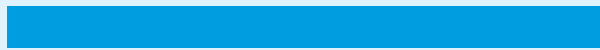




MEDIA LITERACY AWARD



Conditions of Participation
Information and Documents
for your submission

What is the media literacy award [mla]?

mediamanual.at hosts a competition annually - the media literacy award [mla] - for the best and most innovative educational media projects in European schools.

The following can be entered for the [mla]: Video, Audio, Print, Multimedia and New Media.

Entries in these categories can include all genres. They should be innovative, amusing, original, exciting and/or experimental. A jury will assess the entries and the best will be presented.

Project goals

“Being media competent is identical with the ability to think critically”

(Joseph Weizenbaum)

Involvement with media in school can be many things – complex, diverse, ambiguous, exciting and, at times, frustrating. By media we mean almost every method by which humans communicate something to each other, independent of the technology involved.

We see words, images, graphics and sounds as the basic elements of the process which, even when considered more closely, still form the basis of the most technologically complicated and costly “medium” of message transfer.

It does not matter whether you want to criticize the content of the media or the media itself – ideally one is closely related to the other – the media literacy award [mla] is intended to motivate pupils to increase their ability to read and produce media texts.

The prize-giving

The media literacy awards [mla] is part of the annual media festival mla:connect. Since the launch of this initiative in 2001 up to 500 schools participate annually in the competition. The best projects will be presented and invited to an award ceremony in Vienna. There, the [mla] teams show their award-winning works: an exciting, pleasurable programme is guaranteed!

The European participation means the media festival also provides a platform for dialogue and an opportunity to make friends.

We wish you great success.

Renate Holubek
Project Manager

Checkliste

1 — Who can take part?

Pupils of all grades and types of school and their teachers are entitled to participate.

2 — What are the categories?

- Video
- Audio
- Print media
- Multimedia & New media

3 — What kind of media projects can be submitted?

The entries can be: video, audio, print, comics, photos, multimedia and new media, games etc. Scientific work and research projects on the theme of media education can be entered informally in the category “media education”.

4 — What subject matter is acceptable?

Any, mini-dramas are as welcome as research projects inasmuch as they are unusual, innovative and creative.

5 — How can I/we submit?

The first step is to register your project online at www.mediamanual.at.

After that the projects can be sent

- by postal mail on a storage medium (for example DVD, CD, USB)
- or via data transfer (for example WeTransfer, Google Drive, Dropbox).

Contact for data transfer:

angelika.fuerst@mediamanual.at

Adress:

Federal Ministry of Education, Science and Research
Dept. IT/3A Media Education
Reference: media literacy award [mla]
Minoritenplatz 5
1010 Vienna

6 — When is the entry deadline?

Deadline for submission is 15th of July.

7 — Are there technical parameters?

In order to be able to process and present your project in the best possible way we recommend the following standards:

- **Video**

Files: MP4 H264, AVI, MOV, ...

Best in HD-format 16:9 (1920 x 1080) or less (min. 720 x 576 – 4:3 format)

- All sequences of a video should be stored at **25 fps**
- At cameras, the setting must be set to „PAL“ (not „NTSC“)
- Length: preferably 3–5 minutes, max. 8 minutes (The shorter the better!)

- **Audio**

Files: MP3, MP4, WAV, AIFF, ...

- **Print**

Files: PDF, JPEG, GIF, TIFF, PNG, ...

- **Multimedia & New Media**

Files: HTML, Flash, Shockwave, PDF, PowerPoint, EXE, ...

8 — Why do I/we need a Project Description Form?

For all projects: Please remember that the jury can only come to a decision if it has sufficient information about your project. Therefore, the Project Description Form which includes the project documentation should be completed. You will find it at the end of this document.

*If you send us additional pictures for the documentation of your projects please use the highest possible resolution (at least 2000 pixels wide).
File formats: JPG, GIF, PDF, PNG, TIFF, ...*

9 — How will the entries be judged?

The jury will select the prize-winners in each category from all contributions submitted. Five ex aequo-prizes per category can be chosen.

10 — What happens if I/we win?

The [mla] award winners of all categories will be notified by the 30th of September at the latest. The prize winning projects will be presented on mediamanual.at.

11 — What can be won?

The best teams will be invited to Vienna for three days.

They present their winning projects: an exciting and pleasurable program is guaranteed.

They each receive a statuette and a [mla]-Diploma.

12 — What about the copyright?

The copyright of all works remains the property of the author or person(s) who submit(s) the entry. By accepting the conditions of entry, you are giving permission for the work to be exhibited or presented at mediamanual.at and that the work itself and/or photos of/from it (including descriptions) may be publicised in written material, press releases, audio, DVD, CD and television.

Statutes of the media literacy award [mla]

- 1** — The best projects submitted will be presented and prizes awarded within the framework of the [mla]-presentation.
- 2** — Organizer of the competition media literacy award [mla] is the Federal Ministry of Education, Science and Research (BMBWF).
- 3** — All categories which, from their content, do not contravene the statement of principles and guidelines for media education rules drawn up by the BMBWF are eligible for the competition. The following are eligible: videos, audios, print, comics, photos, games, websites and all kinds of multimedia and New Media projects, scientific work and studies on the theme of media education.
Genres: drama, documentary, report, culture, media, commercials, making of, digital storytelling.
- 4** — Projects which are submitted to the competition must have been completed during the year of entry. Projects which have been submitted to other competitions are also eligible.
- 5** — Those submitting a project agree that the organizers have the right to show the works entered in the competition publicly within the framework of the competition (award ceremonies or information events) and also on the internet.
- 6** — Diplomas will be awarded for all results. The teams will receive it per postal mail. The best projects will get an award at a prize-giving ceremony in Vienna. In addition, a special achievement by an individual pupil may be awarded a prize.
- 7** — For the final selection in the categories mentioned in 3) above up to five productions may be nominated. The award of prizes will be decided by an expert jury.
- 8** — The submitted productions must be registered by the end of the school year.
- 9** — The postage/transport and return postage/transport of master tapes, documents or other data carriers is to be carried out at the cost and risk of the entrant.
- 10** — After the end of the competition all submitted entries will be returned to the address given on the registration form, if desired.
- 11** — The prize winners will be notified by the end of September of the next school year and invited to attend the award ceremony.

Accompanying Material: Project Description Form

Accompanying information

We would request that you complete the following short questionnaire which is necessary for project evaluation and to return it to us. All information contained in it will be treated as confidential. Thank you.

.....
Title:

.....
Project supervision:

.....
Project duration:

.....
Location of project:

.....
Contact address:

.....
Cooperation:

.....
Number of Participants:

.....
How many teaching units?

.....
How much time was invested outside normal class time?

Short description of the result of the work:

We would be very grateful if you and your pupils would include a short description of how the project went (making of).

Criticism/Suggestions ?

Thank you for your help.