



15th UMR CONFERENCE

VIDEOGRAPHY COMPETITION

GUIDELINES

Theme:

“Bridging the Generation Gap”

Criteria for submission:

1. All participants shall be undergraduates.
2. All entries must be a digital video.
3. Video submitted must be between 1-2 minutes.
4. Students may work together in groups or submit entries as individuals. A maximum of 3 members are permitted in a team.
5. The length of the video should not exceed 2 minutes, not including the 10-second title screen.
6. All entries should begin with a 10-second full-screen “title screen” that includes the following information:
 - Lead Producer’s name
 - Names of other team member/s
 - Name of institution
 - City
 - Title of video
 - Total running time (not including the 10-second title screen)
7. All information presented in the video must be cited, giving credit to the original source.
8. Plagiarism of any kind will result in disqualification.
9. Each video must have one Lead Producer to serve as the main point of contact.

Judgment Criteria:

1. Relevance of your entry to the competition topic
2. Creativity expressed
3. Technical ability
4. Persuasiveness of the entry
5. Ethical soundness
6. The judges will look for a creative, engaging, and inspiring submission



RULES AND REGULATIONS

1. The participants have to be registered online via our **website umr.prime.edu.pk**
2. The entry fee is Rs. 500 to be submitted on the conference day at the registration desk.
3. Entries may be submitted through the website by 5:00 pm on Thursday, 14th April, 2022.
4. No professional assistance is allowed. However, verbal guidance is allowed.
5. All portions of the online entry form must be completed when you upload your video for it to be eligible.
6. Content must comply with relevant national laws and must not promote any sort of prejudice or be inappropriate as per local and national culture.
7. All entries must be submitted in English, if the entries are not in English, they must include English subtitles.
8. The organizers and judges reserve the right to remove any entries from the competition that they feel may breach any of the competition rules, in such cases, video will be disqualified.
9. The host institution maintains the right to display the entrant videos without further compensation or notification on their website, at conference venue or any other venue for advertising, publicity and promotional purposes.
10. Winners will be announced no later than 1 week prior to the conference on the website.
11. Certificates and cash prizes will be given to each member of the winning teams. Their videos will be displayed at the conference social media platforms on the days of the conference.

IMPORTANT DEADLINE

For online submission of Videos – **5:00 pm, Thursday- 14th April, 2022,**

Keep visiting our website umr.prime.edu.pk for updates