



ALLIANCE FOR YOUNG ARTISTS & WRITERS presents **THE SCHOLASTIC ART & WRITING AWARDS 2010** Video Game Guidelines

Eligibility

Young artists who:

- are currently enrolled in grades 7 – 12 for the 2009/2010 school year;
- attend a public, private, parochial or home-school,
- reside in the U.S., U.S. territories or U.S.-sponsored schools abroad, and Canada (in equivalent grades).

When creating your video game for submission, consider the following:

Selection Criteria: Judges will review each submission for three criteria: 1) **Technical Proficiency:** Ability to work fluently in a particular genre; 2) **Originality:** An innovative approach to process, concept and subject matter; 3) **Emergence of a Personal Vision:** Evidence of the artist's unique style, sensibility and perspective.

Subject Matter: The Scholastic Art & Writing Awards makes no restriction on content or subject matter. The Alliance for Young Artists & Writers and its Regional Affiliates respect the right of students to explore a full range of expression through their creative talents and pledge that no work will ever be eliminated from consideration for a Scholastic Art & Writing Award due to its content.

Video Game

An interactive experience that makes use of game play and digital media (e.g., visual art, sound design, digital storytelling, etc.).

Submissions may be playable games or concept documents that include up to 8 detail images and a 1-page single-spaced description of the game play. Do NOT send actual artwork. Send JPG files of artwork on CD-ROM. CD-ROM submissions will not be returned. Video Game will not be judged by the Regional Affiliates. Instead, they will be judged at the national office. THESE WORKS CAN BE COLLABORATIVE. Register all students in the project.

Types of Video Game Submissions

Video Game submissions may include, but are not limited to, the following:

1) Video Game Concept Documents

Concept documents (hand-drawn or computer generated character sketches, environments and backgrounds, storyboards, etc.)

-OR-

2) Playable Video Game

Students may create playable games through the Scholastic Awards Edition of "Gamestar Mechanic" (<http://scholasticawards.gamestarmechanic.com>) or through other game-making tools so long as a playable version can be submitted via CD-ROM or through reference link to a game website. Students may submit video of the play experience of playable video games they have created.

Students using Gamestar Mechanic to create a video game should register both on:

- The Awards registration site: <http://artandwriting.org/registration> **and**
- Gamestar Mechanic registration site: <http://scholasticawards.gamestarmechanic.com>
- Students must use the same email for both registration sites.

Special Deadline for ALL Video Games regardless of region

All Video Game submissions must be **POSTMARKED** by February 12, 2010 and submitted directly to:

Alliance for Young Artists & Writers (Video Game)
557 Broadway
New York, NY 10012

Contact:

RAL@artandwriting.org, subject line: Video Game
212-343-7729

[Waivers,] Assignments and Licenses (includes Copyright Release)

By signing the submission form, effective as of the date of submission, the student agrees to the terms and conditions and makes each of the grants and waivers set forth in this paragraph. The student irrevocably grants an assignment transferring to the Alliance for Young Artists & Writers, Inc. (“Alliance”) all rights, title and interest (including all copyrights) in and to the submitted work (“Work”), such that the Work, and all rights relating to the Work, shall be the exclusive property of the Alliance, subject to (a) the student’s non-exclusive license, hereby granted, (i) to maintain and make limited display and distribution of a copy of the Work as part of the student’s portfolio solely for purposes of identification and reference to the student’s body of works, and (ii) to submit a copy of the Work for consideration for other scholarships, awards and recognitions, and (b) such other licenses and authorizations as the Alliance may, in the exercise of its sole discretion, grant to the student upon the student’s written request. Rights with respect to a Work not selected as an award recipient will revert automatically to the student at the time award recipients are selected. All right, title and interest (including all copyrights) with respect to Works selected for awards will remain the exclusive property of the Alliance for two years from the date of selection. During this period, the Alliance will have the right to exercise, and to permit others to exercise, all rights relating to the Work, including the worldwide rights to reproduce, make, use, publish, promote, and publicly display and perform the Work and adaptations, modifications and other derivative works of or based on the Work, individually and as part of a compilation or collective work, in all forms and media (print, electronic and other) now known or hereafter developed. At the end of the two-year period, all rights to the work shall automatically revert to the student subject to the student’s irrevocable grant to the Alliance of a worldwide, perpetual, non-exclusive license to exercise all copyrights in the Work in all forms and media as described above, including the rights to reproduce, make, use, publish, promote, and publicly display and perform the Work and adaptations, modifications and other derivative works of or based on the Work, and to have others do so on the Alliance’s behalf. The Alliance shall have the right to publish and present the Work in such manner and for such purposes as it deems appropriate, including the right to manipulate, crop, rearrange, recompose, and otherwise alter the Work, and to publish and present the Work in combination with the Alliance’s name and with other works, names and materials. In granting the Alliance these rights, the Student knowingly, voluntarily and irrevocably waives all rights in the Works arising under Section 106A of the U.S. Copyright Act (17 U.S.C. § 106A) and all “moral rights” in the Work arising under any applicable law of any jurisdiction. The Alliance does not copyright individual works, only the publications in which they appear. The student acknowledges and agrees that the administration of the Scholastic Awards constitutes good and sufficient consideration for the agreements, grants, waivers and other undertakings set forth in this paragraph, and unconditionally and irrevocably waives and disclaims all rights and claims to compensation for the exercise of the rights, licenses and privileges accorded hereby.

