# "e-MOTE" DIGITAL STORYTELLING COMPETITION ~ 2011

SINGAPORE INTERNATIONAL Story telling fest

Telling Stories *Differently*

## Have you ever let your imagination run wild? Imagine...

*The Little Mermaid wanders around SENTOSA...*

*Sleeping Beauty is awakened up by Shrek at Universal Studios...*

*Spider-Man and King Kong dueling at the top of the Marina Bay Sands Hotel...*

*If you have, do not hesitate to join the Digital Storytelling Competition. Put your creative ideas into a story, share it with us and you could walk away with some great prizes!*

ORGANISERS

NBDCS
The Book Council

NGEE ANN
SCHOOL OF FILM & MEDIA STUDIES

SUPPORTED BY

N S M
National Museum of Singapore

NATIONAL ARTS COUNCIL
SINGAPORE

SPONSORS

Sapura

PEAK FUSION
media design

Panasonic

[e]Cast
TECHNOLOGIES

## What is the Digital Storytelling Competition?

**This competition is organised by the National Book Development Council of Singapore (NBDCS) and Ngee Ann Polytechnic's (NP) School of Film & Media Studies (FMS) 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 digital 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!**

"e-MOTE"
DIGITAL
STORYTELLING
COMPETITION
~
2011

## What do I stand to win?

**Students and the school will receive an array of fantastic prizes that include Panasonic video cameras, Apple iPods, Peak Fusion headsets and many more prizes.**

### TOP PRIZES

**1st prize: Gold e-MOTE Achievement Award**
**2nd prize: Silver e-MOTE Achievement Award**
**3rd prize: Bronze e-MOTE Commendation Award**

### SPECIAL CATEGORY PRIZES

**Content Award**
**Technology Award**
**Viewer's Choice Award**

## How do I get started?

In order to tell a story, you need to know how to tell a story; and our half-day Production Pods are designed to do just that. Conducted by Ngee Ann Poly Lecturers, our half-day Production Pods will equip you with the relevant skills. These workshops will be conducted at YOUR school in July, August or September. Participants will experience the art of storytelling, camera handling and basic editing skills.

## How to sign up for the workshops?

Each school is entitled to send a group of 20 students and a teacher for the workshop. The cost for each participant is SGD $15, inclusive of training materials.

Interested participants need to register by sending an email to digitalemote@gmail.com, stating their name, school and IC number.

The duration of each workshop is 3 hours and will cover storytelling techniques and the technical execution of the digital story.

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

## Is there a theme for the competition?

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

*"When We Put Aside Our Differences..."*

Think about a person or persons who you initially found to be different from you (new Singapore citizens, permanent residents, different cultures, nationalities etc).

Share your story of how your perception of that person has changed and how you have discovered similarities or common ground between the two of you.

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

## What format must my story be produced in?

The story submitted must be in a digital format. E.g video, a slideshow, podcast or any other digital media format using visuals and sound, suitable for digital broadcast on the Internet.

## How long does my story have to be?

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

## When do I submit?

After the creative workshops from now to September, you have till 31 October 2011 to finish your digital story. During this time, should you encounter any questions, please feel free to contact us at digitalemote@gmail.com and we will be glad to help you with your submission.

## How do I submit the application?

Contestants must submit their entries on a properly labeled 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.

Submit your CD/DVD and entry form to:

> e-MOTE Digital Storytelling Competition
> School of Film & Media Studies
> Blk 53, #07-04
> 535 Clementi Road
> Singapore 599489

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

## Where do I upload video?

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 need not upload the videos on your own.

## How will I know that I'm a finalist?

Selected finalists will receive an invitation to attend the Awards Ceremony where the winners will be announced.

## Award Ceremony

Entries will be evaluated by a panel of judges who will determine 10 finalists. 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 December 2011.

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 11th January 2012.

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

# Story & Camera Segment - Visual Storytelling

STORY AND CAMERA POD • Workshop Rundown [1 h 30 mins]

| | |
|---|---|
| DURATION | 1 hr 30 mins |
| EQUIPMENT | Pocket cameras, mobile phone video cameras and/or cameras of the school |
| ACTIVITY | Students attend a short lecture on storytelling and camera handling after which they will go for a short shooting exercise to practice what they have learned. |
| PARTICIPANTS | Ideally, groups should not exceed 20 participants so as not to dilute the value of the workshops |

| TIME | ACTIVITY | DESCRIPTION |
|---|---|---|
| 10 mins | **Introduction to visual storytelling** | a. The Camera is<br>   i.  Your Audience<br>   ii. How Your Audience Sees your World |
| 15 mins | **Lecture on Shot Sizes** | a. Introduction to different shot sizes<br>b. Their purposes and effects |
| 10 mins | **Lecture on Composition** | a. Introduction to different types of composition<br>b. Their purposes and effects |
| 10 mins | **Lecture on Building a Scene** | |
| 30 mins | **Shooting Exercise** | Shooting for:<br>Shot Sizes<br>Composition<br>Building A Scene |
| 15 mins | **Review of footage** | |

# Emote Video Editing workshop 2011

## EDITING POD • Workshop Rundown [1 h 30 mins]

**DURATION**   1 hr 30 mins

**EQUIPMENT**   1 PC Laptop with Windows 7 or XP upload and hardware for Window media movie-maker

**ACTIVITY**   After the Camera Activity, captured footage will be digitized. In the event when digitization fails, students may complete the editing activity with pre-loaded footage.

