

1. APPENDICES

- A: SVM Video Assessment Parts 1 and 2 Issued January 2009
- B: Copyright protocol
- C: Video content guidelines and protocol
- D: Content Declaration
- E Competition Entry Form.

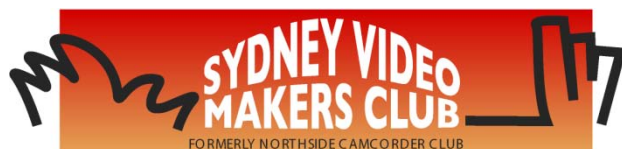
Amendment History

ISSUE DATE : **Version 1** Full review and upgrade of previous document 5 Sept 2008
Version 2 Name change to SVM update 10 January 2009
Version 3 Rules review Jan 2010. Category definitions added and clarification of number of entries for individuals, teams and combinations thereof.

SECRETARY : I Scott.

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APPENDIX A VIDEO ASSESSMENT SHEET



VIDEO ASSESSMENT SHEET PART 1 For use in all club competitions

Judges please allocate points and provide constructive feedback for each of the assessment themes indicated on this sheet. Judging criteria guidelines are provided in the Judging guidelines on PART 2 for the assistance of Judges.

Competition		Date of Judging	
Video title		Entry Number	
Assessment Criteria			
Audience appeal / entertainment value How well did this video entertain/ interest you/ touch you emotionally?		30 points maximum	
Feedback comment			
Creativity/Originality/Approach to subject Was there something special which really contributed to the quality of this work?		20 points maximum	
Please identify the aspect which stood out			
Cinematography/Camera techniques Appropriate composition & framing/ variety of angles/ Exposure/ lighting/ steady and focus		15 points maximum	
Feedback Comment			
Editing and Titles Continuity/duration of shots/appropriate transitions/clear and suitable titles		20 points maximum	
Feedback Comment			
Audio and sounds Level and clarity/of any narrative dialogue, ambient noise, special effects and music.		15 points maximum	
Feedback Comment			
General Remarks		Total points	

VIDEO ASSESSMENT SHEET PART 2 JUDGING GUIDELINES

SVMC categorise entries as DRAMA, SPECIAL TECHNIQUES, MUSIC VIDEO, or DOCUMENTARY.

Please assess each entry in accordance with the general criteria indicated in each of the sub sections in “Part 1” Overlay additional emphasis on the following judging guidelines for the particular category of entry and where the general criteria do not logically fit the category of the entry.

JUDGING GUIDELINES FOR EACH CATEGORY.

DRAMA

A work of fiction with a plot. Executed by actors usually with interchange dialogue, maybe supported by some music and sound effects. Special effects should not in themselves be the significant content of the production but merely an aid to execution of the particular plot.

Evaluation should focus on plot effectiveness, script, acting and the creativity of treatment and how well the sub genre of action, crime, comedy, horror or thriller. was portrayed. Was the actor characterisation credible? Was the dialogue clear and mixed appropriately with any audio effects.

SPECIAL TECHNIQUES

A production where special techniques constitute the main theme or technique for the production content. Traditional hand drawn animation or computer generated animation is included. Productions with a major content of specialist techniques such as elapsed time also reside in this category. A Special Techniques production can have a sub genre of Drama, Documentary or Music content: however, the sub genre is secondary in evaluation importance to the special technique evaluation.

Evaluation criteria should focus strongly on the quality of the special effects or animation and the creativity used to present any storyline or theme. Normal camera techniques may not be applicable so put special emphasis on evaluating the creative use of the special techniques.

MUSIC VIDEO

In this category the major content is the music itself which will usually be a rendition by a performer or performers visible to the viewers. The vision may be a creative treatment of the actual performance or an abstract set of vision sequences to support the rendering of the music.

