



CONTEST RULES: 4HDMC The 4-H Digital Mayhem Challenge!

PURPOSE AND GOALS

The 4-H programs in Illinois and northeast Missouri are inviting all youth, ages 8-18 years old to produce their own digital photography, digital audio, digital video or mixed media production that demonstrates your abilities with digital media of all kinds. Top entries may be used in various promotional products throughout the region and prizes will be awarded. Select your own theme and message. -Show the world your imagination and creativity.

GENERAL DESCRIPTION

This contest gives you a chance to show off your digital media skills, to communicate an important message to an international audience (something interesting, unique, funny, or cool about 4-H or the world in general), and to stretch your creativity and communication skills. You are welcome to submit one or more individual media products or team media products.

Use 1) Digital Photography, 2) Digital Audio, 3) Digital Video 4) Art Work, 5) Graphic Novel 6) Digital Animation or 7) A Mix of Digital Media to entertain or educate.

All appropriate, selected entries will be posted on this Web site and possibly others. Top entries may be chosen for use in the 4-H promotional programs and will receive prizes.



ELIGIBILITY

- Youth may enter this contest as individuals or teams.
 - Contestants must be age 18 or under to participate in their appropriate age category: "Junior" (ages 8-14) or "Senior" (ages 15-18).
 - Adults may advise and make recommendations, but may not actually work on the media products. Note: If one or more members of a team are age 15 or older, that team must enter in the "Senior" category.
 - Submissions may be in any language, but an English translation must be provided in the text/transcript section of the submission page.
- Participants need not be current 4-H members/participants or reside in IL or MO.



PROCEDURE

- Create your media work in accordance with the Guidelines For Submission listed below.
- Use the following registration and submission process:

- Upload the file via the link on the **Contest Entry Form** page:
<http://extension.missouri.edu/4hdmc/contest/> or through links found on 4hdmc.org
- Type (or cut and paste) your Goals and Process Statement and Text Transcript (if applicable) into the appropriate fields on the Entry page

- If you prefer, ***you may submit by mail instead.*** Send your entry on a CD. Complete the written entry form found at www.4hdmc.org and mail the form and CD to either of the Extension staff members listed on the last page of this document. (Be sure to keep a backup!)
- Complete the Registration and Agreement portions on the same Contest Entry Form.
- Submit your Contest Entry (including your media product and other attachments) by any of the following review dates:

October 30, 2007	April 30, 2008
January 30, 2008	October 30, 2008

Winning entries selected at the end of each submission deadline above will receive a \$100 Amazon.com gift certificate. The same prize will be presented to individual entries or group entries.

Note to parents and youth:
 The Submission site is protected and safe for you to use. Submissions are NOT visible to the public until they have been reviewed for content, and selected by the University staff for public viewing. In addition, the information entered on the submission page is completely confidential and secure.

Note: As part of the final selection process, finalists and their parent/guardian will be contacted by phone or mail and asked to return additional information, including parent signatures and to verify age and contact information. Parents can choose at that point, if they would like to have their child recognized by name on any future web postings or use of the digital project in 4-H promotional programs. A decision to *not* have their child listed by name, will not affect the outcome of the judging.

Final selected entries may also appear in 4-H promotional products produced by University of Illinois and/or University of Missouri. Prizes will be awarded to finalists.

GUIDELINES FOR SUBMISSION

If you want to use a file format other than those listed, we will do our best to work with you. If you have questions about any of the requirements, please contact either of the Extension staff listed in this document. We are motivated to find ways to help any potential participants meet the requirements listed.

To inquire, e-mail nicholsond@missouri.edu or lmillion@uiuc.edu Please include "4HDMC" in your subject line. Or you can reach either specialist at the number or address at the end of this document.

File types

Video: QuickTime .MOV; Windows .AVI; M4V or .MPG files that are viewable with QuickTime or Windows Media Player. The MPEG-4 (DivX, Xvid) compression format with MP3 audio is recommended.

Audio: MP3, M4A or WAV files that are playable with iTunes, RealPlayer or Windows Media Player

Photography: Save each photo as a separate jpeg.

