The Electronic Media Department at Ohio University Zanesville is hosting its first Students in Media Awards event on Saturday, May 21, 2016. The event will include a day of workshops ending with an awards program featuring the works of student entries that are to be received by May 7, 2016.

The event will provide a full day of activities of interest to students and faculty interested in the media arts. Beginning at 12 p.m. there will be a series of workshops and panels covering various topics including “Live Video Production,” “Writing for Video Games,” “Still Photography Basics,” “Video Editing,” “Lighting for Video,” “Recording Live Audio,” and others.

In addition, the campus television and audio studios will be open for participants to tour and Electronic Media instructors will be on hand to discuss the Electronic Media Associate degree program offered at the Zanesville Campus. Anyone that applies for the Electronic Media Program the day of the SMAs will have their application fee waived.

The competition is open to all area high school juniors and seniors. The purpose of the contest is to encourage artistic and technical skills and to recognize excellence in the production of video, audio, web, and video game projects. Guidelines for submissions are attached.

The event will wrap up with a presentation of the “SMA” awards at 4 p.m. The top submission in video, audio, website design, social media, and video games will receive a cash prize when applying to attend Ohio University Zanesville’s Electronic Media program. All students that attend the workshops will be entered in to a drawing for $250 certificate towards full-time enrollment in Ohio University Zanesville’s Electronic Media Program.

Students may elect to participate in the workshops and attend the panel discussion without participating in the competition. The event is free and open to the community, but registration is encouraged to assist in planning. Contact Emily Long at 740-581-1035 or longe1@ohio.edu to reserve your spot for the event.

Thank you,

Emily Long
Instructor, Electronic Media
Student Media Awards (SMAs) Competition Guidelines

All project entries must be marked with the student’s name and SMA Entry to the Information Center in Elson Hall at Ohio University Zanesville located at 1425 Newark Road, Zanesville, Ohio by 4 p.m. on May 10, 2016.

SUBMISSION CATEGORIES:

Video- Must be submitted on a flash/jump drive in Quicktime or MP4 format. Include a one-page treatment on the purpose of the video and the target audience.
  • Short form video – documentary (1-5 minutes)
  • Short form video - dramatic/comedy (1-5 minutes)
  • Short form video - music (1-5 minutes)
  • Long form video - documentary (5-15 minutes)
  • Long form video - dramatic/comedy (5-15 minutes)
  • Video newscast- (30 seconds-90 seconds)

Audio- Audio can include songs, Public Service Announcements, or podcasts. Must be submitted on a flash/jump drive in .wav format. Include one page on the main vision and the target audience of the audio.
  • Short form audio (1-5 minutes)
  • Long form audio (6-9 minutes)

Website— Websites are judged on content clarity, graphic design, usability, functionality and information architecture. Include one page on the purpose of the website and wireframes that were used in the design process.
  • Website- instructional/informative
  • Website - entertainment
  • Website - other

Social Media — communication efforts or campaigns using at least three (3) social media platforms, such as Facebook, Instagram, Twitter, etc. Include two pages that explain the integration use of social media within your campaign, and the outcome of our campaign. Include the URL of each social media platform.
  • Social Media- Public Relations
  • Social media- Promotional
  • Social Media- Creating Awareness

Video Game- Video games are judged on design, storyline, and functionality. Include 1-2 pages that explains the genre and purpose of the game; any genre will be accepted. Entrants must submit either a hard copy or a link to the video game that should take no longer than 30 minutes to complete.
  • Video game

If you have questions about submissions email Emily Long @longe1@ohio.edu or call (740) 581-1035.