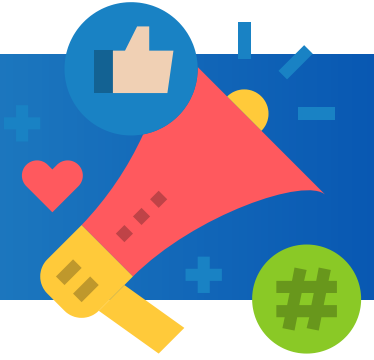


MULTIMEDIA CONTEST



This year's Multimedia Contest will consist of two rounds in the competition. Teams will be given a campaign theme on January 9, 2024 and will work on their own to complete the campaign. The round 1 product will be submitted no later than 12pm noon on February 12, 2024.

The round 1 final product will showcase all 4 individual pieces of work and coding in a single video, website, interactive graphic, or presentation. The round 1 final product will include 4 different individual theme-related elements chosen from the following:

- 3-D model
- video
- webpage
- presentation
- interactive graphic
- graphic design
- original music/audio

In addition, the students will incorporate one coding piece:

- Elem/MS - create a coded story that goes along with the theme of the campaign, using the Sphero BOLT
- HS - create a game or app that goes with the theme of the campaign

*A video of the coding piece will need to be included in the final product submission.

Results for round 1 will be announced by February 20, 2024. Schools with the best overall campaigns will be chosen to move on to round 2.

MULTIMEDIA CONTEST



Teams advancing to round 2 will be given a new campaign theme.

Teams will be able to think and sketch out plans in advance on the 4 individual elements and bring their plans with them to the **live competition** on March 23, 2024.

The coding piece may be completed in advance. but students will need to prepare to present and showcase their coding at the live event.

Teams will have 3 hours to complete each of the 4 individual elements and their final product on the day of the live competition.

The round 2 final product will showcase all 4 individual pieces of work in a single video, website, interactive graphic, or presentation. The 4 different individual theme-related elements must be chosen from the following:

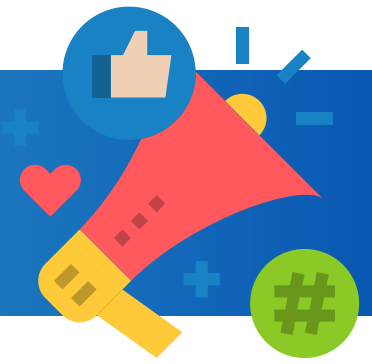
- 3-D model
- video
- webpage
- presentation
- interactive graphic
- graphic design
- original music/audio

In addition, the students will incorporate one coding piece to be **presented live at the competition.**

- Elem/MS - create a coded story that goes along with the theme of the campaign, using the Sphero BOLT
- HS - create a game or app that goes with the theme of the campaign

The day of the live competition, each team will present their final product and coding piece. Winners will be announced shortly afterwards.

CAMPAIGN RUBRIC



1

CONCEPT

- The campaign should have a clear objective and a well-defined target audience.
- It should have a coherent message that is aligned with the brand's values and goals.

2

REVELANCE

- It should resonate with the target audience's interests, needs, and values.
- The social impact of the campaign, such as its ability to raise awareness about an issue, should promote positive social change, or spark a conversation.



3

CONTENT

- The campaign should have high-quality content that is relevant, informative, and shareable.
- It should align with the interests and needs of the target audience and provide value to them.
- It should bring awareness and a call to caction.

4

CREATIVITY

- The campaign should be visually appealing, engaging, and unique.
- It should have original content that stands out from the competition and captures the audience's attention.

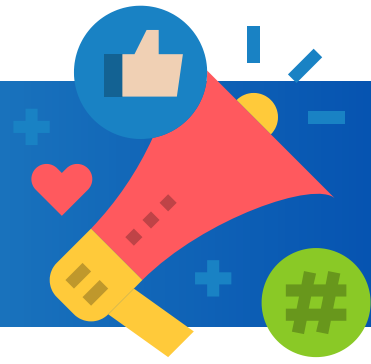
5

INTEGRATION

- The campaign should be integrated across different media platforms
- The effective and appropriate use of the platforms used should help increase its reach and impact

The campaign should be designed to promote social good and should not promote harmful or offensive messages.

CODING REQUIREMENTS



The requirements listed below are the minimum.

ELEMENTARY - CODED STORY

- **Controls:** 1 loop
- **Lights:** 4 color changes
- **Movement:** 4 different directional changes and 1 non-linear movement (spins, zigzags, curves, etc.)
- **Sound:** 1 sound
- **Speed:** 1 speed change
- **Maximum length:** 5 minutes
- Must bring copies of code for the judges
- Must include a project summary

MIDDLE SCHOOL - CODED STORY

- **Controls:** 2 controls
- **Events:** 2 events
- **Lights:** 4 color changes
- **Movement:** 4 different directional changes and 1 non-linear movement (spins, zigzags, curves, etc.)
- **Sound:** 3 sounds
- **Speed:** 3 speed changes
- **Maximum length:** 7 minutes
- Must bring copies of code for the judges
- Must include a project summary

HIGH SCHOOL - CODED APP OR GAME

- Directions included
- 3 levels for games or 3 pages for app
- Original graphics for games or app
- Must cite sources
- Must include a project summary