



Louise Arbour Secondary School
February 22nd 2014



2013 - 2014

Peel Science Animation Festival Student Participation Guide

PROMOTING SCIENCE LITERACY AND COMMUNICATION
THROUGH A FUSION OF ART, SCIENCE AND TECHNOLOGY

www.scienceanimation-festival.com



[#PSAF2014](https://twitter.com/PSAF2014)



Registration:

1. Registration is online ([Online Registration Form](#)). Registration opens on **Monday September 9th, 2013** and closes on **Sunday October 13th, 2013**.
2. You must be a full time student, attending a Peel District School Board day school, during the 2013-2014 school year to register and participate in the Peel Science Animation Festival.
 - You may register for yourself and for your team member(s), up to 3 members per team.
 - You will need to provide a Teacher Sponsor's name and his/her contact information for every member of your team at the time of online registration.
 - You will only need to register once if your status for your 2nd and subsequent entries does not change. (i.e. If you collaborate with different students or change your status to working alone from being part of a group or vice versa for your 2nd and subsequent animation projects, you will need to register again).
 - Group members may be from different schools and grade levels. In this case, you will only need to submit your animation at one of the schools. However, every member **MUST** complete the consent form and submit it to the Teacher Sponsor at your respective school.
3. You will need to read, sign and submit the consent form to your Teacher Sponsor to complete the registration process [Please see below for the consent form – on page 7].
4. You (and your team members) will receive an electronic message from the Festival Management Team confirming the receipt of your online registration.
 - Please allow up to one week for the Festival Management Team to contact you. If you do not receive a confirmation email after 7 days, please register again.
 - If you change membership status after the registration closing date, you must contact the Festival Management Team immediately. A delay in not informing us of the change may jeopardize your opportunity to have your entry evaluated.
5. If you have any questions, comments or would like us to clarify any information regarding registration, please contact our Festival Management Team at scienceanimation.info@gmail.com



Rules and Regulations:

1. The Peel Science Animation Festival is open to full time students, attending a Peel DSB public day school, in grade 7-12, during 2013-2014 school year. Each team may have a maximum of 3 students.
2. The festival hosts six different topic challenges. See website for topic options and details. There is no limit to the number of entries students can submit. However, as participants, you must follow all sections of the registration process accordingly.
3. To participate, you **will need** a "Teacher Sponsor" who can confirm your enrolment status (i.e. your eligibility) and submit your animation(s) for you.
4. Once you have a Teacher Sponsor, you will then need to register your intention to participate by completing the online registration form. **Registration closes on Sunday, October 13th, 2013, midnight.**
5. You will need to complete all required consent forms and submit them to your Sponsor Teacher before the deadline.
6. When creating your animation, recommended file formats for submission are: .mov, .avi, and .wmv (you are responsible for the proper viewing of your animation file; failure to do so will jeopardize your opportunity to have your entry evaluated).
7. Your animation must **NOT** exceed 4 minutes in length and 500 MB in file size.
8. You will submit **two (2)** copies of your animation project to your Teacher Sponsor on a USB key: one will include your name (along with group members' names if applicable) and one without any names.
 - Both copies will have the Festival's logo displayed throughout the animation.
9. The animation **must be entirely your (or your team's) original work** and must **NOT** infringe on the intellectual property, industrial property or other rights of any third party.
 - **ALL** sources used in the animation must be cited and included in the credit run.
 - Failure to submit original work will result in the dismissal of your (team's) participation.
 - You will be asked to demonstrate your skills and provide evidence (i.e. your story board) of the work in progress of your project as winners of the Animation Challenges.
10. All animation entries should be received no later than **Saturday, November 30th 2013.**
11. All student participants and their guardians/parents will be invited to attend the Peel Science Animation Festival on **Saturday February 22nd, 2014** at Louise Arbour Secondary School to celebrate the participants' works. (The time & schedule of this event is TBA). Please note that these animations will be showcased in part or full during this event. Names of the creators will also be disclosed.



Selection Process:

1. The organizers of the Peel Science Animation Festival are striving to provide a fair, equitable and inclusive selection process while meeting the objectives of the program.
2. All anonymous copies of the animation entries will be posted on a public site (www.vimeo.com) for viewing and judging purposes during **December, 2013**. You are welcome to invite family members and friends to view the posted work.
3. Each entry will be adjudicated by **two science experts** and **one non-science expert**.