Evaluation criteria should focus on audio quality, originality of the music and it's rendition. (SVMC does not allow use of copyright protected music without evidence of legal permission any illegal use disqualifies the entry) How well were the visuals synchronised with the music tempo.(Commonly know as editing to music)

TRAVEL

This genre is in fact a particular form of documentary. Special interest visuals documenting travel to any location. A typical feature of a travel video is a voice over dialogue providing additional information about the locations shown. Music may or may not be included.

Evaluation criteria should focus on how well the ad hoc nature of travel activity was dealt with. How effectively the voice over coordinates with the visuals and adds interest to the visual content avoiding “pure descriptive repeat” of what is already in view.

DOCUMENTARY

Presentation of a factual, or contrived factual subject in video format. Actors may be the actual persons involved in the processes of the subject or may be actors scripted to portray a subject. Graphics may be included to illustrate concepts or points of detail. A particular type of documentary may present the history of a family or individual and incorporate some “Old Images” of historical significance.

The category includes “Instructional” or “How to do it” videos as these are by their very nature documentaries.

Evaluation should focus on how well the subject was presented and if the underlying message was communicated effectively, Special emphasis should be given to the creative treatment of still images.

APPENDIX B COPYRIGHT PROTOCOL

SVM respects the rights of owners of copyright material and requires that any use of such material be with the permission of the owner or their authorised representative. A member may include copyright material in a presentation by following the protocol detailed in this document.

CLUB PROTOCOL

1. Members are responsible for ensuring that the Copyright content of their own productions is screened in accordance with the laws applicable to copyright and to provide a written declaration of compliance.
2. Members are responsible for obtaining all copyright licences for any presentation to be made by them whether they own the media being presented or not.
3. If members intend to present media, either sound or pictures, the copyright of which does not belong to the member and which is not copyright free then copyright licences or specific permission from the copyright owners is necessary for any SVM sponsored screening.
4. The declaration form Appendix D to this document must be submitted to SVM duly completed before any presentation is shown. Note that the form must be completed for *all* screenings as it is also a member declaration to assure SVM that media is copyright free media when this applies.

APPENDIX C VIDEO CONTENT GUIDELINES & PROTOCOL

SVM wishes to cause no offence to members and visitors in the viewing audience at club video screenings. The club adopts a self-regulating approach to monitor screened content and does not wish to introduce any “censorship” protocol. Each member introducing a video for screening is responsible to ensure that the content is in accordance with the guidelines in this Appendix. To enable members to evaluate their own video the following guidelines are provided. If there is any doubt about the suitability of the content in an intended screening it should be referred to a committee member for consideration before screening.

GUIDELINES

1. THEMES

The treatment of themes should in general be low sense of threat or menace and justified by context. Supernatural or horror themes may be included.

2. VIOLENCE

Violence should be infrequent and justified by context, not shown in detail. Sexual violence is not permitted.

3. SEX

Sexual activity must be, discreet and justified by context. When used it should be t, infrequent and not gratuitous.

4. LANGUAGE

Coarse language should be infrequently used and only as required by context.

5. DRUG USE

Drug use must be justified by context. Reference should be indirect although incidental visuals may be included. Drug use must not be promoted or encouraged.

6. NUDITY

Nudity should be justified by context.

7. VILIFICATION

No individual, group or religious order should be defamed.

Note

1 That in all of the elements of content mentioned the impact is suggested as reasonable. It is not the preference of the club members to view or promote violent or sexually explicit material.

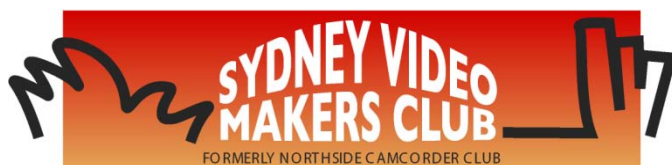
2 The club screen is not intended for individuals to promote political or extremist opinions.

