

ADULT DIGITAL CONTENT & ARTS

IMPORTANT ENTRY DATES

DIGITAL CONTENT & ARTS – ADULT DIVISIONS					
DIVISION	ENTRIES CLOSE	DIVISION	ENTRY RECEIVING	DIVISION	ENTRY JUDGING
ALL	12 midnight/SUNDAY AUG 6 online	700-703	12 midnight/SUN AUG 6 ONLINE PORTAL	700-703	Closed to Public <u>By midnight/FRI AUG 18</u> 3:00PM/TUES AUG 15
		704	10:00-4:00/SAT AUG 12 Expo Hall	704	

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Digital Content is for Adults, 19 and over as of January 1, 2023. Designed for all those dabbling in creating digital works of art. Digital Content consists of three basic categories: Instructional and Entertainment videos and Short Films, with the option to enter as an individual or group, as an amateur or professional. If you’ve ever uploaded a video to Tik Tok, Facebook or YouTube, then you could enter your video clip here. If you want to create something more substantial than that, enter your video short or short film!

Digital Arts encompasses original artwork created digitally using graphics software and programs to create T-shirts, banners, posters, CAD drawings and many other items.

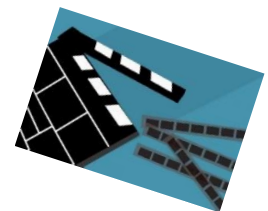
ENTRY FEE PER ENTRY: \$3.00 limit, 1 (one) entry per class)

PREMIUMS OFFERED PER CLASS:

First: \$4.00

Second: \$3.00

Third: \$2.00



JUDGING: AMERICAN – closed

All Divisions and classes will be judged by industry standard, by industry professionals. Must be at least 19 years of age and not have submitted an entry in the Youth Department.

RULES:

1. Open to Butte and surrounding counties, age 19 years or older
2. *All Digital content entries must be produced by the exhibitor, no AI generated content*
3. Entries must be a minimum of 30 seconds and a maximum of 2 minutes for videos, and minimum of 2 minutes, maximum of 5 minutes for short films
4. All entries must be suitable for viewing by all ages in a family friendly environment.
5. Entries must include the names of all participants and a primary contact name/number for group entries. Entries will be shown in rotation during the Fair, in the Action News Now Theatre, location to be determined
6. Video entries must be submitted via the online portal in the **ShowWorks** entries system. **Short films must be submitted on a labeled USB drive to the Fair Office**
7. Instructional videos must both show and narrate the “how to” of any chosen activity or operation of a device or process

DIVISION 700 – DIGITAL CONTENT INSTRUCTIONAL VIDEO, INDIVIDUAL OR GROUP

Create an instructional video that shows and narrates the “how to” of any chosen activity or operation of a device. Video must be at least 30 seconds long and a maximum of 2 minutes. Video must include the names of all participants and a primary contact number at the end of the video in the “credits”.

CLASS:

1. Instructional video, Individual, amateur, specify
2. Instructional video, Group, amateur, specify
3. Instructional video, Individual, Professional, specify
4. Instructional video, Group, Professional, specify





All entries labeled as “original” content may not contain in whole or any part, any material that has been copied or been taken from another work that was not solely created by the exhibitor. “Covers” must be clearly labeled as such, and the original artist/s must be acknowledged in the “credits” section of the video. **NO AI generated content**

DIVISION 701 – DIGITAL CONTENT ENTERTAINMENT, LIVE ACTION ORIGINAL OR COVER VIDEO:

CLASS:

1. Entertainment video, live action or animation original or cover, individual, amateur, specify
2. Entertainment video, live action or animation, original or cover, Group, amateur, specify
3. Entertainment video, live action or animation, original or cover, individual, *professional*, specify
4. Entertainment video, live action or animation, original or cover, group, *professional*, specify



DIVISION 702 – DIGITAL CONTENT MUSIC ENTERTAINMENT VIDEO – ORIGINAL OR COVER:

CLASS:

1. Entertainment music video, original or cover, individual, amateur, specify
2. Entertainment music video, original or cover, group, amateur, specify
3. Entertainment music video, original or cover, individual, *professional*, specify
4. Entertainment music video, original or cover, group, *professional*, specify



DIVISION 703 – DIGITAL CONTENT SHORT FILMS

Show off your multifaceted talents by creating a short film using your original material and a variety of mediums. Film must be at least 2 minutes long and a maximum of 5 minutes. Film must include the names of all participants and a primary contact number at the end of the film in the “credits”, along with a list of all the mediums employed in the creation of the film. Film must be suitable for all ages and to be shown in family friendly environment. All entries will be shown at the Action News Now theatre during the fair. Hours to be determined. ***Entries must be submitted to the Fair Office on a labeled Flash/USB drive.***

CLASS:

1. Short film, original, individual, amateur, specify
2. Short film, original, group, amateur, specify
3. Short film, original, individual, *professional*, specify
4. Short film, original, group, *professional*, specify



DIVISION 704 – DIGITAL ARTS: This division is for original artwork created digitally using graphics software/programs, **excluding AI generated content**. Please remember it is your responsibility **to be aware of/ and follow copyright and licensing laws** when creating your “original” Digital Art piece. Entries should be submitted via *whatever method is appropriate for the materials used to create the original piece*. If items are meant to be “hung” in order to be displayed, please follow the rules for the Fine Arts Department. If “special handling” is required, please contact the Stills Department in advance.

