

Moving Image Craft recognizes the specialized skills demonstrated in the planning, making, or execution of branded content videos and commercial spots.

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 name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » **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"*
- » **Description:** Descriptions (150 words or less) will be viewed by the jury.
- » **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

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 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 VIDEO WITH SUPPLEMENTAL URL:** For long form videos, you may submit a 5-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.

ENTRY FEES

Entries in the Moving Image Craft discipline have the following entry fees:

- » **Single:** \$550
- » **Campaign:** \$700
- » **Single or Campaign:** \$550

NOTE: A late fee of \$75 per entry will be applied to all entries created after January 31, 2019

NOTES FOR SUBMISSION MEDIA

- » Case Study videos should be no longer than 2 minutes.
- » If your original Content Video is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
DIRECTION			
P01 Single <i>Overall artistic vision of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P02 Campaign <i>Overall artistic vision of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)
WRITING			
P03 Single <i>Scriptwriting of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P04 Campaign <i>Scriptwriting of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
EDITING			
P05 Single <i>Editing of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P06 Campaign <i>Editing of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)
CINEMATOGRAPHY			
P07 Single <i>Cinematography of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P08 Campaign <i>Cinematography of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)
ANIMATION			
P09 Single <i>Animation applied to a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P10 Campaign <i>Animation applied to a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
TITLE SEQUENCES			
P11 Title Sequences <i>Opening or ending title sequences developed for film, television or internet release.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos OR 1-5 Cut-down Videos less than 5 minutes each + URL to full length	3-15 (3 images of each video)
VISUAL EFFECTS			
P12 Single <i>Visual effects applied to a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P13 Campaign <i>Visual effects applied to a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)
SOUND DESIGN			
P14 Single <i>Sound design of a commercial spot or branded content video. Includes television, cinema, digital games, or online.</i>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
P15 Campaign <i>Sound design of a series of 3-5 commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Campaign (3-5)	3-5 Content Videos less than 5 minutes each OR 3-5 Cut-down Videos less than 5 minutes each + URL to full length	9-15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
USE OF MUSIC			
P16 Original Music <i>Use of original music in commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos OR 1-5 Cut-down Videos less than 5 minutes each + URL to full length	3-15 (3 images of each video)
P17 Licensed / Adapted Music <i>Use or adaptation of licensed music in commercial spots or branded content videos. Includes television, cinema, digital games, or online.</i>	Single (1) OR Campaign (3-5)	1-5 Content Videos OR 1-5 Cut-down Videos less than 5 minutes each + URL to full length	3-15 (3 images of each video)
INNOVATION			
P18 Innovation in Moving Image Craft <i>Visual and audio craft used in commercial spots or branded content videos that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Single (1) OR Campaign (3-5)	1 Case Study Video less than 2 minutes OR 1-5 Content Videos less than 5 minutes each	3-15 (3 images of each video)