**PARTICIPANTS**   Ideally, groups should not exceed 20 participants so as not to dilute the value of the workshops

| TIME | ACTIVITY | DESCRIPTION |
| --- | --- | --- |
| 5 mins | **The elements of editing** | Transitions, straight cuts, fades, etc |
| 10 mins | **Overview of Windows Movie Media maker** | Explanation of software and its key function |
| 10 mins | **Capturing footage from camera View to check footage** | For those who cannot capture, use available footage |
| 5 mins | **Titles and Transition filters** | Demonstration of the plug ins |
| 5 mins | **The first insert** | Insert a basic timeline with titles. |
| 45 mins | **Students begin editing** | Helpers and lecturers guide students |
| 5 mins | **Exporting** | Demonstration on how to export video clip |
| 5 mins | **Closure** | Contest re-cap |

**TOTAL DURATION OF THE WORKSHOP**
3hrs

**ABOUT THE TRAINERS**
All the trainers are lecturers from Ngee Ann Polytechnic's School of Film & Media Studies

## e-MOTE DIGITAL STORYTELLING COMPETITION 2011 Entry Form

Name of School

Title of Digital Story

Group Name

| Leader | Class |
| --- | --- |

| Member 1 | Class |
| --- | --- |

| Member 2 | Class |
| --- | --- |

| Teacher-in-charge | Email address |
| --- | --- |

| Office Tel no | Mobile no |
| --- | --- |

Story Synopsis (Please provide a 50-80 words synopsis of the submitted digital story)

Declaration

We hereby declare that none of the images, music, text, videos or other materials used in the submitted digital story/stories violates copyright laws.

All information provided in this entry form is correct at the time of its submission.

The participating secondary school students have worked independently and completely on the entries in every step of the process.

We have read and agreed to the attached rules and guidelines of the competition.

Name & Signature of Teacher-in-Charge

Date

Affix School Stamp here

# Rules and Guidelines

1. The competition is open to groups of students currently enrolled in secondary or international schools in Singapore. A school can send a maximum of 4 entries of a digital story.

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, and drawings. The digital story must contain original visual and aural material produced by the team and they must be copyright free. You are allowed to use Creative Commons music (royalty free) for your digital story and videos. You may refer to http://dig.ccmixter.org/ and the Creative Commons website http://creativecommons.org/. The text for any narration must be original and written by the storytellers themselves.

4. The digital story must be about a person or persons who you initially found to be different from you (new Singapore citizens, permanent residents, different cultures, nationalities etc) and how your perception of that person has changed and how you have discovered similarities or common ground between the two of you, relating to the theme of the competition *"When We Put Aside Our Differences..."*. Stories should preferably reflect subject matter that have been experienced personally by the storytellers.

5. The digital story should be between 1 — 3 minutes long. 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. The Content created must be original works by student participants of this competition and not extracted from any online references. The entrant must own all rights to all of the material in the Content, which must not have been previously publicly displayed or disseminated.

10. The Content must not include material that: (i) is unlawful violent, threatening to any person, place, business, or group, or contains words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group; (ii) is libelous or defamatory; (iii) is sexually explicit, indecent, obscene, vulgar, pornographic or profane; (iv) violates the intellectual property, privacy or other rights of third parties; or (v) violates these Official Rules in whole or in part. The Content must not contain any visible logos, paintings, photographs or other artwork.

11. Selected finalists may be required to submit a higher resolution of the video. Official CD/DVD submissions must be labeled with the title of the film, school, duration of film and the contact information of the teacher in charge.

12. All entries must be postmarked no later than 31 October 2011. The organizers will not be responsible for entries that are late, stolen, lost or damaged in the process of sending.

13. Entries will be evaluated by a panel of selectors appointed by Ngee Ann Polytechnic. These selectors will determine the 10 finalists and judged by a separate panel of judges also to be appointed by Ngee Ann Polytechnic. The judging criteria are as follows:

*Story*
01. Is the story absorbingly and convincingly told?
02. Are the characters / voices believable?
03. Is the story well structured?
04. Does the story fit the competition theme?
05. Language / Grammar

*Technology*
01. Is there effective use of visuals to complement the story?
02. Is there effective use of sound / music to complement the story?
03. Are emotions expressed effectively in the final product?
04. The technical polish of final product.
05. Oral skills (Pronunciation / Enunciation).

14. The panel of judges invited by the organisers will determine the 10 Finalists that will qualify for the top prizes to be awarded in January at the National Museum. All participating schools will be notified of the results of the qualifying rounds by email by December 2011. The decision of the judges is final, binding and may not be contested.

15. 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.

16. By submitting entry/entries to the competition, the participating school agrees to abide by the rules and guidelines stated herein.