Mixed Media: Microsoft PowerPoint (.ppt); PhotoJam; or OpenOffice.org Impress (.ODP) files. Can also convert to an MPG or Flash file.

Length

- Video, Audio or Mixed Media: Up to three minutes
- Photography: Up to eight photos

Quality

Produce and save your product in a medium-quality format so that it can be displayed and/or played in multiple settings and modified for online usage. This means:

- medium-resolution quality for video
- FM-Radio quality for audio
- print quality for photos
- face-to-face presentation quality (readable on a 12-inch monitor from five feet away) for mixed media.



Submit original work

Each team or individual entrant must be the sole author and copyright owner of the media product; OR, must have permission to use any materials incorporated into the product that are copyrighted by others. This includes copyrighted music.

Submit *your own work*: We prefer you create new media products for this program. If your work has been submitted to other contests or events in the past, list the contest or event and the approximate date of submission.

You may incorporate photos, images, music and text that fall within the public domain. However, materials that infringe on the rights of any third party may not be used (this includes most downloaded music available on Limewire, Napster, RealAudio and others. Even if you purchased it, it is still probably copyrighted.)

To learn more about protected or royalty-free music and images, check out:

<http://www.pdinfo.com/>

<http://www.musopen.com/>
<http://www.royaltyfreemusic.com/public-domain/>
<http://www.publicdomain4u.com/>

You must use the 4-H name and emblem in your media product, in accordance with the guidelines for its use: http://www.national4-Hheadquarters.gov/emblem/4h_name.htm We will review each media product before posting on the Web site to ensure it is compliant with these guidelines. Failure to comply with the guidelines will result in disqualification. In addition,

- Do not include personal identifying information either directly (last name, address, contact information) or indirectly (logos on your clothes, signage in background) in your media product.

- You are responsible for securing any consents and/or releases regarding the use of performances or images of people who appear in your work. You can download a copy of the release form found at 4hdmc.org If your digital media is selected for use, you and your parent or guardian will need to provide those completed forms with original signatures.

Goals and Process

When submitting your media product, you must also include a Goals and Process statement. This may be one paragraph, or several paragraphs. This should include brief statements about:

- The key message you want to get across to your audience
- What you or your team hoped to accomplish
- The process used to create the media product (how you got your ideas for the product; hardware and software used; URLs or sources for non-original ideas or images; steps to create the product)

DISQUALIFICATIONS

- Products in violation of copyright, public domain or other intellectual property regulations, including inappropriate use of the 4-H name and emblem
- Off-topic submissions or submissions that violate the general accepted 4-H code of conduct (attire, behavior, language, etc.)
- Entries depicting disrespectful, unsafe, unhealthy or dangerous behaviors, stereotypes or language
- Any submissions that we cannot open, view and/or run (if there are problems, don't worry, as we will give you a chance to fix them)
- any violations of the Eligibility, Procedure, Format or Guidelines listed above

SELECTION CRITERIA

<p>Effective Communication: 40 points</p> <ul style="list-style-type: none"> • Clear, effective and powerful narrative • Creativity and originality • Engaging topic • Organization of ideas around the topic • Clear and relevant titles 	<p>Effective Use of Technology: 40 points</p> <ul style="list-style-type: none"> • High-quality final product • Effective use of action, images, sounds or special effects • Editing techniques (if applicable) • Appropriate use of transitions (if applicable)
<p>Description of Goals: 10 points</p> <ul style="list-style-type: none"> • Appropriate to this product • clear, reasonable 	<p>Description of Process: 10 points</p> <ul style="list-style-type: none"> • Clear, adequate • Communicates how product was created
<p><i>Decisions of the judges will be final</i></p>	

AGREEMENT



When you submit your media product to the contest, you authorize University of Missouri and University of Illinois to duplicate and broadcast your work for nonprofit and awareness-raising purposes. Author credits will remain (unless requested otherwise by parent/guardian). You also give us permission to post your entry on the 4-H Web sites and to display the entry at Extension and Youth Conferences. There is no fee to enter this contest. Entries will not be returned.

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Partners:

University of Illinois Extension
 Illinois 4-H Foundation

University of Missouri Extension
 Missouri State 4-H Foundation

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