacing are used effectively to create a text layout that is aesthetically pleasing and easy to read, contributing to the overall design quality.

Overall Effectiveness/Presentation
- **Technical Proficiency**: The design exhibits a high level of attention to detail and consistency, adhering to design principles and best practices. The digital work effectively captivates and maintains the viewer's interest through the use of compelling visuals and graphics.
- **Clarity of Message**: The design communicates its intended message clearly and effectively, making a strong impression on the audience. The overall effectiveness of the product is judged by how well it expresses ideas and achieves its purpose.

Appropriate Design Techniques/Resources
- **Visual Design**: The project demonstrates skillful use of color, imagery, and graphic elements to create a cohesive and visually appealing design.
- **Incorporation of Graphics**: Graphics are integrated effectively to support the text and/or enhance the overall understanding of the content. Judges will also assess how the designer has utilized technology to its fullest potential in the development of the project.

CAD
REGULATIONS

Description
Students may enter one project per subcategory but can submit additional projects as part of a group. However, group members must differ for each project. Using appropriate computer programs, entrants will create and submit their designs or technical drawings in one of four categories. Designs must be submitted as digital files. Worcester County Public Schools, through project Lead the Way, has access to TinkerCAD, INVENTOR, and REVIT, all by Autodesk Corporation. Submissions using other programs are allowed, however, each entrant is responsible for making a copy of that software available to the judges when the work is to be judged in a digital format.

Subcategories
Using appropriate computer programs entrants create and submit their designs or technical drawings in one of four categories. Projects in this category are created using computer aided design (CAD) software and the finished product is a 3D rendering of their design Recommended Programs: TinkerCAD or AutoCAD

Mechanical

Projects in this category are mechanical in nature. They might include tools, machines, machine parts or assemblies.

Architectural

Projects in this category are focused on buildings, floor plans, elevations, and perspective views. Projects can show a full building or a portion of a building.

Landscape & Civil

Projects in this category depict land use, decorative or functional. Projects can show gardens, landscapes, or other outdoor designs.

Open Class

Projects in this category do not fit into the other three categories. Students can submit designs for furniture, jewelry, toys, etc.

PROCEDURES

Projects must be created using computer software. Completed projects must be submitted as either digital program files or links. If your design will not function without the software, the student submission must include a screen recording or screenshots showcasing the design. For example, students can screen record on their iPad, upload the file to OneDrive, generate a link and copy/paste the link in with the CAD information to https://www.wcpsmediaexpo.com

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Creativity and Originality**: The project showcases the uniqueness of the concept and reflects the entrant's perspective in developing the design or technical drawing. The design should be evaluated on what makes it novel and whether it represents a significant advancement over the current state of design.
- **Subject Matter**: The chosen project is represented effectively through the CAD model, demonstrating innovation and functionality in its execution.

Organization/Structure
- **Technical Drawing Standards**: The submission adheres to standard conventions in technical drawing, which includes the proper use of dimensions, annotations, and views such as orthographic and isometric projections.
- **3D Model Structure**: The arrangement of components within the 3D model is logically organized and effectively utilizes space, enhancing the overall clarity and functionality of the design.

  **Projects can be submitted as technical drawings, 3D models, or a combination of both.

Overall Effectiveness/Presentation
- **Technical Proficiency**: The design is evaluated based on its quality, which includes accuracy, detail, and adherence to CAD best practices. The 3D rendering should clearly communicate the design intent and functionality to the viewer, with neat line weight, line style, dimensioning, use of scales, and blocks and borders contributing to an excellent overall visual presentation.
- **Functional Design**: The design demonstrates a high level of practicality and usability, taking into account the intended purpose of the project and how well it fulfills that purpose.

Appropriate Design Techniques/Resources
- **Use of CAD Software**: The entrant displays proficiency in using software such as TinkerCAD, AutoCAD, or similar programs to create detailed and accurate 3D models and technical drawings. The quality of the final 3D rendering, including realism, lighting, and material textures, enhances the visual appeal of the design.
- **Presentation of Work**: The overall impact of the submission is assessed, which includes the organization of files, clarity of drawings, and any supporting documentation that explains the design process. Judges will also look for evidence that student designers explored and utilized elements of the software program to assist in the creation and communication of their design.

PODCASTS

REGULATIONS

Description
Students may enter one project per subcategory but can submit additional projects as part of a group. However, group members must differ for each project. This category includes any sort of audio production which includes both spoken content and sound effects. Programs must have a thumbnail graphic that would be used to advertise the podcast and a musical introduction that helps draw the listener in. Programs may be any length but only the first ten minutes will be judged.
*Projects that use Garageband must have the Metronome sound turned off to be judged.

