

# Canterbury DigiAwards: Digital Video–Music



Create a digital artwork that illustrates the theme of '[manaakitanga](#)'. Digital video – music could include, but is not restricted to the following: Animation, video, original song/adaption/lip syncing. Use movie making and/or digital storytelling techniques to help you create your music video. For resources: select **Music, Video and Digital storytelling** in the drop-down menu on Grow Waitaha – [Supporting Resources](#).

<b>Entry Title:</b>				
<b>Entry Link:</b>				
<b>Entered by:</b>				
<b>School:</b>				
<b>Category:</b> (Please cross out/circle one)	<table><tr><td>Year 1-3</td><td>Year 4-6</td><td>Year 7-8</td></tr></table>	Year 1-3	Year 4-6	Year 7-8
Year 1-3	Year 4-6	Year 7-8		

## Project Explanation

(Please write an explanation about your project. What did you do? How did you do it? Who did what? This gives judges a much better understanding of why you made this entry. (No more than 100 words.)

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- Expert:** Has a great deal of knowledge or skill in a particular area.  
**Practitioner:** Has knowledge or skill in a particular area.  
**Apprentice:** Is developing knowledge or skill in a particular area.  
**Novice:** Has just started to develop knowledge or skill in a particular area.

**Please note:** The bullet points outlined below are to help guide you in creating your entry and will inform the judges when marking your entry.

Area	Criteria	Expert 20pts	Practitioner 15pts	Apprentice 10pts	Novice 5pts
<b>1.Compelling</b>	<p>Student/s use artistic elements to create a <b>compelling</b> digital music video that:</p> <ul style="list-style-type: none"> <li>● tells a story, or uses images that match the music and ‘connects’ with the audience;</li> <li>● has entertaining and engaging performances by the performers or animated characters;</li> <li>● has original music that compels people to want to listen, or incorporates lip syncing in an entertaining and professional way;</li> <li>● uses technical elements effectively to capture people’s interest, e.g. lighting, visual effects – that reflects the ‘tone’ or feeling of the music.</li> </ul>				
<b>2.Technical</b>	<p>Student/s use <b>technical elements</b> to make a digital music video that:</p> <ul style="list-style-type: none"> <li>● demonstrates the use of digital technology as an essential part of the creative process;</li> <li>● uses digital storytelling techniques effectively, such as:                             <ul style="list-style-type: none"> <li>○ lighting</li> <li>○ audio</li> <li>○ music</li> <li>○ shot - panning, wide angle, zoom</li> <li>○ transitions</li> <li>○ digital effects/enhancements;</li> </ul> </li> <li>● is edited effectively;</li> </ul>				

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	<ul style="list-style-type: none"> <li>• uses graphics/titles effectively – only if required, to enhance the music video;</li> <li>• is innovative in combining music making/storytelling elements with digital technology;</li> <li>• has music, song and images that are free to use or modify. (See <a href="#">Creative Commons</a>).</li> </ul>				
<b>3.Creativity</b>	<p>Student/s make a <b>creative</b> digital music video that:</p> <ul style="list-style-type: none"> <li>• is original – different from something people might normally see;</li> <li>• is imaginative – demonstrates a variety of ideas or a novel approach;</li> <li>• demonstrates a creative process, e.g. ways of exploring, working together, applying different techniques. (This should be evident in the final product, but can otherwise be explained in the <a href="#">Project Explanation</a>.)</li> </ul>				
<b>4.Theme development</b>	<p>Student/s make a digital music video reflecting the theme of <b>Manaakitanga</b> (Hospitality, kindness, generosity, support - the process of showing respect, generosity and care for others), that:</p> <ul style="list-style-type: none"> <li>• clearly demonstrates aspects of this theme; captures the essence or wairua of manaakitanga;</li> <li>• attempts to inform others about aspects of manaakitanga or compels them to find out more about it.</li> </ul>				

<b>Comments:</b>	<b>Total Points:</b>	<b>/80</b>
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## Entry criteria

- All entries must reflect the key theme of Manaakitanga
- Entries for the following categories – Digital Art, Video – Storytelling, Documentary and Music video must be submitted in one of the following formats (no other formats will be accepted) - Jpeg, png, pdf, .mov, .m4v and .mp4.
- Digital sandpit entries must not be source files. They must be able to be viewed independently on a mac or pc i.e. a published in a self contained file or accompanied with a player or instructions for viewing.
- All images must be student or teacher created or adhere to creative commons.
- All entries must have content suitable for viewing by ALL primary school children
- Age groups for categories will be NE - Yr 3, year 4-6, year 7-8