



The Rochester AudioVisual Association (RAVA) Scholarship Committee is soliciting names of media students in the Rochester area and would like to consider a student from your college whom you feel is deserving of the **39th Annual RAVA Media Scholar Award**, to be presented on **April 14, 2015**.

Please submit to me:

- The name of an outstanding student nominee;
- A short paragraph describing the student's qualifications;
- The student's email/contact information

RAVA will give cash awards to stellar media students in the Rochester area, awarding scholarships to students attending either a four-year college or a community college.

CRITERIA FOR SELECTION: The student must be --

1. Interested in communication and media, and must be enrolled as a full-time student in a two- or four-year college.
2. Chosen because he/she has created an excellent project containing a visual and/or verbal (audio also) component, ranging from 2 to 6 minutes in length and created within the past six months.
3. Students must also submit a well-written 2- to 3-page Artistic Statement, expressing the student's artistic insights, motives, and creative or aesthetic influences (***see attached criteria for writing this Artistic Statement***).
4. Have a minimum G.P.A. of 3.0 or higher.

The award must be used for school tuition or for media-related projects. **Student candidates must submit their projects online, using YouTube or Vimeo, by the March 1, 2015 deadline.** Faculty members and the communications department chairperson at each student's school must have viewed the works and read the student's artistic statement before submission to RAVA. **All material submitted must be original; no copyrighted material can be used.** NOTE: The Scholarship Committee retains the right to withhold awards if no submissions meet the Committee's level of expectations.

On the evening of the scholarship awards event, we invite you to introduce your student to RAVA members and guests. All of the honored student recipients will speak about their future plans and career ambitions, and present their work via digital video format.

We look forward to hearing from you in the next few weeks. If you have any questions, please feel free to contact me during the day at (585) 880-1026 or by email at sandraboysen@icloud.com.

Sincerely,

Dr. Sandra Boysen

RAVA Scholarship Panel Coordinator

Writing an artist's statement

The purpose of an artist's statement is to provide a framework through which to view your work and from which an informed discussion can evolve. It is an opportunity for you to explain or offer insight into your process, your purpose or motive, the subject of your project, creative or aesthetic influences, and your own personal perspective or background. More importantly, an artist's statement should reflect what you want to emphasize about your project.

- Your artist's statement should be 2-3 pages in length. It can be humorous, thought-provoking, descriptive, scholarly, etc. Keep in mind that your audience may be just as interested in your motivations as they are in the changes that took place as your project came together.

Artist's statements vary in length, form and substance; however, you may wish to take any or all of the following into account:

1. Personal Background

What personal background do you bring to the work and how did it influence the final product?

- What did you initially set out to explore or discover?
- How did this perspective change as your work took shape?

2. Purposes or Motives

- Were you motivated by your own interests?
- What aspect of storytelling are you exploring in this work (texture, character development, sound, light, interplay of form and function, technology, etc.)?
- How is this work a reflection of your understanding of the art of media production?

3. Process, Challenges and Limitations

- How were your ideas, understanding, beliefs or expectations challenged in the process of making this work?
- How did your ideas develop?

4. Historical, critical and theoretical framework

- What research did you use in the making of this project?
- What are the creative or artistic influences evident in this project?

Rules for submission to RAVA Scholarship Awards Committee:

- 1) Submit work by posting on either YouTube or Vimeo; work must be password protected. This password, if used, must be provided to the RAVA Scholarship Committee. All entries will be granted to RAVA to post on our website after winners are announced.
- 2) Your work must be original and **cannot include any unauthorized copyrighted material.**
- 3) Students agree to grant RAVA permission in writing so that RAVA can post these works on our website. Any submission with copyrighted material will be immediately disqualified (U.S. copyright law prohibits posting of online work which uses unauthorized material).
- 4) Submit the Artistic Statement.
- 5) Each student's department chair (not just a faculty advisor) must view, read and sign off on all work and the Artistic Statement prior to submission to RAVA.

Framework for judging a student's work for the 2015 RAVA Scholarship:

- 1) Read the artistic statement; did the student adhere to the written and visual criteria?
Consider: personal career goals, aesthetic influences, etc.
- 2) Does the student have a G.P.A. of 3.0 or higher?
- 3) Did the student's department chairperson sign off on the submissions?
- 4) Other areas to judge: lighting, sound quality, camera movement, scripting, storyboarding (if applicable), casting, etc.
- 5) Are the submissions completely original and free of any copyrighted materials?