



## **Kalamazoo Animation and Music Competition**

### **KAAMC Guidelines - Contest Period: September 1, 2008 to April 30, 2009**

Kalamazoo Valley Community College and Western Michigan University, School of Music are pleased to announce the KAAMC. This is a unique opportunity for two creative arts forms, music and animation, to partner local student talent and create a blended masterpiece of animation and music. Animators and musicians from both schools will work as teams to create an original animated film with an original score.

Teams will vie for \$5,000 in prize money\*\*. A panel of judges will award \$2,500 to the Team for Best Animation and \$2,500 to the Team for Best Musical Composition. One team could possibly win both awards. Completed entries are due April 30, 2009.

A special screening at KAFI 2009 (Kalamazoo Animation Festival International) will showcase the top entries and announce the winners at the Awards Ceremony, May 17, 2009.

1. Applicants must be current or previous enrolled students from Kalamazoo Valley Community College or Western Michigan University during the Fall 2006 to 2009 school years.
2. Applicants must be the original composer/creator of the finished film.
3. Only one entry per Team is allowed.
4. Entry Fee, \$20.00 per Team, non-refundable. *Make check payable to KVCC.*
5. A team is composed of one or more animators and one or more musicians.
6. There is no limit to the number of members per team.
7. Applicants must attend a Meet & Greet information reception of all animation and musical applicants to interview and select their team members. Each applicant will present a one-minute pitch of their work to the group and bring samples of their work to display and discuss.
8. Teams are encouraged to practice team-building skills, collaboration and promote creativity of the two arts.
9. Teams are encouraged to schedule regular meetings, storyboard updates, testing and final reviews during the contest period.
10. Teams will assign one animation and one musical Primary Contact person.
11. Each member of a Team is required to sign and date the following three statements on the Team Application form:
  - a) Copyright - verification of original and current work by applicant
  - b) Permission - gives KVCC and WMU permission to use the finished film for advertising and promotional purposes.
  - c) Member Replacement - if team member leaves the team after 120 days, they are not eligible for any prize money if the team wins.
12. Award money is divided evenly among all winning current team members.
13. Award winning team members will be required to submit their Tax ID (ss#) number before payment is issued.
14. Any application that does not meet these Guidelines/Technical Requirements or Due Dates will not be considered in the contest.
15. Questions can be sent to: [kafi@kvcc.edu](mailto:kafi@kvcc.edu)

### **TECHNICAL REQUIREMENTS:**

1. Animation and musical works must be entirely created by the team during the contest period of September 1, 2008 to April 30, 2009. No previously created material is accepted.
2. The finished film length is limited to a maximum of six (6) minutes. This includes all titles and credits. The music composition must constitute at least 2/3 of the total length of the finished film. The finished musical range is at least four (4) minutes in length but no more than six (6) minutes in length.
3. Completed work must be professionally/quality copied to a playable DVD, using QuickTime.
4. Send 3 copies of DVD with signed KAAMC ENTRY Form and Entry Fee to KAFI by April 30, 2009 to:  
Kalamazoo Animation Festival International- KVCC  
202 N Rose Street  
PO Box 4070  
Kalamazoo, MI 49003-4070
5. Write Team NAME and film TITLE directly on all 3 DVD copies.
6. Do not send originals, DVD copies will not be returned.
7. Music compositions may either use computer-generated or processed sound as a major component, or consist of sound created on an electric musical instrument, such as a synthesizer or sampler.
8. Musical compositions that combine acoustic instruments and/or electric or computer sound are also accepted, but must be quality recorded/mixed/produced as part of the film. No live music during the judging process.
9. Loop-based compositions are not encouraged, but will be considered.
10. Animation may use any software application or style.

### **DUE DATES:**

1. October 10, 2008: Interested qualified students should submit a KAAMC Student Application Form to KAFI. Mail or Fax to:

**Kalamazoo Animation Festival International**  
**202 N Rose Street**  
**Kalamazoo, MI 49003-4070**  
**Fax: 269- 373-7929**

2. October 15, 2008: Attend the **Meet & Greet** information reception, at Kalamazoo Valley Community College's downtown campus ARCUS Gallery, in the Center for New Media Building. Bring samples of your artistic talents to showcase and interview potential members of your team. Present a one-minute pitch to the entire group.
3. September 1, 2008 through April 30, 2009: contest period.
4. November 6, 2008: KAAMC TEAM Form and Entry Fee, \$20.00
5. April 30, 2009: Completed film (3 copies), KAAMC Entry Form due at KAFI
6. May 14-17, 2009: top entries are showcased at KAFI event for the public.
7. May 17, 2009: winners announced at KAFI Award Ceremony

### **JUDGING CRITERIA:**

The completed film will be judged on the following criteria for both animation and musical composition. The categories cover both components of the art production, music and animation. Each category is allowed 5 point maximum. The judges will score the film using a scale of 5 points (high) to 1 point (low). A maximum of 25 points could be awarded for animation and 25 points for music. The film(s) with the highest score in each category will be awarded the prize. Should only one entry in each category be entered and the score is below 12.5, no prize will be awarded in that category. It is possible for one film to win both the Animation and Music Award.

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| 1. Quality & Design of finished piece:   | Animation - 5 points | Music – 5 points |
| 2. Transitions from one idea to the next idea:   | Animation - 5 points | Music – 5 points |
| 3. Musical/Visual exploration/innovation used:   | Animation - 5 points | Music – 5 points |
| 4. Integration of the two art forms:   | Animation - 5 points | Music – 5 points |
| 5. Degree that music enhances the animation, Degree that animation enhances the music: | Animation - 5 points | Music – 5 points |

### **KAAMC PROCESS:**

1. Interested students submit a KAAMC Student Application Form. This is to verify they are a current or previously enrolled student at either KVCC or WMU during the Fall 2006 through 2009 school years. Due at KAFI 10/10/08.
2. Qualified students will be notified via email, to attend the KAAMC Meet & Greet information reception. Students should bring samples of their work to showcase and interview other artists as possible members for their KAAMC Team. All applicants will be required to present a one-minute pitch of their work to the entire group.
3. The KAAMC Pilot Team will provide additional contest information, Team forms and answer questions during the Meet & Greet.
4. Newly formed Teams should plan regular scheduled meetings to plan, share ideas, select team name, and decide who will act as Primary Contact person
6. Team submits a Team Application Form and Entry Fee. Due at KAFI 11/15/08.
7. Communications between the KAAMC Team and KVCC and/or WMU (KAAMC Pilot Team) will be made to the Primary Contact person listed on the KAAMC TEAM form.
8. Team submits their final entry to KAFI. Due 4/30/09.
9. The KAAMC Pilot Team will verify all entries, forms and fees, then select the top entries to present to the judging panel.
5. A panel of industry/educational leaders will judge the entries during KAFI.
6. A special showcase event during KAFI will screen all the finalist entries in the KAAMC.
7. The top finalists films will be posted on KAFI and WMU's web sites
8. Winners will be announced during the KAFI Awards Ceremony.
9. Entries and winners will be posted on the KAFI and WMU web sites.

\*\* KAAMC reserves the right to withhold prize money if there is no winning entry in either the music or animation category (as described in the paragraph labeled *Judging Criteria*) or if a team or any team member does not practice teamwork; fully respect the work of all other teams; or comply with the competition rules & guidelines.

**Check with your Animation/Music instructors for additional information or email KAFI at: [kafi@kvcc.edu](mailto:kafi@kvcc.edu)**