

7<sup>th</sup> April 2008

To Arts/IT co-ordinator,

The Faculty of Information Technology at Monash University would like to invite your school to participate in a statewide competition. The competition is being directed to Secondary Schools Colleges in Australia with the global aim of raising the interest and awareness of students in relation to the intricacies, skills and general knowledge involved in multimedia development. First and foremost, we would like to say that this is a FUN competition that allows students to express their ideas creatively on a computer whilst strengthening their communication skills within the field of digital media. Even students with experience using Flash can push the envelope and take their skills to the next level.

The competition requires teams of 1-3 students to work collaboratively on a project that illustrates, animates and communicates an original concept within the pre-defined theme of the competition. Requirements of the competition specify that the short animation should be constructed within the industry standard multimedia development tool 'Adobe Flash' (Formerly Macromedia Flash) and **animations** should consist of **entirely original content**.

All submissions should be developed between 1<sup>st</sup> April 2008 and 22<sup>nd</sup> August 2008 and must be postmarked no later than 22<sup>nd</sup> August 2008. This should give students ample time to conceptualise and develop their ideas into an onscreen production. This time frame should allow students to make use of the '30 Day Trial Version' of the (Flash CS3) software. This software can be obtained from the Macromedia website (<http://www.adobe.com/ap/downloads/>) at no cost.

Specific details for the competition can be viewed on the *Competition Specification* sheet attached to this invitation.

Each entrant of the winning teams will receive prizes such as software (games and/or educational) and computer accessories in addition to individual trophies and certificates. The School of the winning teams will receive a major software prize. There is a Perpetual School Shield will also be awarded and the winning School's name added

As prizes are still being negotiated with vendors, the exact nature of the prizes (and further information about the competition will be made available at our online pages at <http://infotech.monash.edu.au/about/schools/berwick/events/flash2008/index.html> and information will be updated on a regular basis as it comes to hand.

All entrants to the competition will be judged by a panel of Academic staff from the Berwick School of Information Technology, Monash University. We hope to see your students partake in the 5<sup>th</sup> annual Monash FIT Flash Competition.

Yours Sincerely,

**Lindsay Smith**

*Deputy Head of School*

*Berwick School of Information Technology*

Technical queries relating to the competition should be referred to Cheryl or Mark

Cheryl Howard & Mark Power

Competition Coordinators

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# FIT FLASH COMPETITION 2008

## COMPETITION SPECIFICATIONS

### Who is eligible to enter this competition?

All Secondary Schools and Colleges in Australia are eligible for entry. All students within a team are enrolled in the same institution. Entries can be individual or team based (1 to 3 individuals) – for Years 9 to 12

### When is this competition being run?

All entries must be developed during the period April to 22<sup>nd</sup> August 2008.  
Submissions 2008 must be postmarked no later than 22<sup>nd</sup> August 2008.

### Deliverables:

A short animation built in Adobe (formerly Macromedia) Flash Professional or CS3. Both \*.FLA files and \*.SWF files must be supplied on CD-ROM for final submission. All submissions must be named accordingly with participant and school information on the official entry form (also available online). All entries must be addressed as follows:

School Administration  
Flash Competition 2008  
Berwick School of Information Technology  
Monash University  
100 Clyde Road,  
Berwick, Victoria 3806

### Judging Process:

The judging of the competition will be undertaken by Academic staff within the Berwick School of Information Technology (BSIT), Faculty of Information Technology, Monash University. All entries will be judged during early September 2008 with the final results being published to the BSIT website <http://www.infotech.monash.edu.au/berwick> in mid September 2008.

Due to the increased response to the Flash Competition last year and the wide range of entries, the following new format for the competition has been adopted. The competition has been opened up to Australian Secondary Schools (2007 was limited to Victorian only).

