



National PTA Reflections Film Production



FILM PRODUCTION is the process of making a film. The **producer** (student submitting the entry) is not required to appear in the film but if the student chooses to, a camera tripod may be used. All screenwriting, directing, camera/filming and editing must be done by the student producer. All entries must be original student footage.

2026-2027 theme – What My Culture Means to Me

Consider the following styles to portray your original work of fiction or nonfiction:

- Animation: Demonstrates motion by sequencing still objects or using computer-generated graphics.
- Narrative: Tells a fictional story developed by the student.
- Documentary: Presents facts and information.
- Experimental: Explores movement, light and montage.
- Multimedia: Uses a combination of different contents (text, audio, still images, animation, etc.).

Originality: Each entry must be the original work of one student only. Digital technology and/or software can be used to develop, enhance and/or present an entry but may not provide the primary design and/or concept. Entrants must provide a brief description of the tools and method used in the creation process, including any generative elements. Whether an entry displays use of technologies or a simple approach, it will be judged primarily on how well the student uses their artistic vision to portray the theme, originality and creativity. Consider plot and characters, visuals (setting, costumes, animation), sound and background music, editing, etc. to show a clear relation to the theme.

Copyright: Plagiarized entries will be disqualified. Use of copyrighted material, including any cartoon characters, material from the internet, music, photographs or stock images, is not acceptable, except for the following:

- Background music in film production entries, must be cited on the entry form (title, composer & performer).
- Entries may include public places, well-known products, trademarks or other copyrighted material as long as that material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material or influence the purchase/non-purchase of the trademarked good.
- Entries may include portions of existing copyrighted works, such as photographs, magazine or digital media clippings and/or type cut out of a newspaper, as long as those portions of copyrighted works are used to create a completely new and different work of art. PowerPoint presentations are prohibited.

Presentation: Video must not exceed 5 minutes in length and 1GB (one gigabyte) in file size.

Ideas for Audio/Visual Quality: Use a tripod to hold the camera still. Make sure there is plenty of lighting, especially if indoors. Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.). Record a short test and watch it. If needed, change the record volume or microphone location. Make sure the background music (if any) is audible on the recording. Allow for two seconds of silence at the beginning and end of your recording.

Judging: Entries will be judged on mastery of the medium (worth 8 points), artistic merit (worth 12 points), and interpretation of the theme (worth 20 points). Mastery of the medium in the context of the national Reflections Program pertains to the level of skill the student displays, whether it be with use of technologies or a simple approach. *Software used to create an entry should only enhance and present the work, not provide the primary design.* However, a well-developed concept is more important than technique. Entries will be judged primarily on how well the student uses his or her artistic vision to portray the theme. Many times, the artist statement will make a huge difference during judging because this is where the artist can explain in their own words, their thoughts and feelings for their piece. An explanation of the storyline and/or the significance of the film style might be a useful addition to the statement.

Packaging:

- Accepted video file formats include: AVI, MOV, MP4, WMV, FLV and F4V.
- If submitting a physical entry, label video file & CD/DVD/USB drive with your Arts Category, First & Last Name. Pack the Disk/USB drive in an envelope and use tape to secure your Student Entry Form to outside of the envelope using a sheet protector, so that it is still accessible for photocopying. Do not tape over the opening of the sheet protector.
- If submitting digitally, label video file with your Arts Category & First & Last Name.

Submission Requirements:

- The student or at least one person from their primary household must be a current member of the Local PTA/PTSA where the student is participating. Each Local PTA/PTSA may determine a date by which the member must join.
- Only new and original videos inspired by the theme may be submitted.
- Each entry must be the original work of one student only. Cite background music (if any) on the student entry form.

All participants must also follow Official Rules for Participation.