Requirements for Multimedia (Audio Visual)

MULTIMEDIA

The Multimedia category recognises media content in a combination which can include still images, video, audio, graphics and text, and the integration of two or more of these in an application. It encompasses audiovisual, moving image and multimedia applications.

All applications for the Licentiate, Associate and Fellowship Distinctions of The Society will be assessed against the general criteria set out in the appropriate outline documents. The following criteria are in addition to, not instead of, those criteria.

- In Multimedia applications for all levels of Distinction, the submission must meet the required standard in the following:
  - Photography
  - Production – including editing and storyline
  - Sound quality

- A commentary is not necessary, as long as the theme or narrative is clear. Any script and music should complement the photography.

- Joint applications are not acceptable.

- Where a submission includes collaborative work, the extent of any collaboration should be outlined, and will be part of the assessment process.

- Under no circumstances can the applicant’s name be displayed. (Failure to comply with this requirement will result in immediate disqualification and loss of application fee)

DURATION

- The durations below are guidelines only and apply to the total length of the submission, not to individual sequences. We do not specify exact times; variations, either shorter or longer, may be accepted after consultation with the Distinctions Department

  Licentiate: between 8 and 12 minutes

  Associate: between 12 and 18 minutes

  Fellowship: between 18 and 25 minutes

- Credit will be given for variety of technique. It may require more than one sequence within the overall duration to demonstrate sufficient variety.

ASSESSMENT

In considering the application, the Panel will consider three aspects equally, these are:

  - Photography;
  - Sound
  - Concept, production and editing

The application will be required to meet the standards in all aspects
THIRD PARTY IMAGES

Photography must consist of no more than 30% third party images – this applies to each element of a submission.

Third party images will be accepted where they are deemed necessary to support a theme, to suggest a new interpretation of previous work or to creatively rework content to bring a different value to original photography. Full attribution and copyright consent must be provided for all third party images and music.

LICENTIATE

To be awarded Licentiate of The Society, you will need to show variety in approach and technique with evidence of creative ability and a high technical standard in all aspects of your application. It is essential that a range of skills are demonstrated within your application.

ASSOCIATE

To be awarded Associate of The Society, you will need to show evidence of creative ability and high technical standards in image quality, sound recording, mixing and editing, combined with a strong theme or narrative, together with a comprehensive knowledge and ability in your discipline.

• It is essential that a range of skills are demonstrated within your application.
• A high level of understanding of composition, lighting and viewpoints must be demonstrated, with a visual progression and style appropriate to the subject.
• Personal engagement with the subject should be evident where appropriate.
• Your application should be accompanied by two copies of a Statement of Intent, outlining in no more than 150 words, the purpose, objective or intent of the work. This should indicate the target audience and concisely put the work into a meaningful context. A word count must be included below the statement.

FELLOWSHIP

To be awarded Fellowship of The Society, you will need to show outstanding ability and/or originality and creativity, combined with excellence in all technical areas.

• The combined product will be at a significantly higher level than the individual components.
• A wide range of skills are demonstrated within your application.
• Personal engagement with the subject should be evident where appropriate.
• Your application should be accompanied by two copies of a Statement of Intent, outlining in no more than 150 words, the purpose, objective or intent of the work. This should indicate the target audience and concisely put the work into a meaningful context. A word count must be included below the statement.