Authorship and Plagiarism

All work must be executed by the student, except in Photography where students are not required to develop, process or enlarge their photos themselves. By applying to The Scholastic Art & Writing Awards, each student undertakes (a) to present an original work that (i) has been created by her or himself and (ii) does not infringe upon the intellectual property rights of any other individual or entity and (b) if such student’s work incorporates material, including but not limited to photographs, not created by the student, to include an additional copy of any and all such source material in her or his application.

Disclaimer

None of the Alliance for Young Artists & Writers, Inc., its sponsors and Scholastic Inc. is responsible for direct, indirect, incidental, consequential or punitive damages resulting from any failure on the part of any of the aforementioned entities to perform hereunder.

Note to Teachers and Parents: A teacher, counselor or principal AND a parent/guardian must review and sign each submission form. Be sure to read all rules and guidelines with your students. We rely on teachers to make sure that submissions adhere to our guidelines. Send all work from your school together, if possible. See Regional Information section for delivery details. The Scholastic Art & Writing Awards, which are administered by the Alliance for Young Artists & Writers, Inc., assume no responsibility when unsafe or toxic materials are used in preparation of artwork.



ALLIANCE FOR YOUNG ARTISTS & WRITERS presents

THE SCHOLASTIC ART & WRITING AWARDS 2010

Video Game Submission Form

STUDENT NAME: First _____ Last _____

PARENT NAME: First _____ Last _____ Email _____

Home Address (No P.O. Boxes) _____ City _____ State _____ Zip _____

Age _____ Date of Birth (required) _____ Student Email (required) _____

Phone (w/area code) _____ Fax (w/area code) _____

SCHOOL NAME: _____

Check one: Public School Public/Art Magnet School Private School Parochial School Home School Community Based Organization Other _____

School Address (No P.O. Boxes) _____ City _____ State _____ Zip _____

Phone (w/area code) _____ Fax (w/area code) _____

TEACHER(S) NAME: Dr./Mr./Ms. First _____ Last _____ Email _____

Dr./Mr./Ms. First _____ Last _____ Email _____

PRINCIPAL NAME: Dr./Mr./Ms. First _____ Last _____

(CIRCLE) GRADE **7** **8** **9** **10** **11** **12**

Title: _____

List of Materials or Software: _____

Was this Game created in Gamestar Mechanic? Yes No

CONSENT

I HAVE READ AND FULLY UNDERSTAND ALL REQUIREMENTS FOR THIS PROGRAM, INCLUDING THE AUTHORSHIP/PLAGIARISM SECTIONS IN THE SCHOLASTIC ART AWARDS GUIDELINES. I AGREE TO THE TERMS OF THE PROGRAM, INCLUDING THE RELEASE OF COPYRIGHT RIGHTS CONTAINED IN THE COPYRIGHT RELEASE SECTION. BY MY SIGNATURE, I GRANT PERMISSION TO THE ALLIANCE TO PUBLISH, IN ALL PRINT AND ELECTRONIC MEDIA, THE STUDENT'S NAME, AGE AND NAME AND LOCATION OF THE SCHOOL. I HEREBY AGREE TO PARTICIPATE IN A PROGRAM WHEREBY THE ALLIANCE WILL RELEASE THE INFORMATION GIVEN ABOVE TO COLLEGES AND UNIVERSITIES INTERESTED IN RECOGNIZING AND SUPPORTING YOUNG ARTISTS AND WRITERS. I UNDERSTAND THAT SPONSORS ASSUME NO RESPONSIBILITY FOR LOST OR DAMAGED WORK. I UNDERSTAND NON-SELECTED WORK WILL NOT BE AVAILABLE UNTIL JUNE 2010, CD-ROMS AND DVDS WILL NOT BE RETURNED, AND WORKS RECEIVING NATIONAL AWARDS WILL BE HELD FOR UP TO 2 YEARS.

Student Signature _____ Date _____

Teacher Signature _____ Date _____

Parent/Guardian Signature _____ Date _____

STUDENT SURVEY (OPTIONAL):

The Alliance for Young Artists & Writers is collecting information about the creative students who participate in The Scholastic Art & Writing Awards. This information is NOT used during the judging process.

Male Female

The categories below provide descriptions of race/ethnicity. Please check the boxes next to all the categories with which you closely identify yourself.

African American/Black American Indian/Alaskan Native Asian/Pacific Islander Hispanic Caucasian/White Other _____

Please indicate your family's household income:

Less than \$10,000 \$10,000 - \$24,999 \$25,000 - \$39,999 \$40,000 - \$74,999 \$75,000 - \$99,999 \$100,000 or more I don't know

Is this your first time submitting work to The Scholastic Art & Writing Awards? Yes No

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