

e-MOTE DIGITAL STORYTELLING COMPETITION 2010



EVER HEARD OF THESE STORIES?

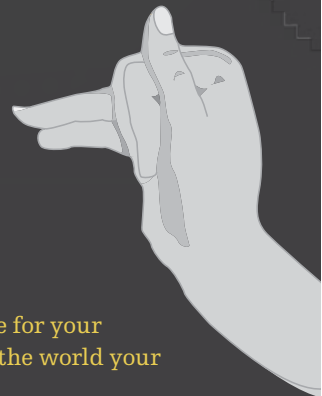
Little Red Riding Hood &
the Big Bad Wolf *in SPACE?*

Snow White & the Seven *GANGSTERS?*
IN ORCHARD ROAD?

Cinderella & Prince Charming
ROB A BANK?

DO YOU HAVE ONE OF YOUR OWN TO TELL?

If you do, then the **Digital Storytelling Competition** is tailor-made for your ideas! Spark up your creativity, let your imagination soar and tell the world your story! And you just might win some great prizes doing it as well!



What is the Digital Storytelling Competition?

This competition is organised by the National Book Development Council of Singapore (NBDCS) and Ngee Ann Polytechnic (NP) as a platform for modern day storytellers to weave their tales through a fusion of art and technology. Using age-old storytelling techniques and blending them with Web 2.0 tools, you'll bring your stories off the page and onto the web, where they'll be seen by millions of people around the world!

THEME

All digital stories must include a narrative that relates to the theme of:

▶▶▶▶ *"All You Need Is ..."* ◀◀◀◀

The narrative can focus on incidents or encounters revolving around one or many things that a person needs in his or her life and how it affects them; stories should preferably reflect subject matter that has been experienced personally by the storytellers.

The digital story must be multi-media in composition and personal in orientation. The stories must be an outward creative expression of what the digital storytellers feel and think regarding a specific topic.

CATEGORIES

CATEGORY A Secondary 1 and 2 students

CATEGORY B Secondary 3, 4 and 5 students

Each school is encouraged to send 2 groups of students for each category; i.e. a maximum of four (4) entries of a digital story or video or a mixture of both.

PRIZES

The main prizes for each category are:

1ST PRIZE Gold e-MOTE Achievement Award

2ND PRIZE Silver e-MOTE Achievement Award

3RD PRIZE Bronze e-MOTE Commendation Award

Special Category prizes:

The Content Award

The Technology Award

The Viewer's Choice Award

LENGTH & FORMAT OF STORY

Your stories should be between 1 minute and 3 minutes in length.

The stories we are looking for must be in a digital format. What this means is that the submissions can be in the form of a video, a slideshow, podcast or any other digital media format that can tell a story with visuals and sound, suitable for digital broadcast on the Internet.

SUBMISSIONS

After the creative workshops in June, you have till 31 July 2010 to finish your digital story. During this time should you encounter any questions, please feel free to contact us at emote2010@gmail.com and we will be glad to help you with your submission.

Contestants must submit their entries on a CD/DVD that is properly labeled for identification. The label must include the name of the school, the title of the digital story, and the contact information of the teacher in charge.

Send your entry together with the entry form to:

✉ e-MOTE Digital Storytelling Competition
School of Film & Media Studies
Ngee Ann Polytechnic
Blk 53, #07-01
535 Clementi Road
Singapore 599489

Selected finalists may be required to re-submit the video in higher resolution.

Uploading of Submitted Stories

The e-MOTE committee will upload your stories into the “e-MOTE Digital Storytelling Competition” Youtube channel. The copyright clearances of all clips are the responsibility of the entrant. You do not need to upload the videos on your own.

AWARD CEREMONY

Entries will be evaluated by a panel of judges who will determine 10 finalists per category. The winners will be announced at the Award Ceremony.

All participating schools will be notified of the results of the qualifying rounds by email by mid August 2010.

All participating schools whose students have qualified as a finalist are invited to bring supporters and well-wishers to attend the Award Ceremony at the National Museum on 2nd September 2010.

The care of participants and supporters from each school, including all transport arrangements, is the responsibility of the school.

JUDGING

The digital stories will be judged based on the following criteria:

Story

1. Is the story absorbingly and convincingly told?
2. Are the characters / voices believable?
3. Is the story well structured?
4. Does the story fit the competition theme?
5. Language / Grammar

Technology

6. Is there effective use of visuals to complement the story?
7. Is there effective use of sound / music to complement the story?
8. Are emotions expressed effectively in the final product?
9. The technical polish of final product.
10. Oral skills (Pronunciation / Enunciation)

**GET STARTED BY
ATTENDING AN
e-MOTE STORYTELLING
WORKSHOP**

PTO
for more info

In order to tell a story, you need to know how to tell a story; and our Storytelling Incubator (workshop) is designed to do just that. Held at Ngee Ann Polytechnic on June 16th and 17th 2010, participants will learn techniques in two Pods – **CONTENT** and **TECHNOLOGY**.

