



# 16<sup>th</sup> UMR CONFERENCE

## VIDEOGRAPHY COMPETITION GUIDELINES

### Theme:

**“I sought, I found: Research changes life”**

### Criteria for submission:

1. All participants shall be undergraduates.
2. The entry 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](http://www.umr.prime.edu.pk) by **January 31<sup>st</sup>, 2023**.
2. Registration fee of Rs.1500 per participant must be submitted by **February 28<sup>th</sup>, 2023**. The details of the online transaction will be communicated after the selection of the team.
3. Entries may be submitted through the website by 11:59 PM on February 15<sup>th</sup>, 2023.
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, the 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 the conference venue or at any other venue for advertising, publicity, and promotional purposes.
10. Winners will be announced at the closing ceremony of the conference and displayed on the website.
11. Certificates and cash prizes will be given to each member of the winning teams. Their videos will be displayed on the conference's social media platforms on the days of the conference.

### IMPORTANT DEADLINE

For online submission of Videos – **11:59 PM, Wednesday- 15<sup>th</sup> February, 2023.**

**Keep visiting our website [umr.prime.edu.pk](http://www.umr.prime.edu.pk) for updates**