Our panel of Judges includes but is not limited to:

Ashley Bruce, Associate Professor, University of Toronto

Bridget Burns, Medical Communications Senior Manager, AMGEN Canada Inc.

Christopher Yip, Professor, University of Toronto

Deborah Zamble, Professor, University of Toronto

Kevin Von Appen, Director, Science Communication, Ontario Science Centre

Michael Kozmenko, Patient Safety Physician, Astra Zeneca Canada Inc.

Nicholas Provar, Associate Professor, University of Toronto

Surita Dey, Youth Services Coordinator, Brampton Library

Graduate Students from Biomedical Communications Program at University of Toronto Mississauga (courtesy of Jodie Jenkinson, Assistant Professor, University of Toronto Mississauga)

4. Scores from three evaluations will be tallied and compared. Re-evaluation may be needed for certain entries and the decision to review will be made at the discretions of judges.
5. Winning entries will be ranked and rewarded on the basis of merit.
6. Special recognition and awards will be given to participants of selected winning entries. These decisions will be made at the sole discretions of the award sponsors.



Science Animation Assessment Scheme:

Categories & Guiding Questions	1 = Poor (not meeting standard) 5 = Average (met standard) 10 = Excellent (met standard & exceed expectations)										Mark
	Content Accuracy										
How accurate is the information presented in the animation?	1	2	3	4	5	6	7	8	9	10	
How well does the animated content align with the chosen topic?	1	2	3	4	5	6	7	8	9	10	
How complete and reliable are the resources used?	1	2	3	4	5	6	7	8	9	10	
Details of Content											
How much of the scientific concept is represented in the animation?	1	2	3	4	5	6	7	8	9	10	
How thorough/detailed are the scientific concepts being presented?	1	2	3	4	5	6	7	8	9	10	
Effective Communication											
How well does the animation convey the scientific concept?	1	2	3	4	5	6	7	8	9	10	
How clear and understandable is the animation to a lay person?	1	2	3	4	5	6	7	8	9	10	
How well are the presentation enhancements integrated? (e.g. sound, music, and text)	1	2	3	4	5	6	7	8	9	10	
Creativity											
How unique and innovative are the representations of details?	1	2	3	4	5	6	7	8	9	10	
How appealing is the overall animation?	1	2	3	4	5	6	7	8	9	10	
Total:											

Comments: _____



Important Dates:

October 13th, 2013	Online Registration closes
November 30th, 2013	Deadline for submitting entries
December 2013	All submitted animations will be posted publicly online
February 22nd, 2014	Peel Science Animation Festival at Louise Arbour Secondary School all participants and parents/guardians are invited
March 15th, 2014	21st Century Education & Careers Conference (for selected participants) Sponsored by the University of Toronto Mississauga, Department of Biomedical Communications
Summer 2014	Student Internship week (for selected winning participants) Sponsored by AMGEN and the University of Toronto, Institute of Biomaterials and Biomedical Engineering



Consent Form: (please complete this form and submit to your Sponsor Teacher)

Full legal name of participant (one person per form): _____

Student number: _____ Attending school: _____

Birth date (month/day/year): ___/___/___ Grade: ___ Total number of animation entries: ___

As parents/guardians of _____, I give consent to my daughter/son/ward to participate in the Peel Science Animation Festival. I, _____, have read the information provided in the Student Participation Guide with my daughter/son/ward. We agree and will comply with all the rules and regulations described herein.

I am aware that my daughter/son/ward's animation(s) will be publicly displayed online as part of the selection process and as a strategy to promote science literacy and communication at the secondary school level. We understand that the Peel District School Board, the organizers/sponsors of the Peel Science Animation Festival and/or the event itself will not be liable for any copyright infringement issues in relation to the ownership of my daughter/son/ward's intellectual property as the result of public posting.

I am also aware that to be fair for all student participants, my daughter/son/ward will be honest in creating and submitting her/his original animation(s). I understand that failure to do so will result in disqualification and my daughter/son/ward will not be able to participate in the Festival.

Parent/Guardian's signature

Student participant signature

Date