DIGITAL MEDIA FESTIVAL

Category Examples

FILM

- Short film
- Documentary
- Promotional Video
- Music Video
- Special Effects
- Animation

SHORT FILM

- 3-7 MINUTES

- NARRATIVE OF ANY GENRE

https://www.youtube.com/watch?v=liCnixu1Mgs&feature=emb_title

DOCUMENTARY

- 3-7 MINUTES

- NONFICTIONAL FILM THAT EXPLORES A TREND, ISSUE, OR INDIVIDUALS.

https://www.youtube.com/watch?v=0U-UMyqn5OI&feature=emb_title

PROMOTIONAL VIDEO

- 1 MINUTE OR LESS

- COMMERCIAL OR PSA.

https://www.youtube.com/watch?v=fEnn4xX4JbQ&feature=emb_title

MUSIC VIDEO

- 1-3 MINUTES

- CONTAINS SOME LIP SYNCING THROUGHOUT THE VIDEO

- MUST CONTAIN EDITS

- STUDENTS CAN USE ANY SCHOOL APPROPRIATE SONG.

https://www.youtube.com/watch?v=JLyBhUNFDd0&feature=emb_title

SPECIAL EFFECTS

- 30 SECONDS – 3 MINUTES

- MUST TELL A STORY INCLUDING A BEGINNING, MIDDLE, AND END.

https://www.youtube.com/watch?v=4g8gJElbtII&feature=emb_title

ANIMATION

- 20 seconds – 3 minutes

- Must tell a story including a beginning, middle, and end.

- No photos of real people

https://www.youtube.com/watch?v=pALwA_KS8rY&feature=emb_title

GRAPHIC DESIGN & ILLUSTRATION

- LOGO DESIGN
- CHARACTER ILLUSTRATION
- PORTRAIT ILLUSTRATION
- CARTOON PORTRAIT
- ENVIRONMENT DESIGN
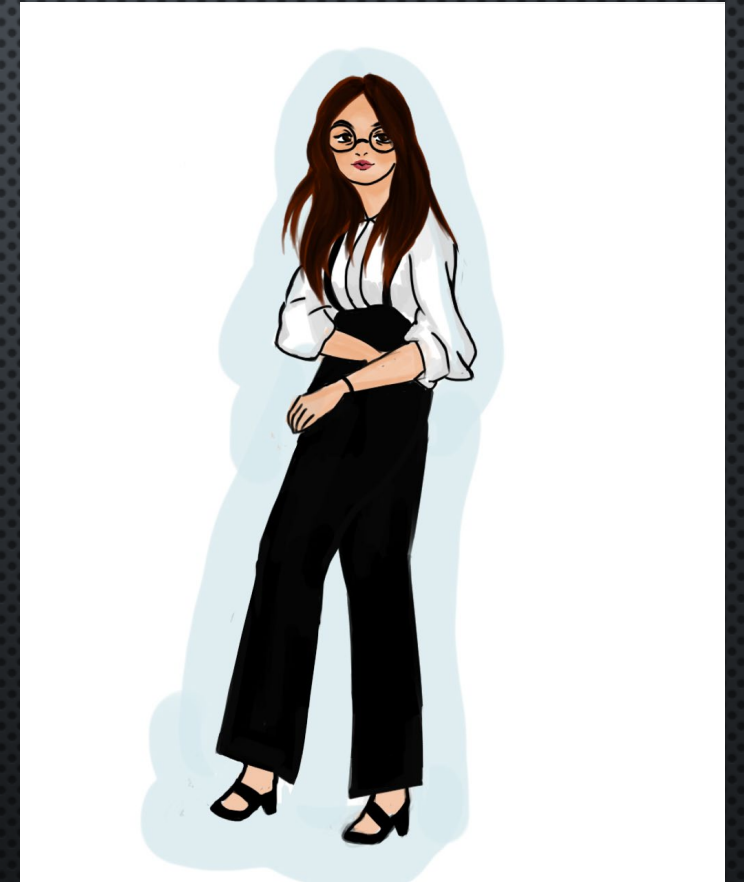- PICTURE BOOK ILLUSTRATION
- COMMERCIAL DESIGN
- TYPOGRAPHY

LOGO DESIGN

- A DESIGN CREATED FOR YOURSELF, AN ORGANIZATION, NONPROFIT, OR SMALL BUSINESS.

