

# PROJECT RESET CREATIVE PROJECT CONTEST

## Rules & Additional Details

### Introduction

From phones and tablets to streaming movies and YouTube, tech and media are everywhere, and they are here to stay. The benefits of living in a digital world are many – from connecting with family and friends, accessing information and entertainment, to fostering creativity and so much more – but we also know that there are many negative aspects of using digital media, such as its impact on mental wellness, sleep, personal safety, learning and physical activity. The focus of this contest is to create awareness and build messaging around the issues of unbalanced media use, meaningful vs. passive screen use, online safety and the impacts these have on our health and well-being.

### Getting Started - Basic Information

#### Step 1 - Choose a Medium

Students can choose the medium they wish to use - this could include a short video (up to a maximum of 90 seconds in length), digital poster, collage or vision board, short persuasive essay, or a traditional paper poster. Students may also choose to complete their project individually, as a group, or as a classroom.

#### Step 2 - Read the Rules Carefully

- Contest is open to any student in grades 5-8 in a school division that falls within the Prairie Mountain Health boundaries.
- Entrants must understand and consent to the possibility of their entry being used as a public service announcement in a variety of public and broadcast venues (including websites and social media) to positively influence others. This messaging should be informative for people around your own age and should aim to raise awareness of the potential harms that can be caused to young people by the issues caused by unbalanced media use.
- Videos (should you choose this medium) may be funny or serious, real or animated. Students may work individually or in teams. Videos must be in good taste and must not contain any indecent content. All types of video including live action, animation, stop-motion and music videos are accepted.
- All work must be your own original creation and free of any copyrighted music, video or images. No professional help allowed.
- All individuals appearing in a video or any photographs must read and sign the [media release form](#). All signed forms must be retained by the project creator (or their teacher) and available upon request to the contest creators.
- Entries must be uploaded by [February 9th for Round 1](#) and [May 17th for Round 2](#) (see "Upload Your Entry" below for instructions).

#### Step 3 - Complete your Project

Decide on what your message will be - you may find the following thought starters helpful:

- What impact do your current digital habits have on your mental health? What about your physical health? What about the habits of your friends and family? Do their habits affect you?
- Does your current screen time keep you from pursuing offline activities you enjoy?
- How do your digital habits affect your ability to focus?
- How do your digital habits affect your relationships with family and friends?
- Peers listen to peers - what advice would you offer to a friend who is concerned about their screen use?

- You are encouraged to identify the positive side of the subject too, but this should be done in balance with the message you are trying to convey. Some examples to get you started are:
  - Social media: "social media is a great way to stay in touch with friends...but don't forget to spend time together in person"
  - Video games: "fortnite all night? Get some sleep and build your grades up, not your defenses"
  - Smartphones: "want to be smart? Leave the phone outside your room at bedtime"

#### Step 4 - Upload Your Entry

- Entries must be uploaded by February 9th for Round 1 and May 17th for Round 2 - late entries will not be accepted.
- Rolling River School Division: upload your entry via WeTransfer and send to [TSmith@pmh-mb.ca](mailto:TSmith@pmh-mb.ca)
- Brandon School Division: upload your entry via WeTransfer and send to [NDean@pmh-mb.ca](mailto:NDean@pmh-mb.ca)

### Selection Criteria

A selection committee will evaluate all entries based on the following criteria:

- Creativity and originality
- Effectiveness of message
- Understanding of content

Winning entries will be announced February 26th for Round 1 and June 14th for Round 2.

### Prizes

The selection committee will select first, second and third place winners for each round based on the scoring rubric. Winners will have the unique opportunity to select their own prize with financial support from Healthy Together Now and Prairie Mountain Health. Prize allotments are as follows: 1st place - value of \$300, 2nd place - value of \$200 and 3rd place - value of \$100.

### Tips For Making Videos

- Record video in a quiet, private place to eliminate background noise.
- Either memorize lines or use off camera cue cards.
- Audio volume needs to be consistent throughout video. Be sure to have good lighting.
- Use different camera angles as well as close, medium and wide views. Good shots last 6-12 seconds.

### Resources

#### How to create video & public service announcements

- [youtube.com/t/creators\\_corner](https://www.youtube.com/t/creators_corner)
- [wikihow.com/Create-a-Good-Public-Service-Announcement-Film](https://www.wikihow.com/Create-a-Good-Public-Service-Announcement-Film)

