



Orange County Digital Media Arts Competition

Submit Your Top DMA Students' Artwork!

High School/ROP Teachers and College Instructors, showcase your students' creativity and artistic talent. Student artwork submissions will be displayed during the STEM and the Arts Career Showcase to inspire youth to creatively express themselves through the use of technology.

Enter your students' artwork in the following categories:

1. **Graphic Design & Digital Illustration**
2. **Digital Photography**
3. **Animation (2D & 3D)**
4. **Website Development**

Prizes for the Winning Students and Instructors in each category:

(Separate awards for High School Division and College Division entries)

Student Grand Prize - \$300 for College and High School Grand Prize winners

- **Grand Prize Winner's Instructor - \$100 Gift Card**

Student Categorical Prizes -1st \$100, 2nd \$50, and 3rd Place \$25 (Prizes for each category)

- **First Place Winner's Instructor - \$100 Gift Card for each category**

Dates to Remember

Intent to Submit Due:

January 31, 2014

All forms must be submitted online at:

<http://tiny.cc/intenttosubmit>

Student Artwork Submissions Due:

March 3, 2014 before 5:00 pm

Artwork Drop-off: Contact Vital Link, (949) 646-2520 for physical address

All Submissions must be submitted online at:

<http://tiny.cc/artworksubmission>

Semi-Finalists Notified

(via email provided on entry form):

March 28, 2014

Exhibition of Artwork:

April 11, 2014

9am – 3pm

April 12 & 13, 2014

10am – 5pm

Reception for all Semi-Finalists:

April 13, 2014

1pm – 3:30pm

Finalists/winners will be announced at the DMA Reception

Artwork Pickup:

April 13, 2014

3:30 – 7pm (after the Showcase) or

Contact Vital Link to arrange for pick-up

(Artwork not picked up by April 30th becomes official property of Vital Link)

Exhibition & Ceremony Location:

To Be Determined

Contact Information:

Lindsay Ropchock: lindsay@vitallinkoc.org, (949) 646-2520

Digital Media Arts Competition Official Rules

A. ELIGIBILITY

- Each DMA artwork submission must be an original work of an Orange County high school or college students.
- Vital Link employees and board members and their immediate family members (spouses, parents, siblings and children) are not eligible to participate.

B. AUTHORIZED APPLICANT

- Only Orange County high school teachers and college instructors are authorized to submit their students' artwork.

C. SUBMISSION INSTRUCTIONS FOR TEACHERS

- Select and submit **your top students' artwork** from the classes you teach.
- **Submit only one piece of artwork per student and a maximum of 10 submissions per teacher.**
- Ensure that submissions represent a variety of projects and subject matter (not duplications of the same project) and have been created during the 2013-2014 school year.
- Artwork does not have to be created exclusively for this competition.
- **ALL** work must be **ORIGINAL** and meet **Guidelines for Appropriateness**

D. ALL HARD COPIES OF ARTWORK MUST BE LABELED, MATTED AND MOUNTED

All hard copies of artwork must have a label secured on the front right corner of the submission and includes:

- Artwork Title
- Applicant's first and last name
- Grade level
- Name of the school, school district and/or ROP (if applicable)
- Instructor's first and last name
- Software program used to create the artwork

E. GUIDELINES FOR APPROPRIATENESS

- Images must be appropriate for posting on a public website.
- Obscene, provocative, and/or otherwise questionable content will not be eligible.
- Vital Link retains sole discretion as to what constitutes appropriate content.