- IF THE ORGANIZATION ALREADY HAS A LOGO, THE NEW LOGO SHOULD BE DIFFERENT.

- MUST SUBMIT A GRAYSCALE & FULL COLOR VERSION

  - WILL BE JUDGED ON BOTH

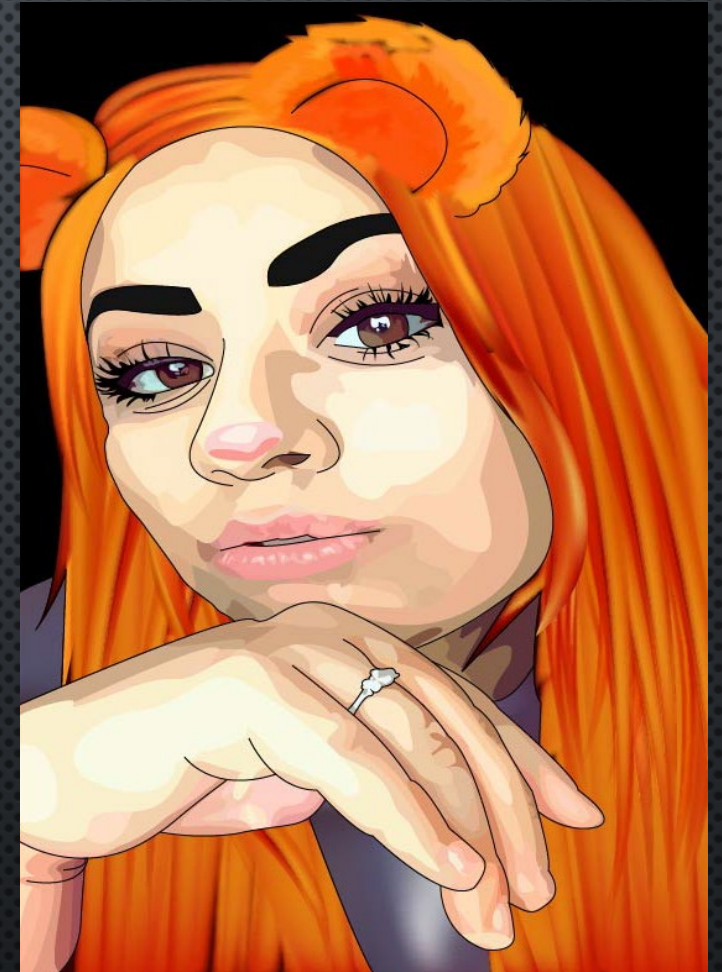BLUE DIAMOND RECORDS

BLUE DIAMOND RECORDS

CHARACTER ILLUSTRATION

- Must be an original cartoon character
  - One Character per entry
  - No character sheets
- Full body – Head to toe
- Can be a human or an animal
- Background should be simple

