New Media Challenge

Launchpad Deadlines:
Team Profile Draft: February 15, 2017
Open Judging Begins: May 1, 2017
Requirements & FAQ

What is the 2017 Expo Fest Theme?
The 2017 Expo Fest theme is Fresh Perspectives! As a class, your team will brainstorm and decide how this theme resonates and use this theme as a tool for inspiration and project direction. It is your responsibility to make sure Fresh Perspectives is clearly incorporated in your Expo Fest project.

What does the New Media Challenge Category mean?
Skills21 New Media Challenge Category allows any new media course or club to compete in the Expo Fest Challenge project. Projects will be presented as new media companies seeking buzz and funding to take the team startup to the next level. New media companies should revolve around but are not limited to one of the following; Documentary films, Games, 3D Animations, Broadcast Journalism, and Augmented Reality.

What is the Challenge?
Create and implement a digital product, artifact, or film that addresses the overall Expo Fest theme of Fresh Perspectives.

What are the expectations of the Challenge?
All Teams will:
● Identify a problem that will be addressed by the project idea.
● Investigate the topic via research, development, experiment or testing method, and data analysis.
● Develop an innovative solution (digital product, artifact, or film) that addresses the problem.
● Demonstrate application of the solution with experimentation and/or prototype.
● Showcase the project via a professional exhibition booth and presentation at Expo Fest on May 19 & 20, 2017 at the Toyota Presents Oakdale Theatre, Wallingford, CT.

What are the projects judged on?
Team projects will be judged by academia and professionals in the following areas:
● Project Idea Viability & Creativity
● Evidence of Theme: Fresh Perspective
● Presentation
● Research & Development
● Mathematical Thinking
● Written Documentation
● Online Presence: Website & Social Media
● Marketing & Image
● Professionalism
Judging Rubrics will be made available on skills21.org and Skills21 Launchpad this fall.

What Deliverables are Required for the Challenge?
Skills21 New Media Challenge specific deliverables can be found in the Judging Guidelines. Generally, it is expected that all projects include the following:
● Storyboard, scripts, and original artwork
● Focus Groups and Test Audiences
● Visual representation of collected data
● Project written documentation
● Online hub for project information (linked from Launchpad)
● Three minute presentation
What is Launchpad?
Launchpad is the Skills21 web app that provides a number of resources to guide successful completion of the Expo Fest Challenge Project. Teams are able to access the full Skills21 catalog of courses as well as the episode guides and a suite of relevant resources. Additionally, all teams will create a team profile via Launchpad. Team profiles will contain a project description and link to all Expo Fest deliverables. Judges will have direct access to the team profile page.

Disclaimer
Skills21 reserves the rights to determine the appropriateness of any project submitted to Expo Fest. If a topic or project name show possible signs of controversy we will ask for written approval from both the school principal and district superintendent to showcase the subject matter at Expo Fest.