F. JUDGING CRITERIA FOR ARTWORK SUBMISSIONS

The judging panel will consist of industry and education professionals. The following criteria will be used during the judging process:

- Creativity/Artistry
- Content/Innovation
- Technique/Technical Difficulty

G. MEDIA RELEASE AND ASSIGNMENT FORM

- **Media Release and Assignment Form MUST be submitted with each Entry.**
- Artwork submissions that contain images of individuals must be accompanied by the **Media Release and Assignment** form signed by **each person portrayed** in the artwork and/or by a parent or guardian if they are under the age of 18.
- Parents, the student, and any model(s) depicted in the image agree to have the student's name and artwork posted on the student's school, ROP, school district, Vital Link, and college or university websites.
- Individuals who are depicted in the image do so voluntarily without compensation and agree to the submission of their image in the competition and subsequent use by Vital Link, its partners and sponsors.
- Artwork submission may be used for promotion of the Vital Link OC STEM and the Arts Career Showcase.
- Vital Link and its partner organizations are not responsible or liable for lost, damaged, or stolen art.
- Participating in the competition is voluntary and intended for educational purposes.

H. SUBMISSION REQUIREMENTS (by category)

Category	Special Requirements
Graphic Design & Digital Illustration	<p>Size of hardcopy (<i>including matte</i>): Minimum size 8.5 x 11 - Maximum size 11 x 17</p> <p>Submission format: High Resolution JPEG or PDF</p> <p>File name: Please label all uploaded artwork: studentname_school</p>
Digital Photography	<p>Size of hardcopy (<i>including matte</i>): Minimum size 8.5 x 11 - Maximum size 11 x 17</p> <p>Submission format: High Resolution JPEG or PDF</p> <p>File name: Please label all uploaded artwork: studentname_school</p>
Animation 2D & 3D	<p>Submission format: YouTube Video</p> <p>Video Length: 1:00 to 3:00 minutes (Any videos submitted exceeding 3 minutes will not be eligible for judging)</p> <p>File name: Please label all uploaded artwork: studentname_school</p>
Website development	<p>No hardcopy image required</p> <p>Submission format: Link to ACTIVE website address</p>

**Vital Link OC Digital Media Arts Competition 2014
MEDIA RELEASE AND ASSIGNMENT**

If **students and models** depicted in the submitted artwork for the Digital Media Arts Competition are **under** the age of 18, a **parent or guardian must** sign the Media Release and Assignment form. **A student or model 18 years and older** must sign this Agreement.

I am (check one): _____ **The student who created the artwork** _____ **A model included in the artwork**

Vital Link is holding the Digital Media Arts Competition that will take place between January 1, 2013 and April 13, 2014.

The original signed Media Release and Assignment form must be completed, scanned, and uploaded with the Entry Form at <http://tiny.cc/artworksubmission> no later than March 3, 2014. A separate signed Media Release and Assignment form must be completed by the student and each person whose image is depicted in the artwork submitted for the competition.

Vital Link, its authorized employee(s), representative(s), or agent(s) plan to use the submitted digital artwork (all of which are herein called "MEDIA") as part of the Vital Link OC Digital Media Arts Competition 2014. With respect to all such MEDIA, and any reproductions of the MEDIA in any and all medium, I hereby irrevocably:

- Consent to and authorize use of MEDIA by Vital Link, or anyone authorized by Vital Link, for reproduction, distribution, sales and exhibition for any purpose and in any medium whatsoever including (but not limited to) the sale, publication, display and exhibition thereof for educational purpose(s), and for promotion, advertising and trade, without any compensation or notice to me.
- Consent to use the student's name as the competition applicant.
- Release, discharge, and acquit Vital Link and its partners from any claims, demands, or causes of action that I hereinafter have against Vital Link by reason of anything contained in such MEDIA and reproductions thereof or in the advertising or publicizing thereof.
- Students and their parents hereby state that the MEDIA is the original work of the student applicant and they have the legal ownership of the MEDIA and therefore have the right to submit the MEDIA to the competition producers, Vital Link, and their partners.
- This release and assignment shall inure to Vital Link's benefit, as well as to the benefit of Vital Link's subsidiaries, affiliates, license(s), successors, and assigns, if any.

Last Name, First Name - Student Applicant/Model (Please Print) School

Signature of Applicant/Model (if over 18) Date

I represent that I am the parent or guardian of the above named person. I hereby consent to the foregoing on his/her behalf.

First and Last Name - Parent/Guardian (Please Print) Signature Date

One release is required for each person included in the digital media.