### Entry Conditions and Specifications:

- ★ One entry per category per individual or group.
- ★ An individual may submit as a group member in another category.
- ★ Entries should consist of entirely original content.
- ★ Appropriate use of audio
- ★ Stage dimension of 550 pixels by 400 pixels
- ★ 12 frames per second
- ★ The final animation for Animated Narrative and Youth Forum entries should run for a minimum of 1 minute to a maximum of 4 minutes in length. **Warning: entries that fall outside this requirement will be disqualified.**

### Judging Categories:

- ★ Animated Narrative
- ★ Youth Forum
- ★ Animated Music Clip
- ★

### Judging Criteria:

Animated Narrative	Youth Forum	Animated Music Clip
Entries must tell a complete story. It should be character driven, original and engaging. The narrative can be presented as a serious or humorous piece.	This category allows entrants to make comment about issues of significance to them. This can include personal, social, or environmental issues.	This category allows entrants to interpret the lyrics or mood of a song or instrumental piece of music.
<i>Creativity</i> – presentation of storyline, artistic interpretation	<i>Social Comment</i> – relevance of the issue to the theme	<i>Interpretation</i> – of the “message” within the song or the “mood” of an

<p><i>Narrative</i> – plot, characterization, flow</p> <p><i>Technical</i> – use of flash animation features, functionality of application, background sound(s) and effects</p> <p><i>Graphics</i> – quality, suitability for context, creative interpretation</p> <p><i>Originality</i> – new idea/concept OR old ideas/concepts with novel twist</p>	<p><i>Commentary</i> – the “message” of the piece is clearly understood and portrayed, creative interpretation</p> <p><i>Technical</i> – use of flash animation features, functionality of application, background sound(s) and effects</p> <p><i>Graphics</i> – quality, suitability for context, visual style</p> <p><i>Originality</i> – new idea/concept OR old ideas/concepts with novel twist</p>	<p>instrumental work</p> <p><i>Music Selection</i> – suitability to the animation</p> <p><i>Technical</i> – use of flash animation features, functionality of application, background sound(s) and effects</p> <p><i>Graphics</i> – quality, suitability for a game context, colours and interface design</p> <p><i>Originality</i> – new idea/concept OR old ideas/concepts with novel twist</p>
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### What is NOT acceptable?

- ★ Gratuitous sex and violence
- ★ Swearing or inappropriate language
- ★ Racial or religious insults

### Awards:

#### **First Place:**

The School winning entries will receive:

- ★ Software (currently being negotiated)
- ★ An FIT Flash Competition 1st Place School Trophy
- ★ The School name inscribed into the FIT Flash Competition Shield

Individual students from the winning team in each category will each receive:

- ★ A prize worth winning (details available once this has been finalised)
- ★ An FIT Flash Competition 1<sup>st</sup> Place Individual Trophy

#### **Second Place:**

Individual students from the second place entry in each category will each receive:

- ★ An FIT Flash Competition Runner-up Individual Trophy

#### **Highly Commended:**

Individual students from the highly commended entry in each category will each receive:

- ★ An FIT Flash Competition Highly Commended Certificate

*All students will receive a certificate of participation.*

### Faculty of Information Technology (FIT) 2008 Multimedia Exhibition:

The FIT 2008 IT Challenge presentation evening will be held in Melbourne at Federation Square on the 16<sup>th</sup> of September 2008. The awards for the Flash Competition winners will be given out at this Challenge presentation evening. Winners will be notified in advance of this date.

### Berwick School of Information Technology Role:

In running this competition the BSIT will take an Administrative role only. No technical or software support will be offered by the school and it is expected that students will use their own research methods to locate support materials for any software or technical issues that may arise.

### Further information:

Further information relating to this competition can be viewed from the following online pages:

<http://infotech.monash.edu.au/about/schools/berwick/events/flash2008/index.html>

*All information on the Competition Invitation and Specification was correct at the time of print – April 2008. Updates will be made available via our web pages (above) and additional copies of the entry form can be downloaded from this site.*