

# 2018 PELE AWARDS HIGH SCHOOL DIVISION

Presented by



**ELECTRIC PENCIL**

## Overview

- The mission of the Student PELE High School competition is to recognize and reward creative excellence in the art of advertising and design. Open to students grades 9 through 12 enrolled in full or part-time in an accredited Hawaii U.S. educational institution for Public, Private and/or Home Schooled Students.
- All Pele Gold, Silver and Bronze Award Winners will be notified no later than March 16 (via U.S. mail) and invited to receive their award in person at the 2018 Pele Awards Show on Saturday, April 21, 2018 at the Royal Hawaiian Hotel.
- Cost Per Entry - \$5
- Call For Entry Period – November 15, 2017 to February 5, 2018
- For more information as well as Entry Submission Requirements, go to **PeleAwards.com** or email PeleAwards@AAFHawaii.com

## Eligibility Requirements:

- Entrants must be enrolled in Grades 9 through 12 in a full or part-time accredited Hawaii U.S. educational institution for Public and Private Schools. Homeschooled Students are also eligible.
- All work entered into the competition must have been created between NOW and February 1, 2018.
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Group and/or individual work are eligible.
- Work must be created while a student is enrolled in an accredited Hawaii U.S. educational institution for either Public, Private and/or Home schools.
- Recent graduates are eligible to enter as long as the entry was created while a student during the 2017-18 school calendar year.

## Entry Submission Requirements:

- All Entries must be postmarked or dropped off by Monday, February 5, 2018 at 1pm HST to:

ELECTRIC PENCIL  
501 Sumner Street #3B1  
Honolulu, HI 96817

# HIGH SCHOOL DIVISION CATEGORIES

## Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

- H01A     PACKAGING** - All product packaging. 1 to 4 pieces may be submitted.
- H01B     POINT OF PURCHASE** - Promotional advertising or display unit that attends the product or service at the specific sale location

## Collateral Material

- H02     STATIONERY PACKAGE (SINGLE OR MULTIPLE PIECES)** - Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.
- H03     PRINTED ANNUAL REPORT OR BROCHURE** - An annual report is a yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status. A brochure is a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.
- H04     SPECIAL EVENT MATERIALS (INVITATIONS, CARDS, ETC.)** - Promotional and/or informational items, usually relating to a specific event/a air at a given location, date, time, etc.

## Publication Design

Layout and design of the interior and/or exterior of a magazine or book

- H05A     COVER** - Layout & design of the front exterior of a magazine or book
- H05B     EDITORIAL SPREAD OR FEATURE** - One editorial spread or feature per entry. Not intended for submission of entire book or magazine.
- H05C     COVER/EDITORIAL SPREAD OR FEATURE - SERIES** – 2 to 4 pieces may be submitted from work that qualifies in category H05A and/or H05B.

## Direct Marketing

- H06     DIRECT MARKETING** - Anything that is created to be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.). Category includes Specialty Marketing (promotional products with advertising messages that are created to promote a company, corporate image brand or event) and Apparel (clothing and/or promotional apparel with an advertising message such as shirts, caps and jackets).

## Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any outdoor signage.

**H07A SINGLE H07B CAMPAIGN** - 2-4 executions of work that qualify in category H07A.

## Websites

**H08 WEBSITE (DESKTOP OR MOBILE)**

## Television Advertising

**H09A SINGLE H09B CAMPAIGN** - 2-4 executions of work that qualify in category H09A.

## Visual

**H10 LOGO DESIGN** - An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

## Illustration

Flat, dimensional or animated illustration, any number of colors

**H11A ILLUSTRATION – SINGLE**

**H11B ILLUSTRATION – CAMPAIGN** - 2-4 executions that qualify in category H11B.

## Still Photography

**H12A BLACK & WHITE, SINGLE**

**H12B COLOR, SINGLE**

**H12C DIGITALLY ENHANCED, SINGLE** - Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) **MUST** be supplied for proper judging.

**H12D CAMPAIGN** - 2-4 executions that qualify in categories H12A to H12C.

**H13 ART DIRECTION** - Art direction for any advertising medium. Single execution or campaign.

## Film, Video & Sound

**H14 CINEMATOGRAPHY** - Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

**H15 ANIMATION OR SPECIAL EFFECTS** - 2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.



# HOW TO PREPARE YOUR ENTRIES FOR SUBMISSION

## Official Entry Envelope

Place your entry submission in the 'OFFICIAL PELE AWARDS ENTRY ENVELOPE – Available at no charge from:

1. Electric Pencil  
501 Sumner St., #3B1  
Honolulu, HI 96817
2. State of HI - Dept. of Education  
Career & Tech. Education Dept.  
475 22nd Avenue, Room 215  
Honolulu, Hawaii 96816  
Phone: 808-305-9707
3. Or via email at PeleAwards@  
AAFHawaii.com

## Official Entry Form

Fill out the Official Entry Form and enclose 2 copies inside your Entry submission in the ENTRY ENVELOPE.