PORTRAIT ILLUSTRATION

- Illustration of a person

- Focus on the face

- Realistic in proportion, color, and detail

- Techniques may include blending, rotoscope, low poly

CARTOON PORTRAIT

- ILLUSTRATION OF A PERSON

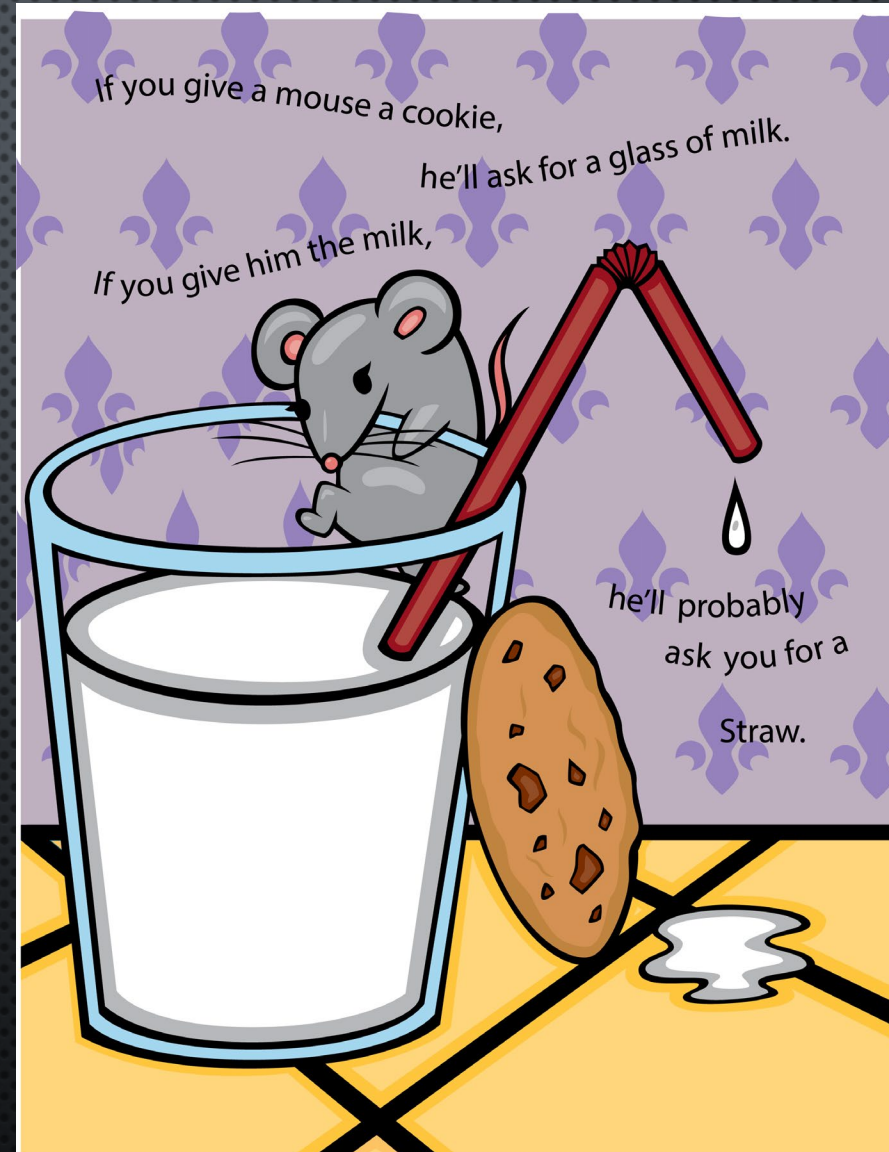- FOCUS ON THE FACE

- FEATURES MAY BE EXAGGERATED

ENVIRONMENT DESIGN

- Nature or architecture

- Inside or outside

- May contain characters, but the setting should be the main focus

PICTURE BOOK ILLUSTRATION

- A DRAWING OF A PAGE FROM A STORY BOOK.