Examples of Digital Arts include:

1. Graphic Design piece (clothing/posters, banners, etc)
2. Digital Illustration
3. Photo Editing
4. Technical Art/CAD drawings

**CLASS:**

1. Graphic design, individual, amateur, specify
2. Graphic design, group, amateur, specify
3. Graphic design, individual, professional, specify
4. Graphic design, group, professional, specify



INSTRUCTIONS for uploading your video to ShoWorks

Preparing your Video to Upload Online:

Please follow these requirements when preparing your video for submission. Entry videos not conforming to the desired formats and requirements listed below will not be allowed to upload.

- Acceptable video formats are: .mpeg; .avi; .flv; .wmv; .mov; .mpg; and .mp4 only
- Total maximum file size of uploaded video is 120MB (megabytes)
- If your total video file size is greater than 120MB, you will need to use a video editing program to “resize/resample the video”.

Helpful tips:

- Most iPhones automatically compress videos
- For Android, follow these steps to compress a video:
 - App Name: Video Compress
 - Google Play Link:
https://play.google.com/store/apps/details?id=com.melgames.videocompress&hl=en_US
 1. Open the App
 2. Choose the video you want to compress
 3. From the options listed, choose : *Compress Video*
 4. From the size options listed, choose under 120MB to set as your new video size
 5. Wait for compression to complete. Then, choose the new compressed video file to upload for your fair entry. You will see the original video file and the new compressed file on your device. Choose the compressed file as it will be about half of the size of the original (the compressed video file may be saved in a different folder on your device than the original file).

Suggestions for Easier Upload:

- File name of the digital video should contain the name of the entry depicted or a keyword for the entry. Renaming your video file name with at least a portion of the name of the entry makes easier identification while uploading.
- Place your videos in a folder on your computer so you can easily browse for your upload. For example, create a folder called “Fair Entries”.

- After you have registered for an account in [ShoWorks](#), and have created an entry, the entry form will ask you to go to the folders on your computer where you prepared your video for submission. Click the file name and then click the “Upload” button on the entry form.
- After successfully uploading a video, a thumbnail will appear on the right side of the screen displaying “Video Uploaded”.
- If you make a mistake, you can log back into “My Account” and select the “Upload Files” button again.

Judging Guidelines for Digital Content and Digital Arts

Division 700-Instructional video: Each item scored on a scale of 1-10, 10 being highest. Total score possible: 70 of 70

1. Concept Execution
2. Clarity/conciseness of instruction
3. Overall impression/impact
4. Level of detail
5. Technical execution: audio & visual
6. Creativity
7. Visual appeal

Division 701-702 Entertainment video: Each item scored on a scale of 1-10, 10 being highest. Total score possible: 80 of 80

1. Concept Execution
2. Overall Impression/Impact
3. Level of detail
4. Technical execution: audio & visual
5. Visual Appeal
6. Artistic merit
7. Uniqueness
8. Wow! Factor/Creativity

Division 703- Short Films. Each item scored on a scale of 1-10, 10 being highest. Total score possible: 80 of 80

1. Concept Execution
2. Overall Impression/Impact
3. Number of mediums used
4. Level of detail
5. Technical execution; audio and visual
6. Artistic merit
7. Uniqueness
8. Wow! Factor/Creativity

Division 704- Digital Arts, Individual or Group. Each item scored on a scale of 1-10, 10 being highest.

Total score possible: 70 of 70.

1. Concept execution
2. Level of detail
3. Workmanship: Accuracy, Line Technique
4. Placement of dimension and views
5. General appearance
6. Art and design
7. Originality of design

Judging guidelines/glossary:

Concept Execution = Clearly demonstrates the purpose of the video, instructional or as entertainment.

Clarity/Conciseness = Instructional video should concisely demonstrate steps to accomplish stated task in a clear and understandable manner. Entertainment video should capture and retain ones attention.

Overall Impression/Impact = Video leaves a lasting impression whether positive or negative. Impact = video created new information to the viewer or delivered the information in such a way that the viewer benefits from a better understanding of how to accomplish said task or create memorable entertainment value.

Level of Detail = Video provides several levels of detail, providing for different aspects to be reviewed making the video both interesting and informational/entertaining.

Technical Execution = Audio and Visual = video employs different techniques and levels of difficulty. Video is clear and focused when “zooming” in and or out. Background noise is minimized. Speech is easy to understand.

Number of mediums used: How many different mediums did you use to create your short film

Creativity = Imaginative and or original ideas are employed in the making of the video.

Visual Appeal = Video is easy and pleasant to watch.

Artistic Merit = Video employs not just technical skill, but applies artistic elements.

Uniqueness = Video is different, new or original.

Wow! Factor = Video leaves a memorable impression

Division 584 specific:

Workmanship: Accuracy, Line Technique = Clean, crisp straight or curved lines, no smudges, obvious erasures

Placement of Dimensions and Views = Perspective and dimensions are correct and accurately reflect real world measurements

General Appearance = Work is clean and well presented in the proper format for the item being submitted

Art and Design = Entry is well thought out, design is clean and recognizable

Originality = Not a common design seen everyday

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