

# Digital Essay Rules

The Digital Essay will consist of a series of electronic images that tell a story. Delivery to the screen will be by electronic projection with a running time of up to three (3) minutes. There is no restriction on subject. Motion video is not permitted, and there will be no Audio.

Judging of the Presentation will be based on the effectiveness of the theme or story (does it achieve the intent in an entertaining, interesting or educational manner); the relationship of the images to one another; editing; originality, and pace.

Judging of the Photography will be based on its technical quality, originality, composition and impact.

Timing will begin with the first visual effect and will terminate with a signal from the entrant or obvious end of the show. Otherwise, projection will be stopped when the maximum time has elapsed.

- Formats include:
  - **PowerPoint.** Save your essay with the player included or saved as PDF. The club's computer does not have PowerPoint and not all versions of PowerPoint can save with the player or save as a PDF. If you do not know how to include the player or save as a PDF presentation with your version of PowerPoint avoid disappointment and use a different format.
  - **PDF presentation.** Programs that can generate a PDF presentation include recent versions of Photoshop, Photoshop Elements, Lightroom and PowerPoint. Hint: use pictures that meet the club's competition rules.
  - **Executable** such as those generated by ProShow Gold or ProShow Producer. Hint: Set the ProShow output size to 1024 x 768 pixels. **IF YOU USE PROSHOW GOLD SAVE IT AS AN EXECUTABLE FOR BEST QUALITY.**
  - **Television Formats** from a video-editing program supported by Windows Media Player (not recommended for quality reasons.) Examples include avi (including DivX), wmv, and mpeg. The Video DVD format will be accepted but the previous formats are preferred.
  - **Individual Pictures.** Select names that will sort in Windows in the order you want them to appear. These pictures will be shown on the club's projection program for 4 seconds each. If you want a picture to stay on the screen for 8 seconds rather than 4, follow that picture with an exact copy, and the image will stay on the screen for 8 seconds.
- A title picture and an end picture for your essay is suggested,
- Do not include your name in the title or in any picture that is part of your presentation.
- Include your name with the submitted file. If you are submitting a single file, give it your name. If you are sending individual pictures, put them in a folder and give the folder your name. If submitting a Video DVD, write your name on the DVD.
- Submission: You may mail your CD to Mike Riddle, or you can bring them to the meeting on a USB Flash Drive, CD, or DVD. They must be submitted by 7:30 pm on the night of the meeting in the foyer in back of the auditorium. Collection will begin at 6:45 and members are urged to submit early. Late submissions will only be accepted if there is time to incorporate them prior to the beginning of the Contest.
- Be sure to dry run your show prior to submission, as we do not expect to have the time or the software to correct problems. If you are bringing a Video DVD, bring a backup.

This is the club's first Essay competition, and the rules are subject to modification next year. Your feedback is appreciated.

*Mike Riddle*