

## TRIO Quest Media Quest Rubrics

The following elements and points provide guidelines for creating an award winning Media Quest entry.

|   |                         |
|---|-------------------------|
| <p><b>1. Creative use of media in communicating a message or mood or tone, including:</b><br/>         The vision and originality of the message, mood, or tone<br/>         The extent to which the media communicates a message, mood, or tone<br/>         The originality and artistic presentation</p> | <p><b>50 points</b></p> |
| <p><b>2. Technical quality of the production, including:</b><br/>         The ability to use technology effectively to develop the message, mood, or tone</p>   | <p><b>25 points</b></p> |
| <p><b>3. Adherence to copyright and intellectual honesty requirements as stated in the Media Quest Rules</b></p> <p>NOTE: Fair Use Rules and Guidelines on pages 2 – 4.</p>   | <p><b>25 points</b></p> |
| <p><b>TOTAL POINTS</b></p>  | <p><b>100</b></p>       |

### Media Quest Rules

An Internet Challenge for All TRIO Students

#### 1. Schedule and Deadlines

Registration via the TRIO Quest Web site for TRIO Quest activities is available at <http://uwtrio.org/>, select TRIO Quest and follow registration links for Media Quest. Entries for the 2009 TRIO Media Quest must be completed and submitted no later than the **entry deadline of 5:00 PM (noon) Pacific Daylight Time, Wednesday, August 12, 2009**. Online judging of the entries begins immediately after the entry deadline. Judges decisions will be announced in the fall. For registration and submission process, please go to the Step-by-Step guide for each activity.

#### 2. Student Eligibility

In order to participate in Media Quest, a student must be an active participant in a TRIO Program--EOC, McNair, Student Support Services, Talent Search, Upward Bound (classic, math/science, or veterans). Students create individual entries and must have an active e-mail address that can be used for communication with the TRIO Quest staff. TRIO program staff may provide a structure, resources, guidance, encouragement, and comments to students as they create their Media Quest entry and help students locate human, technical and information resources in support of their efforts.

### 3. Qualities of the Entry

- The Media Quest entry is limited to either audio or video.
- Students may enter a submission as an individual, or 2 – 6 students may participate in a team.
- The Media Quest entry, including subject, content, and language, must be appropriate for viewing by students age 12 and above.
- For the security of the students under 18, personal information such as a student's last name, email address, and school name may not appear in the entry.

**In addition**, all individuals or teams are asked to complete the Media Quest Profile when submitting their entry. This includes:

- a one sentence statement of purpose written by the creators,
- a list of the name(s) of the creators and the name of the institution/agency that sponsors the TRIO program, and
- a one sentence statement assuring copyright and intellectual honesty requirements are met.

#### **About Intellectual Honesty, Fair Use, and the use of music:**

- ***The Media Quest entry must be intellectually honest.*** Students must properly cite and obtain permission for material any materials they did not create. (See Fair Use Guidelines and the Fair Use Student Checklist below.)
- Programs and students must be especially careful of the use of non-original music. TRIO Quest strongly encourages the use of original music. If this is not possible, ***Fair Use Guidelines (time or length maximums) for the inclusion of music must be honored and a proper citation given.*** If music is used which is not original and is stated to be without copyright, this must be stated in the Citation section of the production.

### Media Quest Requirements for Audio or Video Challenges

1. Media Quest categories are: Public Service Announcements, Creative Original Video, Creative Original Audio, Documentary, or Research.
2. Students must complete the online form for the Media Quest activity. This form includes an online statement signed by student(s) and the Program Contact that assures the originality of any work not cited or with permission for use documented.
3. Audio may be in any language but a translation must be provided in English.
4. Productions must be 3 minutes or less – judging stops at 3 minutes – any content after 3 minutes will not be judged.
5. Only the following file formats will be accepted: Windows Media, Flash, MP3, or QuickTime.
6. All entries must be submitted by uploading to the TRIO Quest server by noon PDT August 12, 2009.

## TRIO Quest Fair Use Guidelines for Media Quest

Students may incorporate **portions** of copyrighted materials when producing a Media Quest entry but only with proper citation.

Types of media and permissible amounts (percentages refer to the percent of the specific original work) that may be used **with proper citation on a reference page** include:

**Remember the three minute requirement. If any of the permissible amounts takes an entry over three minutes, judging will stop at the three minute mark.**

- Motion media
  - Up to 10 percent of the total but no more than 30 seconds.
- Text material
  - Up to 10 percent of the total of the original or 1,000 words, whichever is less.
  - An entire poem of less than 250 words may be used, but no more than three poems by one poet or five poems by different authors in an anthology. For poems exceeding 250 words, 250 words should be used but no more than three excerpts from one poet or five excerpts from different poets in the same work
- **Music, lyrics, and music video**
  - **Up to 10 percent of the work but no more than 30 seconds of the music or lyrics from an individual musical work.**
- Illustrations or photographs
  - No more than five images from one artist or photographer.
  - No more than 10% or 15 images, whichever is less, from a collection.

**NOTE:**

**If one goes beyond Fair Use Rules, permission is required.**

## Fair Use Guiding Questions for Media Quest: Checklist for Students

If you answer “yes” to the first question, continue down the page to find the type of copyrighted material you used. If you can answer “yes” to each line item in your category, then your project should pass the plagiarism and Fair Use test.

### Copyrighted Material in General

\_\_\_\_\_ Did you use any copyrighted work when producing your project?

### Motion Media:

\_\_\_\_\_ If you used motion media, did you use only 10 percent of the total but no more than 30 seconds?

\_\_\_\_\_ Did you cite the copyrighted movie sources you used in your project?

### Text Media:

\_\_\_\_\_ If you used text material, is the length less than 10% of the total original work?

\_\_\_\_\_ Is this amount less than 1000 words?

\_\_\_\_\_ If you used a poem, is it less than 250 words?

\_\_\_\_\_ Have you used three poems or fewer from one poet?

\_\_\_\_\_ If so, do your excerpts include less than 250 words?

\_\_\_\_\_ Have you used five poems or fewer from a single anthology?

\_\_\_\_\_ If so, do your excerpts include less than 250 words?

\_\_\_\_\_ Did you cite the copyrighted text sources you used in your project?

### Music, Lyrics, and Music Video:

\_\_\_\_\_ If you used music, lyrics, or music video in your project, did you use less than 10% of the original work?

\_\_\_\_\_ Is this amount less than 30 seconds long?

\_\_\_\_\_ Did you cite the copyrighted musical sources you used in your project?

### Illustrations or photographs:

\_\_\_\_\_ Have you used less than 5 photographs from any one source?

\_\_\_\_\_ If you are using more than 5 copyrighted images, are you using less than 10% of a collection or fewer than 15 photos?

\_\_\_\_\_ Did you cite the copyrighted images you used in your project?