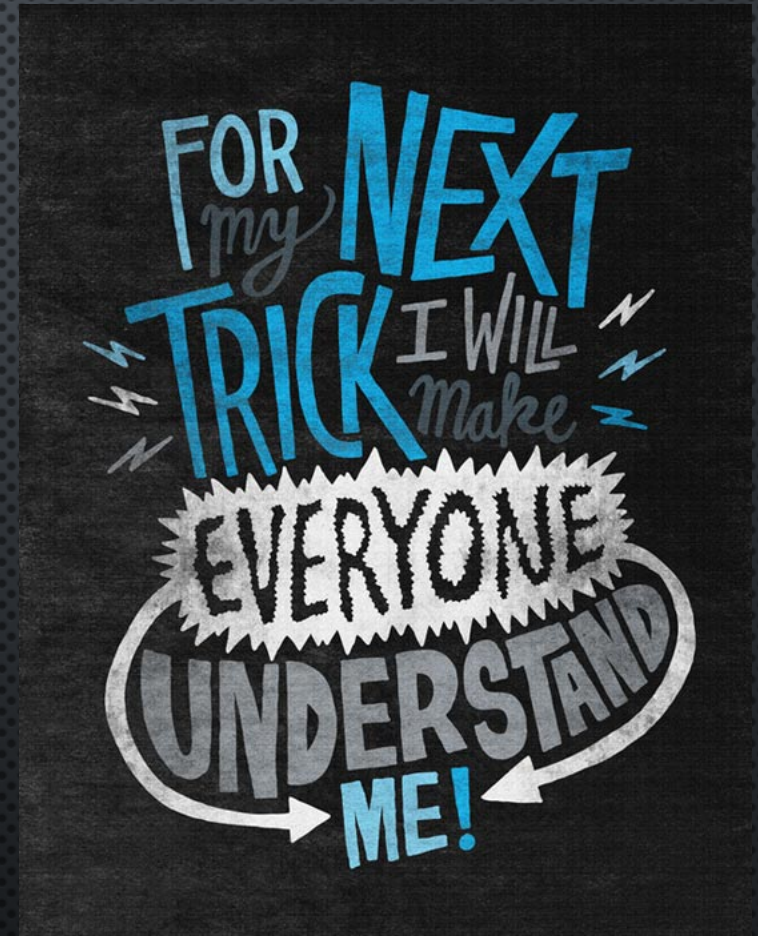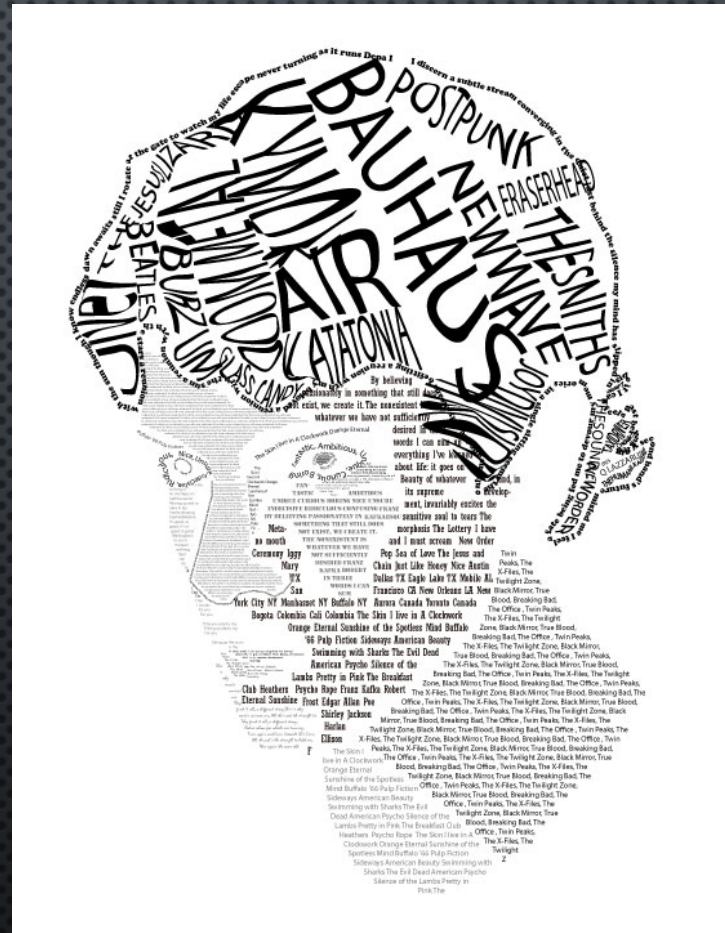- SHOULD INCLUDE ILLUSTRATIONS AND TEXT.

COMMERCIAL DESIGN

- A design that could be used for commercial/ promotional purposes.

- Includes posters, album covers, book covers, etc.

TYPOGRAPHY

- Combination of fonts to create a design

- Text may be manipulated

PHOTOGRAPHY

- NATURE
- PORTRAIT
- CANDID
- PHOTOMANIPULATION

- IF YOU SUBMIT A 2ND ENTRY INTO ANY CATEGORY, MAKE SURE THAT IT IS SIGNIFICANTLY DIFFERENT FROM THE 1ST ENTRY
  - CLOTHING, SETTING, THEME, ETC.

NATURE

- Photos of details in nature.

- May also include animals.

PORTRAIT

- POSED PHOTO OF A PERSON

CANDID

- A photo that is not posed.

- Could be of student life, sports, etc.

PHOTOMANIPULATION

- Combine multiple images, creatively distort colors, or draw on top of images.