

# CATEGORIES & FEES

## MOVING IMAGE CRAFT - GENERAL INFO

Moving Image Craft recognizes the special care and skills demonstrated in the planning, making, or execution of branded content and commercial spots. This includes exemplary writing, directing, cinematography, editing, and sound.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✍ **Entry Title:** Give your entry a descriptive and helpful title.
- ✍ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✍ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✍ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✍ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✍ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Moving Image Craft categories require digital file uploads of one of the following:

- ✍ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 5 minutes.
- ✍ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✍ **Cut-down Highlight Reel with Supplemental URL:** For long form videos, you may submit a 3-minute "best of" cut of the content. This will be used as your primary judging media. With this option, you may provide a URL to the full length work. \***Note:** The full length work will be viewed at the judges' discretion.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
J01	<b>Direction</b> <i>Exemplary overall artistic vision of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J02	<b>Writing</b> <i>Exemplary scriptwriting of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J03	<b>Editing</b> <i>Exemplary editing of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J04	<b>Cinematography</b> <i>Exemplary cinematography of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J05	<b>Animation</b> <i>Exemplary animation applied to commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J06	<b>Visual Effects</b> <i>Exemplary visual effects applied to commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J07	<b>Sound Design</b> <i>Exemplary sound design of commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J08	<b>Use of Original Music</b> <i>Exemplary use of original music in commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J09	<b>Use of Licensed / Adapted Music</b> <i>Exemplary use or adaptation of licensed music in commercial spots or branded content. Includes television, cinema, digital games, or online.</i>	1	Content Video OR Highlight Reel + URL	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J10	<b>Innovation in Moving Image Craft – Visual</b> <i>Visual techniques or technologies used in commercial spots or branded content that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550
J11	<b>Innovation in Moving Image Craft – Audio</b> <i>Audio techniques or technologies used in commercial spots or branded content that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3	If your original work is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.	\$550