CLUB PROTOCOL

1. Members are responsible for appraisal of their own video
2. All videos screened are assumed to be suitable for an adult audience and no formal classification remark is required at the commencement of screening.
3. If any member is uncertain about the application of the guidelines to particular content then advice should be obtained from the Club President, Vice President or Secretary.
4. If a member believes a video to be screened contains content which may offend then;
 5. permission must be obtained from the Club President sufficiently in advance of screening for any appraisal and discussion.
 6. ensure the presentation has a “classification remark” at the commencement of screening.
 7. If permission is given to screen the video in question, the intended screening must be made known to members at the commencement of the club event in sufficient time to allow anyone to avoid the screening should they so wish.

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APPENDIX D COPYRIGHT AND CONTENT DECLARATION



Copyright and Content Declaration

All commercially released recorded music is usually protected by copyright for both composer and performer, unless purchased as royalty free music. Copyright protection also applies to all other forms of media such as printed media and images moving or still.

I, (video producers name) _____ declare that:-

- I have not infringed any copyright by using material being an image,(moving or still), sound, (musical or voice), or written material which is the property of anyone other than myself
- I guarantee that in respect of any music contained in my video I have either obtained the appropriate licence or that it is copyright free material
- I have complied with the SVM Video Content Guidelines & Protocol in that the content is in my opinion suitable for club viewing.

- This declaration includes all composers and performers rights.

I hereby indemnify SVM for all loss or damage suffered by it resulting from the screening of this video at any club meeting by reason of the infringement of any copyright or viewing of material which is unsuitable for club viewing.

Date _____

Signed _____ member or teamleader

APPENDIX E CATEGORY DEFINITIONS

The categories defined below are to be used by club members to determine the correct category designation which applies to their production when entering in club competitions. The definitions will also be used by judges as a basis on which to evaluate the entry and provide feedback.

Drama

A suitable definition would be a work of fiction with a plot. Executed by actors usually with interchange dialogue. The actors may perhaps be supported by some music and sound effects. Special effects can be used but should not in themselves be the significant content of the production but merely an aid to execution of the particular plot.

Evaluation criteria would focus on plot, script, acting and the creativity of treatment and how well the sub genre of action, crime, comedy, horror or thriller, was portrayed.

Special Techniques

This definition covers a production where special techniques constitute the main theme or technique for the production content. It allows both traditional hand drawn animation and computer generated animation. Productions with a major content of specialist techniques such as elapsed time also reside in this category. It must not be forgotten that an Special Techniques production can itself be a sub genre of Drama, Documentary or Music video, however, the sub genre is secondary in evaluation importance compared to the special technique evaluation.

The category is also used to include any video not able to be classified as covered by the other categories. This permits "Experimental Techniques" to be included in competitions.

Evaluation criteria would focus on the quality of the special effects or animation and the creativity used to present any storyline or theme.

Music Video.

In this category the major content is the music itself which will usually be a rendition by a performer or performers visible to the viewers. The vision may be a creative treatment of the actual performance or an abstract set of vision sequences to support the rendering of the music.

Evaluation criteria would focus on audio quality, originality of the music renditioning and synchronisation of visuals with the music tempo.(Commonly know as editing to music)

Travel

This genre is in fact a special form of documentary. Special interest visuals documenting travel to any location. A typical feature of a travel video is a voice over dialogue providing additional information about the locations shown. Music may or may not be included.

Evaluation criteria will focus on how well the ad hoc nature of travel activity was dealt with. How effectively the voice over coordinates with the visuals and the interest of the voice over content.

Documentary

Presentation of a factual, or contrived factual subject in the form of a video. Actors may be the actual persons involved in the processes of the subject or may be actors scripted to portray a subject. Graphics may be included to illustrate concepts or points of detail. A particular type of documentary may present the history of a family or individual and incorporate some “Old Images” of historical significance.

The category includes “Instructional” or “How to do it” videos as these are by their very nature documentaries.

Evaluation will focus on how well the subject was presented and if the underlying message was communicated effectively, Special emphasis should be given to the creative treatment of still images when a significant number of these are included, as might be the case in the treatment of an historical subject.

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