

VIDEOGRAPHY COMPETITION

Date: Monday, February 23, 2026

Time: 9:00AM – 3:00PM

Location: Loyalist College - 376 Wallbridge Loyalist Rd, Belleville, ON K8N 5B9

OVERVIEW

A one-day 6hr videography competition designed to challenge your creativity, storytelling, and technical skills. Compete against your peers to produce a short film criteria:

Colour: Purple

Object: Cup

Phrase: “We Live Inside a Dream”

The challenge is to come up with a script/shotlist that incorporates each of the above criteria in a 2:00-2:30 short film/video.

The above criteria are being shared ahead of the competition so that competitors can plan a rough script and shotlist prior to competition day. The day of the competition is dedicated to executing the plan based on a prepared script/shotlist. Location scout on campus and filming in the morning and editing in the afternoon. The Loyalist College Digital Media Centre and Studio space will be made available to film as needed.

COMPETITION SCHEDULE

Time	Activity	Details
9:00 – 9:15	Welcome & Briefing	Introduction to the theme, rules, and judging criteria.
9:15 – 9:30	Concept Development/ Refinement	Teams start brainstorming ideas or refining pre-existing ideas.
9:30 - 10:00	Review Planning Information	Review your concept, script and shotlist, and assign team roles (director, cinematographer, editor, etc.).
10:00 – 11:45	Filming	Film your footage on campus. Teams are responsible for managing their time efficiently when filming.
11:45 – 12:30	Lunch Break	Recharge and finalize plans for editing.
12:30 - 2 :45	Filming & Editing	Finish filming. Edit your footage using provided or personal software to create your 2 minutes to 2:30 minute film.

2:45 – 3:00	Submission Deadline	Submit your final film for judging. Late entries will not be accepted.
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COMPETITION RULES

1. Film Length: Videos must be 2 to 2:30 minutes. Marks will be deducted for any video that is +5 seconds over the 2:30 min max or for being under 2 minute minimum. Credits are optional but must fall under the time parameters if used.
2. Videos must be in MP4 format and should follow this naming structure
Name1.Name2_YYYYMMDD_name of video.mp4
3. Original Content: All footage must be filmed and edited on the competition day. Pre-recorded clips are not allowed.
4. Music & Sound: Use royalty-free or original music and sound effects only.
5. Equipment: Teams may use their own cameras, audio gear or equipment provided by their secondary school. Smart phone cameras are accepted, but competitors should note the limitations this would bring. All competitors will have full access to Loyalist Film/TV studio space as well as access to Mac lab computers and Adobe Premiere editing software.
6. Conduct: Adhere to Loyalist College student code of conduct rules during filming. No foul language or images of a graphic nature.
7. Theme: All films must reflect the colour, object, and phrase in criteria noted above.

JUDGING CRITERIA

Your short film will be evaluated based on the following categories for a total of 100 points:

Category	Points	Description
Planning	20	How well does the script and storyboard convey the intended vision? Are transitions and key scenes thoughtfully planned? Is there evidence of preparation and attention to detail?
Storytelling	20	How clear, creative, and engaging is the narrative? Does the story have a clear beginning, middle, and end? Does it evoke the intended emotions?
Technical Skills	10	Quality of camera work (e.g., steady shots, appropriate framing), editing (e.g., smooth transitions, pacing), and sound design (e.g., clarity, appropriate audio levels). Are effects and techniques used effectively and

		appropriately?
Relevance to Theme	10	How well does the video interpret the criteria? Does the theme resonate clearly and meaningfully throughout the video?
Creativity & Originality	20	Does the video stand out for its innovation, unique approach or surprising elements? Are ideas presented in a fresh and engaging way?
Overall Impact	20	Does the final product captivate the audience? Is it memorable, impactful, and cohesive?

Examples of film festival format production:

1. Joost (2011)- <https://www.youtube.com/watch?v=5upzfDIQUag>
 - i. Colour: Orange
 - ii. Object: Ladle
 - iii. Phrase: "Avoid at all costs"

2. The Interrogation (2025)- <https://youtu.be/eUTNERNI2FE>
 - a. Colour: Blue
 - b. Object: Notebook
 - c. Phrase: "It's not what it seems"