RULES AND GUIDELINES

1. The competition is open to groups of students currently enrolled in secondary schools in Singapore. A school can send a maximum of four (4) entries of a digital story or video or a mixture of both; two (2) for each category. Category A is for Secondary 1 and 2 students while Category B is for students in Secondary 3, 4 and 5.
2. Each participating group must consist of at least 2 and no more than 3 students with one teacher as your facilitator.
3. The digital story must include at least 2 of these components: music, photographs, drawings. Music and visual materials can be an original work by the students or already existing files that are either copyright free or if permission for use has been granted by the owners of the said materials. For example, you may use Creative Commons music (royalty free) for your digital story and videos (refer to <http://dig.ccmixer.org/> and the Creative Commons website <http://creativecommons.org/>). The text for any narration must be original and written by the students themselves.
4. The digital story must be about what an individual needs and how it affects them in their lives, relating to the theme of the competition: "All You Need Is..." The narrative can focus on incidents or encounters revolving around one or many things that a person needs in his or her life; stories should preferably reflect subject matter that have been experienced personally by the storytellers.
5. The digital story should not be shorter than 1 minute, but no longer than 3 minutes. Most digital video formats will be accepted including (but not limited to) *avi*, *wmv*, *mov*, *mp4*, *m4v*, *mpg*, *dv* and *flv*. The film file must not exceed 2GB in size.
6. The digital story must be submitted as a media file burned onto a data CD or DVD. The filename should be the title of the film followed by the student team leader's I/C number. The copyright clearances of all clips are the responsibility of the entrant and all clips will be uploaded onto the e-MOTE Digital Storytelling Competition Youtube channel by the committee.
7. Sections of the digital story that are not in English must be accompanied by subtitles.
8. The digital story must be an original work by secondary school students. The teacher facilitator can advise but not have any direct hand in the creation of the digital stories, which includes but is not limited to researching, scripting, storyboarding, filming, editing and other post-production work.
9. Selected finalists may be required to submit a higher resolution of the video. Official CD/DVD submissions must be labelled with the name of the school, the title of the digital story, and the contact information of the teacher in charge.
10. All entries must be postmarked no later than 31 July 2010. The organizers will not be responsible for entries that are late, stolen, lost or damaged in the process of sending.
11. Entries will be evaluated by a panel of selectors appointed by Ngee Ann Polytechnic. These selectors will determine the 10 finalists (per category). The finalists will be judged by a separate panel of judges; also to be appointed by Ngee Ann Polytechnic. The decisions of the judges is binding and may not be contested.
12. All submitted entries will become the sole property of the National Book Development Council of Singapore and Ngee Ann Polytechnic. The two organisations reserve the right to promote, edit, screen, and use otherwise said entries without permission from and notice and compensation to the authors at any given time.
13. By submitting entry/entries to the competition, the participating school agrees to abide by the rules and guidelines stated herein.

e-MOTE STORYTELLING WORKSHOP

4 WORKSHOP SLOTS

16 June 2010 9.00am – 1.20pm &
2.00pm – 6.20pm
17 June 2010 9.00am – 1.20pm &
2.00pm – 6.20pm

PRICE S\$15nett per person (*inclusive of a tea break & training materials*)

VENUE Ngee Ann Polytechnic's School of Film & Media Studies

Each school may allow a maximum of two teachers and six students (per category) to sign up for the workshops.

As seats are limited, slots are allocated on a first-come-first-served basis and at the discretion of the organizers.

Interested participants need to sign up by sending an email to sisf@bookcouncil.sg, giving the participants' names, email addresses, name of school and preferred workshop slot.

** Contestants are not required to attend the workshops in order to participate in the contest. These workshops are value added activities to enhance the digital storytelling experience.*

In the **CONTENT POD**, participants will discover the Experience/Memory/Observation Technique (e-MOTE). Using this technique, participants can create characters, build story structure and ultimately tell an absorbing and convincing story. Storytelling is about translating emotions from one person to another and EMOTE was formulated to provide the simplest and most effective way for participants to "emote" their stories through this competition

In the **TECHNOLOGY POD**, participants will get hands-on experience with tools for digital audio and video recording and also be made aware of avenues and techniques to get their digital stories exhibited internationally for free.

