



OFFICIAL RULES:

1. ELIGIBILITY:

All team members must be 18 years or older, or have permission from a parent or guardian. If a team member is under 18, he/she must have a parent or guardian sign the Terms and Conditions on our [website](#), and then send the document to campus@dji.com

All competition participants must be enrolled students in an academic institution in the United States of America.

In addition, competition entrants must read and agree with the competition's legal terms and conditions found on the [competition's website](#).

2. THE COMPETITION - ENTRY CATEGORIES:

DJI Campus Stories™ is a U.S. university short-film competition for students. Teams consisting of up to five people can apply through the [competition's website](#) and choose to enter one of the three principle categories – A, B, and C.

CATEGORY A

For category A, prior submission of a director's treatment and a supporting past portfolio must be included. After submission, the judging committee will select 20 entries from category A to advance, for which the filming must be completed with DJI-provided Osmo Mobile products. All competing teams that receive DJI equipment for category A will need to also submit a 1 minute behind-the-scenes video either discussing their thoughts about the product, or showcasing how it was used during filming.

CATEGORY B

For B, prior submission of a director's treatment and a supporting past portfolio must be included. After submission, the judging committee will select five entries from category B to advance, for which filming must be



completed with DJI provided Ronin M/MX products. All competing teams that receive DJI equipment for category B will also need to submit a one-minute behind-the-scenes video, either discussing their thoughts about the product, or showcasing how it was used during production.

CATEGORY C

Category C is an open submission and doesn't require a director's treatment or a past portfolio. Competition entrants will directly upload their short film to the [event website portal](#).

The short films produced from all categories will be sorted and compiled into show reels to be promoted by DJI. In addition, the short films may be uploaded onto DJI's YouTube/Facebook pages, with credits given to the student producers.

PAST PORTFOLIO

The past portfolio is a required body of work or compilation of any past video or film that the team or individual team members have produced before. This will help the selection panel with deliberations for categories A and B. There is no specific number of past works and or samples required.

DIRECTOR'S TREATMENT

The director's treatment should be a 5 slide PowerPoint that pitches the synopsis, style guide, and proposed equipment usage of the short film. This will help the selection panel with deliberations for categories A and B. Please refer to our [website for an example template](#).

BEHIND THE SCENES

For entries that get through the first round of selection, and receive equipment from categories A & B, we will require a one-minute long



[“behind the scenes”](#) submission that either shows filming in action, or [interviews team members](#) about their experiences with the product.

3. THE COMPETITION – ENTRY GENRES:

All entries must be submitted in one category and one genre. As we do not want to stifle the creativity of participants, we have provided four genre guidelines below with brief descriptions of expected structures and content. All submitted entries (regardless of genre) **MUST** relate to campus life in some way.

DRAMA - Drama encompasses many genres of short film including comedy and melodrama, among others. Teams that choose this genre should consider realistic settings and characters who are either in conflict with themselves or others.

DOCUMENTARY – Documentary should follow a non-fictional subject, with the aim of depicting as much realism as possible throughout. Teams that choose this genre should consider the significance of the chosen topic in relation to the wider world, as well as the story’s overall relevance to contemporary viewers and their lives.

BIOGRAPHICAL – The biographical or biopic genre allows for a factual exploration of a unique person of interest. Teams that choose this genre should tell the story of an individual – famous or otherwise – who has either led an extraordinary life in some way or has undergone a profound transformation or experience.

ACTION - This genre challenges teams to film a series of action sequences that tell a compelling story together. Teams that choose this category should consider the environment, props, talent, and casting choices carefully.



4. SIGN UP:

To register for the 2016 DJI Campus Stories™ competition, go to our [competition website](#) and click on the “Apply Now” button at the top of the page. Entry is free. Competing teams will be prompted to agree to the competition’s Terms and Conditions, as well as fill out a team application form before they can sign up for the competition. The team’s leader, or point of contact, should fill out the competition application before submitting an entry.

5. COMPETITION TIMELINE:

The 2016 DJI Campus Stories™ competition will begin on October 15th 2016, and will continue until December 19th 2016 for a total of nine weeks. DJI Campus Stories will also be visiting U.S. campuses between October and November of 2016. As mentioned previously, interested students can apply through the [DJI Campus Stories website](#):

- Team application, submission of director’s treatments, and past portfolios will be due on October 29th at 11:59PM Pacific Standard Time
- DJI will evaluate the first round of submissions for Categories A and B within one week, and complete delivery of the filming equipment by November 12th to the selected teams
- Teams will then receive 1 month to film and edit their short-film, and upload them onto DJI’s [competition website](#) by 11:59PM PST on December 12th
- After we receive final submissions, our team of judges will evaluate the short-films within a week, and announce the results to our website by December 19th
- Prize distribution and delivery will be discussed with winning teams individually
- For category C, teams will have until December 12th to submit their short-films. No director’s treatment or past portfolio are required, and there are no equipment limitations. The grand prize winner and popularity prize winners will be announced alongside those of Category A & B.



6. TERMS AND CONDITIONS:

Please refer to the T&Cs document that can be found on the [competition website](#).

7. WINNER SELECTION AND PRIZES:

There are two main prize categories:

Popularity Prize: After all entries have been processed, the public will have a voting period lasting from December 12th – December 19th, 2016. Each person will receive three votes every 24 hours, and must vote online for their favorite entries across the three categories. All three votes can be awarded to one submission, or spread across up to three. The five submissions with the greatest number of votes will be awarded the Popularity Prize. The content may or may not be featured on DJI's various promotional channels.

Grand Prize Winner: The judging committee will be composed of a mix of DJI's video production team members and content partners. Together, they will determine the best film within each of the three categories according to the grading rubric found on [our website](#).

Prizes:

Category A Grand Prize:

Phantom 4

Osmo + 2 extra batteries

Gift bag for every team member (up to 5)

Category B Grand Prize:

Phantom 4 (or a newer model)



Ronin MX

Gift bag for every team member (up to 5)

Category C Grand Prize:

Osmo + 2 extra batteries + Sports Accessory Kit

Gift bag for every team member (up to 5)

Popularity Prize:

5 Osmo Mobiles given out to the 5 entries with the most votes **excluding the Grand Prize winners of each category.**

Discount Coupons:

The first 100 submissions will also receive a 5% discount coupon for a Phantom 4 drone.

8. WINNERS:

The winners will be announced and posted online at <http://events.dji.com/campus/stories> after final deliberations and vote-tallying on December 19th, 2016.

9. SUBMISSION FORMATS:

For the competition, submission of the final film and behind-the-scenes can be done on a third-party content hosting site such as YouTube, Vimeo, DropBox, or Google Drive.

The film must be in one of the three following formats:

- avi



- mov
- mp4

Before the completed film begins, the tape should have:

- 2 seconds of black screen
- A title card with: team name, Category A/B/C, title, and genre
- A title card with: "This film is made for DJI Campus Stories."
- 2 seconds of black screen
- Your film

The maximum size of the file should not exceed 1GB