

iWalk Dublin Pod casting Competition FACT SHEET

The iWalk Dublin Podcasting Competition will see students in secondary schools' transition year competing to be the best in producing their own podcast. This competition is brought to you by Dublin Tourism, Createschool and supported by EuroCreator

Involvement in this competition will provide students with an opportunity to develop their digital multi media skills, gain invaluable experience working with industry professionals and to create a podcast that will showcase Dublin's unique heritage to the world.

How (Explained)

1. **Visit www.createschool.ie** and download an enrollment form. Return the completed form to Createschool Troy Horse Music Centre Railway St Balbriggan Co Dublin
Tel: Lo Call 189987870
Email: info@createschool.ie
2. **Createschool** will then contact you to book a Podcast workshop in your school. This workshop will explain what a podcast is, how to make a podcast and how to share a podcast. The workshop will include fact sheets, practical explanations and tips. It will last 2 hours. Full payment will be required prior to the completion of this workshop.
3. **Choose a Dublin Visitor Attraction.** Download the Dublin Visitor Attraction Fact Sheet for full details on each attraction. This is available from www.createschool.ie.
4. **Book a visit directly with the Dublin Visitor** Attraction you have chosen after the Createschool Podcast workshop. You will be given a booking reference to quote during the podcast workshop.
5. **Visit the attraction** and research the information that you would like to include in your podcast.
6. **Produce a Podcast in mp3 or mp4 format.** Full information on how to do this will be given during the Createschool Podcast workshop. Upload your completed podcast to www.eurocreator.com by Monday May 4th 2010

There is a dedicated iWalk channel on www.eurocreator.com/channel/iwalk.
To upload information you will need to sign up.

Dublin Tourism retains the right to use pod casts entered for future use. By entering the competition, you hereby acknowledge this and grant Dublin Tourism permission to use the pod cast.

Costs

Fees = €10 per student. This includes participation in the Createschool Podcasting Workshop in the school and entry to the selected Dublin Visitor Attraction. There is a minimum number of 15 students required to participate.

Requirements

- Students must attend the Createschool Podcast Workshop in their school.
- Students must visit their selected visitor attraction
- Students are involved with a group of fellow students in producing their podcast.

Rules:

The competition closes at 5:00 p.m. on Monday May 4th 2010. All entries must meet the following minimum requirements:

- Each contestant must be a transition year student in a secondary school in the Republic of Ireland Each contestant must submit an entry form.
- Parents must consent if entrant is under the age of 18.
- Entry must meet technical specifications (see above).
- Any use of copyrighted material will disqualify entry.
- Only one (1) entry per person/team – up to a limit of 5 students.

Judging Criteria

A panel of judges from:

- Dublin Tourism
- Apple Regional Training Centres,
- Create School
- Eurocreator

Will judge the entries and choose a winner. The contest winners will be announced on the www.visitdublin.com on Monday, May 10th, 2010

Judging will be based on 5 point scale based on the following criteria:

1. **Content:** Is the treatment of the subject matter effective? (i.e. storytelling, script, etc.)
2. **Creativity:** Do the production elements add to the programme? (i.e. graphics, SFX, or camera talent, design, animation, etc.)
3. **Execution:** Were technical levels maintained? (clarity, levels, distortion, etc.)
4. **Clarity:** Was the contestant able to communicate their idea effectively? (objectives, story flow, interest, etc.)
5. **Summation:** What was the overall impression?

Contestants will be able to receive a maximum of 25 points, which is based upon the contest criteria, is a perfect score.

Technical Details

Video Pod cast Specs

- 5 minutes or less in length
- MP4, MP3 format
- 320 x 240 resolution
- 6mb or less

Audio Pod cast Specs

- 30 minutes or less in length
- MP3 format
- 3mb or less

Prizes:

- An iPod Touch for each of the students in the winning group (up to a maximum of 5)
- An iMac for the winning student's class

The winning entry will be made available for free download on www.visitdublin.com

The judge's decision will be final and no correspondence will be entered into.

The Partners

Dublin Tourism is a state appointed, commercial agency with a strategic partnership of key stakeholders in tourism in the Dublin Region. Our principal mission is to enhance Dublin's economy through tourism development and servicing by marketing the Dublin region on a world-wide basis as a premier destination for the business and leisure traveller. www.visitdublin.com is the official website for Dublin

Createschool is an established provider of multi level education workshops that offer opportunities for everyone that has an interest in developing their digital media skills. Createschool are an Apple Regional Training Centre and a Digital Creator Certified Centre. Createschool produced the award winning I walk pod casts for Dublin Tourism, Guinness Storehouse, CNCI and Croke Park. www.createschool.ie

EuroCreator is an educational initiative designed to encourage students and teachers throughout Europe to create at least one piece of media. To support this initiative, the EuroCreator website has been developed to facilitate educators and recognise and reward the creativity of young people. EuroCreator offers a pan European platform for students and educators to get creative and share their work. The website is delivered in 10 European languages and offers certification from the EU Commissioner for Education, Youth & Culture, Ján Figel. www.eurocreator.com

The Apple Regional Training Centre programme helps teachers bring learning to life with digital technology. A nationwide network of Apple-approved Regional Training Centres (RTC) coach primary and secondary teachers in the use of Apple's award-winning software packages — giving them the know-how to enliven school lessons with images, video and sound. The Regional Training Centre programme builds on the experience and achievements of many teachers already using Apple technology in the classroom. The programme covers the UK and Ireland, offering all school staff the opportunity to attend a course relevant to their curriculum interests and needs.