CONTENT POD WORKSHOP RUNDOWN [2 HRS]

15min	Introduction to Storytelling
15min	Essential elements of a story
20min	Storytelling EMO-TEchnique 1 – EXPERIENCE Writing short True/False Stories
20min	Storytelling EMO-TEchnique 2 – MEMORY Sharing story about a photo or a person from their contact list in their mobile phone
20min	Storytelling EMO-TEchnique 3 – OBSERVATION Awareness
20min	Screening – Wee Li Lin's "Autograph Book"
10min	Q & A

TECHNOLOGY POD WORKSHOP RUNDOWN [2 HRS]

15min	Introduction to IMovie
15min	Capturing and importing a clip and pictures
30min	Essential tools of IMovie: - Insert music - Insert Text - Transitions and special effects - Audio Adjustment
30min	Narration exercise
15min	Export and view
15min	Screenings and Q & A

ABOUT THE FACILITATORS

Ms. Mélanie Morrissette

Mélanie Morrissette has done a minor in Études Cinématographique at the University of Montréal, a Bachelor in Fine Arts specialising in Film Production and a Master degree in Film Studies at the Concordia University. Mélanie did research at the Hong Kong Film Archive and the Chinese Film Archive (Beijing), and also attained a scholarship from the Chinese Government and studied at the Beijing Film Academy.

Before coming to Singapore, she taught Canadian and American cinema as well as French. She also worked for the Fantasia Film Festival that is based in Montreal. Mélanie, who founded SG New Wave, won the Academic Teaching Award in 2007 and is the Section Head of Screen Studies at Ngee Ann Polytechnic's School of Film & Media Studies.

Mr. Adrian Lim

Adrian graduated from Nanyang Academy of Fine Arts. Posted to Canberra Secondary, Adrian rose to the ranks to become Cluster Art Co-ordinator, taking care of 16 secondary school's IT infusion in art program. Talent spotted by MDA for an overseas scholarship to Chapman University, USA, Adrian returned to Singapore with an MFA in film production (directing). Using his knowledge from his Hollywood mentors John Badham (Saturday Night Fever) and David Ward (The Sting, When Harry met Sally), Adrian is doing what he loves most-teaching films and making them!

His first feature is in the works with writers from Hollywood and he is a lecturer at Ngee Ann Polytechnic's School of Film & Media Studies.

Ms. Sharon Phuah

Sharon has produced several short films, three of which were scripted during her Advanced Diploma in Film Production course at Ngee Ann Polytechnic. Her 35mm graduation thesis film *The Postal Rule* had been selected and screened at several international film festivals as well as the prestigious Clermont-Ferrand International Short Film Festival in France (2004). It won the Organisation Prize at the 32nd Algarve International Film Festival in Portugal (2004).

Mr. Leslie Tan

Leslie is a writer, director and producer with more than 10 years of experience in the film and television industry in Singapore and abroad.

His credits include MediaCorp dramas *CHASE* and *Shooting Stars*, Media Development Authority-funded telemovie *Love Under Covers*, National Geographic Channel documentary *Gerbil Plague* and MTV Asia's international concert series, *The Art of Mixing*, just to name a few. He most recently also scripted for MediaCorp sitcom *Calefare*.

Leslie is a lecturer at Ngee Ann Polytechnic's School of Film & Media Studies where he teaches Storytelling and Producing.

ORGANISERS



SUPPORTING PARTNER



SPONSORS



NAME OF SCHOOL

Category A (Sec1 & Sec2)

TITLE OF DIGITAL STORY

GROUP NAME

LEADER

CLASS

MEMBER 1

CLASS

MEMBER 2

CLASS

LEADER'S EMAIL ADDRESS

NAME OF TEACHER-IN-CHARGE

TEACHER-IN-CHARGE'S OFFICE TEL NO

TEACHER-IN-CHARGE'S MOBILE NO

TEACHER-IN-CHARGE'S EMAIL ADDRESS

STORY SYNOPSIS *(Please provide a 50-80 words synopsis of the submitted digital story.)*

Category B (Sec3 & Sec4 & Sec5)

TITLE OF DIGITAL STORY

GROUP NAME

LEADER

CLASS

MEMBER 1

CLASS

MEMBER 2

CLASS

LEADER'S EMAIL ADDRESS

NAME OF TEACHER-IN-CHARGE

TEACHER-IN-CHARGE'S OFFICE TEL NO

TEACHER-IN-CHARGE'S MOBILE NO

TEACHER-IN-CHARGE'S EMAIL ADDRESS

STORY SYNOPSIS *(Please provide a 50-80 words synopsis of the submitted digital story.)*

Declaration

1. We hereby declare that none of the images, music, text, videos or other materials used in the submitted digital story/stories violates copyright laws.
2. All information provided in this entry form is correct at the time of its submission.
3. The participating secondary school students have worked independently and completely on the entries in every step of the process.
4. We have read and agreed to the attached rules and guidelines of the competition.



NAME & SIGNATURE OF TEACHER-IN-CHARGE (CAT A)

DATE



NAME & SIGNATURE OF TEACHER-IN-CHARGE (CAT B)

DATE

AFFIX SCHOOL STAMP HERE

For queries:

On working on your digital story, email to emote2010@gmail.com

On registering for the workshops and submissions, email to sisf@bookcouncil.sg

Send your entry together with the entry form to:

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