Subcategories
Students create their podcasts using audio recording software and combine it with sound effects. Sound effects can be created for this project or from other resources as long as they are credited and with appropriate copyright licensing. Recommended Tools: Anchor, Audacity, GarageBand

Nonfiction Narrative Podcasts

"These podcasts retell the true stories of others through the use of audio clips from the interviewee, as well as layer on their own editorializing of the stories at hand" (*Voices.com*).

Interview/Conversational Podcasts

A podcast, "having one host, with either a single guest interviewee or multiple guests throughout the course of the show. This podcast format provides listeners with different viewpoints and is usually a popular format with political podcasts" (Voices.com).

Scripted Fiction Podcasts

"Fiction podcasts are a form of audio drama that tells stories using a script, a cast of voice actors, and sound design to immerse the listener in the narrative" (Voices.com).

PROCEDURES

All entries, from conception to final product, must be written, directed, and produced by the students entering the production. However, there is no age limit on the actors or performers who appear in the production. Each entry must have a title graphic and include acknowledgement of any copyrighted material. Copyrighted material can be submitted on the entry form instead of being part of the recorded entry.

Helpful Hints
Entries must be submitted digitally on the school entry form. Links can be generated from students' Office 365 accounts and other web platforms.

Online Submission for Media Projects
Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/
Contact your school librarian with questions.

JUDGING CRITERIA

Creativity/Originality
- **Creativity and Originality**: The project highlights the uniqueness of the concept and reflects the student's perspective in developing the podcast theme and content.
- **Subject Matter**: The chosen topic is presented effectively through engaging and innovative audio storytelling that captivates the audience's attention.

Organization/Structure
- **Episode Structure**: The organization of the podcast episode is coherent, featuring a clear introduction, main content, and conclusion. This structure ensures a logical flow and demonstrates that the information or story is paced and developed in a way that keeps listeners interested while aiding their understanding.
- **Script and Content Development**: The effectiveness of the script is evaluated based on its ability to convey the message clearly, with attention to pacing and engagement that maintains listener interest.

Overall Effectiveness/Presentation
- **Technical Proficiency**: The quality of the audio recording is assessed, including clarity, appropriate volume levels, and the absence of background noise or distortion. The integration of sound effects, music, and audio transitions enhances the storytelling and improves the overall listener experience.
- **Audience Engagement**: The podcast effectively captivates and maintains the listener's interest through compelling content and delivery. The audio recording should evoke human emotions or feelings, leaving a meaningful impact on the audience.

Appropriate Design Techniques/Resources
- **Use of Audio Software**: Proficiency in utilizing audio recording software is evident in the creation of a polished and professional-sounding podcast. Sound effects and music are effectively integrated, ensuring proper credit is given and copyright licensing is adhered to.
- **Presentation Quality**: The overall impact of the final podcast episode is assessed, taking into account sound quality, editing, and any accompanying materials, such as show notes or transcripts, that enhance the listener's experience. The information or story is paced and developed effectively, keeping listeners engaged and facilitating their understanding.

ARTIFICIAL INTELLIGENCE (AI) GENERATED WORKS

REGULATIONS

Description

This category is designed to highlight the remarkable capabilities of Artificial Intelligence (AI) in the creative realm.

Entries in this category should primarily or entirely rely on AI technology to generate creative content. Here, students' direct creative input should be minimal, with the creative process predominantly attributed to AI algorithms and tools. This category serves as a platform for students to explore the innovative potential of AI as a creator. Possible tools may include ChatGPT, DALL-E 3, Midjourney, Bing, Bard, Stable Diffusion, Skybox AI, Aiva.ai, Elevenlabs, etc.

It's important to note that entries will not undergo formal judging. Instead, they will be exclusively showcased and celebrated for their experimentation and utilization of AI in creative endeavors.

To maintain transparency and provide insight into the creative process, all entries in the 'AI-Generated Works' category must clearly state the AI tools, software, or models used in the creation process. Additionally, students should provide a detailed explanation of how AI was employed to generate the work, including any prompts or parameters used during the creative process.

We encourage students to embrace this exciting opportunity to collaborate with AI and explore the boundaries of creativity. Through transparency and experimentation, we aim to foster innovation and celebrate the dynamic fusion of technology and artistry in the 'AI-Generated Works' category.

PROCEDURES

Projects must be exclusively created using AI software, with a 100% reliance on AI technology for the creative process. Entrants are encouraged to unleash their creativity in this innovative space. However, if your project incorporates elements that are copyrighted, it's essential to ensure that they fall within the boundaries of Fair Use. If not, please provide written permission for their use in your documentation. Additionally, any copyrighted or Creative Commons materials employed in your project should be properly credited on your entry form.

For projects that require additional software or specialized viewers to fully experience, we recommend including a screen recording or a series of screenshots that effectively showcase the entirety of your finished project. Furthermore, sharing specific prompts or parameters that you used during the project's design process can provide valuable insights into your creative approach.

