

2017 AllerGen HQP Video Competition

Bring your research to life! Create a short, original knowledge translation video that will increase awareness and understanding of your allergic disease research among a non-scientific audience.

This contest challenges members of the AllerGen Students and New Professionals Network (ASNP) to create a short video that highlights important findings and the relevance, meaning, and implications of allergic disease research. Videos must describe the research in a manner that is understandable, interesting and engaging to a **non-scientific** audience.

Videos will be featured on AllerGen's YouTube channel and promoted on AllerGen's website and through social media (Twitter, Facebook etc.).

Objectives:

- provide a knowledge translation opportunity to share research results with a diverse audience
- foster effective presentation and science communication skills among AllerGen's HQP
- increase public awareness of AllerGen NCE and its commitment to improving the lives of Canadians

Submissions:

1. The competition is open to members of the AllerGen Students and New Professionals Network (ASNP).
 - videos must be no longer than three minutes in length, including title and credits
 - only stand-alone, original videos created solely for the purpose of entering this contest will be accepted
 - AllerGen and non-AllerGen research are acceptable
 - individual and team submissions are acceptable
 - collaborations and partnerships with AV or production teams are acceptable
 - more than one entry per HQP is permitted
 - videos may be submitted in English or in French
2. A brief summary describing the research on which this video was based must be provided on the Video Submission Form for use on the description field of YouTube (maximum 200 words).
3. Submissions must include a .JPG, GIF, or.PNG image to serve as the cover graphic (thumbnail) for the video on YouTube. The image file should have a resolution of 1280x720 (with minimum width of 640 pixels) and a 16:9 aspect ratio, and be under 2MB in size.

Content:

1. Videos must contribute to increasing awareness and understanding of allergic disease research among a non-scientific audience.
2. The relevance, meaning, and implications of the research, including the potential impact to Canadians must be included.
3. Content may include a specific technique, technology or methodological approach that is relevant to your research.
4. Videos must display the AllerGen logo in the opening and closing credits. Audio mention(s) of AllerGen are encouraged. A digital image of the AllerGen logo is available upon request.
5. The name of the research project, institution and supervisor must be included in the initial sequence of the video.
6. Props, graphics and creative presentation techniques are encouraged.
7. All styles of video are acceptable, including whiteboard, narration, infographic and screencast.
8. Royalty-free, unlicensed music and images can be accessed at:
 - i. <https://www.graphicstock.com>
 - ii. <https://www.freeimages.com>
 - iii. <https://www.freestockmusic.com>

AllerGen provides the above list of sources of royalty-free images and clips for reference; however, it is each entrant's responsibility and obligation to verify that they are entitled to use the clips or images chosen without additional payment or acknowledgement.

Video Format:

1. Videos will be accepted in .MOV, .MP4, .MPEG4, .AVI and .WMV.
2. At the recommended aspect ratio of 16:9, video size should be a minimum of 426x240 pixels.
3. Files must be a minimum of 640x480 pixels with MP3 audio.
4. Files must be no larger than 250 MB.

Permissions:

Entrants are responsible for obtaining written permission from:

- anyone appearing or speaking in the video
- anyone involved in the production of the video
- owners of copyrighted content (e.g. music, photographs, images)

Entrants must ensure these individuals are fully aware of the nature of the competition and subsequent use of the video by AllerGen, and potentially by the media and general public (e.g. YouTube link via Twitter, Facebook).

Where a minor (children up to age 18) appears in a video, permissions and releases must be obtained from their parent(s) or legal guardian(s).

Conditions:

1. Entrants are responsible for video production costs.
2. Videos must be suitable for public display.
3. AllerGen reserves the right to exclude a video from the competition for any reason.
4. AllerGen reserves the right to cancel or modify the terms and conditions of this competition at any time, including the right to modify the award structure to accommodate the number of entries.
5. Each entrant represents and warrants, through submission to the contest, that the entry is his or her own original work and does not violate or infringe on the creative work of any third party, as protected under copyright law.
6. No copyrighted material may be used without permission, including footage, stills, animation and music.
7. Each entrant represents and warrants that permissions and releases have been obtained from all persons appearing and speaking in the video or involved in its production, ensuring that such persons are fully aware of the nature of the competition and the subsequent use and display (including online) of the video entries by the organizers, and potentially by the media and general public (e.g. YouTube link *via* Twitter, Facebook etc.), and that for any minor (children up to age 18) appearing in the video, permissions and releases have been obtained from their parents or legal guardian.
8. Each entrant indemnifies and holds harmless AllerGen for any costs, expenses or damages that AllerGen may incur or be liable for as a direct result from the fact that any representation or warranty made by the entrant is incorrect, false or misleading in any manner.
9. Entrants must appropriately acknowledge all parties contributing to the research in the video, e.g., supervisors, research partners.
10. Entrants give AllerGen a non-exclusive, royalty-free, worldwide licence to use the video in any manner.
11. AllerGen will not be liable for any misadventure, accident, injury, loss or claim that may occur as a result of the participants' entry into this Competition.

Review process:

Submissions will be evaluated by a panel of judges and through an online voting process using the following evaluative criteria:

40% Content - substance and message of the video

- describes the research, technique, technology or methodological approach
- provides background and context for why the research is being done
- emphasizes the potential benefit(s) of the research to Canadians
- clearly conveys key messages

40% Presentation - creativity and effectiveness of the video

- key concepts clearly and simply communicated for a non-scientific audience
- innovative and creative
- logical flow of information
- effective use of time
- visuals, text, music, narration are effective and appropriate for the target audience

20% Online Voting - popularity of the video

- following the judges' adjudication, videos will be posted for one week on AllerGen's YouTube Channel to allow for voting by the general public

Even though a scoring guide is provided, all decisions of the judges' panel are within the sole discretion of the judges and of AllerGen. All decisions are final and no entrant shall have any recourse to overturn or challenge a decision.

Prizes:

1. **The three top-ranked entries will receive \$1000.00 each.** In the event that a winning video is submitted by a team, the prize money will be divided equally among the individuals involved.
2. \$100.00 will be awarded to each qualified entrant for production-associated costs.

Submission instructions:

1. Complete the Video Submission Form and email it to Michelle Harkness, Manager HQP Training Program and Events, at michelleharkness@allergen-nce.ca.
2. Submit your video through Dropbox or Google Docs.

Deadline:

The deadline to submit videos and the Video Submission Form is Friday, June 30, 2017, by 11:59 pm (EDT).

Questions:

Please direct questions to Michelle Harkness, Manager HQP Training Program and Events, at michelleharkness@allergen-nce.ca.

[View the 2015
Competition
YouTube playlist.](#)

[View the 2016
Competition
YouTube playlist.](#)