

# WIN \$300 WITH YOUR MACHINIMA VIDEO!

## U OF U MACHINIMA CONTEST

*University Marketing & Communication is looking for fresh student-generated machinima that helps promote the University of Utah experience and can be used to aid in future student recruitment. We want to promote your videos on the U's official Youtube channel and student recruitment Web sites like [explore.utah.edu](http://explore.utah.edu) and [experience.utah.edu](http://experience.utah.edu). We have put together a contest for students of Dr. Robert Kessler's class for spring semester 2009. By simply directing your student project to meet the following criteria, your team could win up to \$300 and receive free promotion for your work.*

### **Grand Prize \$300**

**PLUS** we will feature your video on the U of U homepage with a banner and link to watch the video. The U's homepage gets over 1,000,000 visits per month!

**2<sup>nd</sup> \$150**

**3<sup>rd</sup> \$75**

## **JUDGING**

Videos will be judged by a panel of University Marketing & Communication professionals. All decisions are final. The following criteria will be used when judging the videos:

1. How does the machinima demonstrate the extraordinary education one receives at the U?
2. How well does the machinima address one or more of the following positioning foci of the U?
  - a. Transformative – A place of learning that shapes thoughts, perspectives, establishes new relationships, and instills skills and experiences that students will use throughout their life.
  - b. Intensive – A place of learning that is rigorous and challenging but also very rewarding.
  - c. Panoramic – A place of learning that is expansive in thought, research, scenery (e.g., the U's unique geographic setting), and extracurricular activity.
3. How entertaining or engaging is the machinima for potential U of U students?

## **SUBMISSION AND DEADLINE**

We are working closely with Dr. Kessler on this contest so there are no special deadlines or submission procedures for your videos (simply meet your class deadlines). We will notify the winners three weeks after the project's completion.

## **Questions?**

Contact Josh Paulsen at [j.paulsen@ucomm.utah.edu](mailto:j.paulsen@ucomm.utah.edu) or 801-585-0739.