Online Submission for Media Projects

Students will submit their entries using the forms available at http://www.wcpsmediaexpo.com/ . Contact your school librarian with questions.

USING COPYRIGHTED MATERIAL

If you have decided that only copyrighted material meets the needs of your production, you must obtain written permission to use it. Write to the publisher or copyright holder, addressing your request to the "Rights and Permissions Office." The name and address of the publisher or copyright holder should be on the title page of the publication or work. Give them as much information as you can in your first letter.

For Photographs
Provide the title and date of the publication, the name of the photographer (if listed in the credits), and the page or pages on which the photo appears. Describe your production (type, length, and age of audience, etc.). Explain how you wish to use the copyrighted materials in the production. Request permission for a specific number of uses (e.g., one-time use, unlimited use for a period of two years, etc.) and for a specific type of use (e.g., non-profit use, commercial use, etc.).

For Music
Provide the name of the selection, the composer, the arranger, and the publication date. Tell them how much of the selection you are going to perform (in bars or stanzas) and on what page it appears. If you want to use a recording, start by writing to the music label. There may be multiple people from whom you must get permission, for example, the music label, the composer, the performers, and the publisher.

Use Material in the Public Domain
Anyone may use material that is in the public domain without permission. You may have your class or school group perform a song or musical composition in the public domain for your production.

Be Creative - Do Your Own Thing
The easiest and safest way to avoid copyright infringement is to create your own original material. Here are some ideas:

* Write your own song or musical composition using apps like Garageband.

* Improvise some music on musical instruments or use a computer to generate your own sounds.

* Create your own sound effects using a variety of objects and materials.

* Use your voice or body to create voice/body rhythms.

Put In the Credits
Let the audience know the sources of the materials in your production by listing them in the credits at the end of the program. You can make your credits more creative and interesting by incorporating them into the program with animation or vivid images. For example, you could create a credits sequence that thanks the people who helped you produce your video, or a slideshow of the photos you used in your presentation.

At the very least, credits or sources should be included in your Project Description.

SAMPLE COPYRIGHT LETTER

Rights and Permission Department   Date _____
ASCAP
1 Lincoln Plaza
New York, NY10023

Dear Director:
I would like permission to make a copy of the following as part of a project in my (Communication Arts) class.

COMPOSER/SONGWRITER <u>Hoagy Carmichael</u>
LYRICIST   <u>Ira Cohen</u>
SONG TITLE   <u>Don't Fence Me In</u>
COPYRIGHT   <u>1932</u>
TYPE OF REPRODUCTION Audiocassette

This recording will be part of a (five-minute) (video) production, made by (three) students in the (tenth grade) which will be entered in the Worcester County Media Expo. This is an educational enterprise.

I would like permission for an unlimited number of nonprofit showings for a period of two years. Please indicate in the form below and return it in the self-addressed, stamped envelope that I have enclosed.

Thank you for your time and cooperation.

Sincerely,

Student's Name
School & Address
School Phone

_____Permission to reproduce Don't Fence Me In as stated above is granted.
_____Permission to reproduce Don't Fence Me In as stated above is not granted.

Signed_____ Date _____

Title_____

FAIR USE

The Fair Use Doctrine allows for limited use of copyrighted materials in educational settings. In all cases, students are reminded to credit the sources and display the copyright notice if available. In general, fair use limits the amount of copyrighted work that may be used.

Motion Media
Up to 10% or 3 minutes, whichever is less.

Text Material
A poem of 250 words or less or up to 250 words of a longer poem.

An article, short story, or essay of 2,500 words or less, or excerpts of up to 1,000 words or 10 percent of a longer work, whichever is less.

A single chart, graph, diagram, drawing, cartoon, or picture from a book, periodical, or newspaper.

Music, Lyrics, And Music Video
Up to 10%, but in no event more than 30 seconds of the music and lyrics from an individual musical work

Illustrations And Photographs
A photograph or illustration may be used in its entirety but no more than 5 images by an artist or photographer may be reproduced or otherwise incorporated. When using photographs and illustrations from a published collective work, not more than 10% or 15 images, whichever is less, may be incorporated.

SAMPLE JUDGING FORM

Each category will be scored out of a total possible 40 points. Each judging criteria will be judged on a 10-point scale. Refer to the individual categories for an explanation of each judging criteria.

Below is a visual representation of a category scoring rubric.

Judging Criteria										
Creativity/Originality	1	2	3	4	5	6	7	8	9	10
Organization/Structure	1	2	3	4	5	6	7	8	9	10
Overall Effectiveness/Presentation	1	2	3	4	5	6	7	8	9	10
Appropriate Design Techniques/Resources	1	2	3	4	5	6	7	8	9	10

Comments: