

# STUDENT VIDEO ESSAY CONTEST

#IIDASFCCESSAYBTS2023

## GUIDELINES

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# IIDA

SOUTH FLORIDA  
chapter

# STUDENT VIDEO ESSAY CONTEST: CELEBRATING INCLUSIVE DESIGN

Welcome to the Student Video Essay Contest: Celebrating Inclusive Design! We're thrilled to invite creative minds from all corners of academia to participate in this exciting competition. Inclusive design is all about making the world a more accessible and welcoming place for everyone, regardless of their abilities. So, grab your cameras, unleash your creativity, and let's spread the message of inclusivity through the power of video essays!

## CONTEST GUIDELINES

**Eligibility:** The contest is open to all students currently enrolled in an interior design program in an educational institution located in West Palm Beach, Fort Lauderdale, Fort Meyers, Naples & Miami, FL.

**Video Length:** Video essays should be between 3 to 5 minutes in length.

**Content Guidelines:** Your video essay can include personal experiences, case studies, interviews, animations, or any creative element that effectively communicates the significance of inclusive design.

**Originality:** All submissions must be original work created by the participant(s). Plagiarism will result in immediate disqualification.

**Language:** Video essays can be submitted in English.

**Team Submissions:** You can submit a video essay as an individual or as a team of up to 2 members. Collaborative efforts are encouraged!

**Additional Submission Document:** Students must upload a picture of their current student ID at the university/college they are currently enrolled in.

**Theme:** The central theme of your video essay revolves around the concept of "Inclusive Design." Inclusive design encompasses creating environments, products, and spaces that are accessible and welcoming to people of diverse abilities. For your video essay, you will focus on inclusive design in the context of interior spaces.

Here are the key points your video essay should cover:

- **Select a Public Interior Space:** Begin by choosing a public interior space, such as a community center, library, or hospital.
- **Application of Inclusive Design:** Explain how you would apply the principles of inclusive design to your chosen project. This involves considering how to make the space accessible and comfortable for a wide range of users, including those with disabilities.
- **Specific Inclusive Design Features:** Describe the specific features or elements you would incorporate into your design to enhance inclusivity. This could include ramps, wide doorways, Braille signage, adjustable furniture, sensory-friendly lighting, and more.
- **Evaluation of Success:** Discuss how you would evaluate the success of your design in terms of inclusivity. This might involve gathering feedback from users, conducting accessibility assessments, and measuring the space's usability for all.

- **Consider Specific User Needs:** Highlight the specific needs of the people who will be using the space. For instance, if you're designing a library, consider the needs of elderly visitors, parents with strollers, individuals with visual or hearing impairments, and so on.
- **Challenges and Opportunities:** Explore the challenges and opportunities that come with designing an inclusive space. Discuss potential hurdles you might encounter during the design and implementation phases.
- **Promotion of Social Equity and Inclusion:** Explain how your design contributes to social equity and inclusion. Discuss the broader societal impact of creating spaces that accommodate everyone, regardless of their abilities.
- **Visual Representation:** As part of your submission, include a visual representation of your chosen project. This can be a sketch, floor plan, rendering, model, or any visual aid that helps convey your design concept.

Your video essay should be structured in a well-organized and persuasive manner. It should demonstrate your understanding of inclusive design principles and your ability to apply them practically to real-world projects.

## SUBMISSION PROCESS:

1. Create your captivating video essay with a focus on the theme of inclusive design.
2. Upload your video to a video-sharing platform (YouTube, Vimeo, etc.) with the title: "Student Video Essay Contest: [Your Title]."
3. Fill out the submission form on our official contest website [www.iddasfc.org](http://www.iddasfc.org) with your name(s), contact information, a brief description of your video, and the link to your video essay.
4. Submissions will be accepted starting **September 22nd 2023** and the deadline for entries is **November 10th ,2023**. Late entries will not be considered.

## JUDGING CRITERIA

The entries will be judged on the following criteria:

1. **Creativity:** How uniquely the theme of inclusive design is presented.
2. **Message:** How effectively the video essay conveys the importance of inclusivity.
3. **Production Quality:** The overall production value, including audio, visuals, and editing.
4. **Impact:** The potential impact of the video in raising awareness about inclusive design.

## Best Behind-the-Scenes Content Prize: Inside the Creation Award

### Submission Guidelines

1. Participants should capture and share behind-the-scenes moments and insights related to their video essay creation process throughout the duration of the contest.
2. Content can include photos, videos, captions, and descriptions that offer a glimpse into the creative journey.

3. Participants should use the contest's designated hashtag **#IIDASFCessaybts2023** and tag the social media account **@IIDASFC** in your posts to ensure visibility.

## JUDGING CRITERIA

Entries for the "Inside the Creation" Award will be judged based on the following criteria:

1. **Authenticity:** How genuinely the student shares their creative process and insights.
2. **Engagement:** The level of engagement the content generates from the audience.
3. **Relevance:** How well the content relates to the video essay creation process and the theme of inclusive design.
4. **Creativity:** The unique and creative ways the student presents their journey.

## PRIZES

1st Place: \$1,500 Scholarship

2nd Place: \$1,250 Scholarship

3rd Place: \$1,000 Scholarship

Best Behind-the-Scenes Content Prize: "Inside the Creation" Award : \$750

## WINNERS ANNOUNCEMENT

The winners will be announced on **November 8<sup>th</sup>, 2023** on our official contest website and through our social media channels.

Let's create a world where everyone feels valued and included! Unleash your creativity, share your insights, and be a part of the inclusive design movement. We can't wait to see your incredible video essays!