## Entry Identification

Use copies of your official entry form to cut out the perforated area designated as your "Entry Label". The entry label must be firmly affixed in the upper right corner on the back of all entry pieces that are being submitted for judging. If submitting more than one entry piece, label each piece, #1 of #3, #2 of #3, #3 of #3, etc.

If any components are too large to fit in the ENTRY ENVELOPE, select an appropriate-sized box (envelope, etc.) to place your entry in.

1. Label your entry inside the box
2. Place Label your additional box on the upper top right corner of the box.
3. Include a copy of your entry form inside the box.
4. Label each piece #1 of #2; #2 of #2, etc.

## Television, Cinematography, Animation And/Or Special Effects, and Website Submissions

All entry submissions for the CATEGORIES **H08; H09a; H09b; H14 or H15** MUST still prepare an OFFICIAL ENTRY ENVELOPE for submission that must include:

1. 2 copies of your Entry Form
2. A Screenshot of Entry (printed on a paper no larger than a 11" x 17")
3. \$5 entry fee

Label each piece #1 of #2; #2 of #2, etc.

# Television, Cinematography, Animation And/Or Special Effects Submissions

All entry submissions for the CATEGORIES **H09a; H09b; H14 or H15** MUST email a Dropbox link of entry submission no later than Monday, February 5, 2018, 1pm HST to: [peleawards@aafhawaii.com](mailto:peleawards@aafhawaii.com). Please try your best to meet the Broadcast Submission Guidelines on the last page of this document.

## Website Submissions

All entry submissions for the CATEGORIES **H08** category MUST email a URL link of entry submission no later than Monday, February 5, 2018, 1pm HST to: [peleawards@aafhawaii.com](mailto:peleawards@aafhawaii.com)

## Entry Submission Information & Deadlines

All entries must be submitted in OFFICIAL ENTRY ENVELOPE no later than Monday, February 5, 2018, 1pm HST.

Drop off or mail to:

Attn: PELE AWARDS  
ELECTRIC PENCIL  
501 Sumner St.  
Honolulu, HI 96817  
M-F 9am to 4pm

## Submission Entry Requirements Checklist

|                                | Categories  |     |              |            |            |
|--------------------------------|-------------|-----|--------------|------------|------------|
|                                | H01 to H07a | H08 | H09a to H09b | H10 to H13 | H14 to H15 |
| Use OFFICIAL ENTRY ENVELOPE    | ✓           | ✓   | ✓            | ✓          | ✓          |
| Official Entry Form (2 copies) | ✓           | ✓   | ✓            | ✓          | ✓          |
| Entry Submission               | ✓           |     |              | ✓          |            |
| Email Dropbox link of entry*   |             |     | ✓            |            | ✓          |
| Email URL of entry*            |             | ✓   |              |            |            |
| Include screenshot of entry*   |             | ✓   | ✓            |            | ✓          |
| \$5 check or check entry fee   | ✓           | ✓   | ✓            | ✓          | ✓          |

# BROADCAST SUBMISSION GUIDELINES

Video submissions that do not conform to these specifications may result in disqualification. To ensure consistency of quality for all video submissions, as well as maximum efficiency for video playback, please conform to the following video encoding specifications:

## FILE & PROGRAM FORMAT:

**Container/File Format:** .MP4 or .MOV

**Leader-In:** Exactly :01 second of black + silent audio

**Leader-Out:** Exactly :01 second of black + silent audio

**Slates/Countdown/Color Bars/2-pop:** NONE

## VIDEO PLAYBACK SPECS:

**Display Aspect Ratio:** 1.78 (16:9)

**Pixel Aspect Ratio:** 1.0 (square)

**Frame Size:** 1920x1080

**Frame Rate:** 23.98 (aka 23.976) is preferred, but 29.97 (progressive scan) is also acceptable

**Field Order:** Progressive

## VIDEO ENCODING SPECS:

**Video Codec:** H.264

**Video Encoding Method:** Variable Bit Rate (VBR), 2-Pass

**H.264 Profile:** High Profile (Level 4.1 or 4.2)<sup>1</sup>

**H.264 Entropy Mode:** CABAC<sup>1</sup>

**Maximum Video Bit Rate:**

- Megabits/sec (Mb/s): 40
- Kilobytes/sec (KB/sec): 5000
- Kilobits/sec (Kb/sec): 40000

<sup>1</sup>This spec may be ignored if your encoding software does not allow you to configure this particular setting.

## AUDIO ENCODING SPECS:

**Codec:** AAC

**Channels:** 2 Channel Stereo (please do not submit entries with 5.1/7.1 surround-sound mixes!)

**Target Bit Rate:** 320 Kb/sec

**Sample Rate:** 48 kHz

**Levels:** -12dB average, -6 dB peak.

## FILE NAMING:

**Please name your file using the following format:**

*EntrantName-ClientName-SpotName-DURATION\_IN\_SECONDS.mp4* (or .mov)

Please do not use spaces, punctuation or any other special characters in filenames (e.g. quotation marks, ALL CAPS, commas, etc.). If you need to distinguish between multiple words in any of the fields for readability sake, simply use capitalization as word delimiters.

Example: *FictitiousAgency-AlohaWidgetsCorp-WeLoveWidgetsBranding-30.mp4*