



# Technology Project Guidelines for STEAM Night 2024

Our 7<sup>th</sup> STEAM Night at MATES will be held on campus on February 29<sup>th</sup>, 2024. Students should bring their projects to the Computer Lab (Room 18) one week prior to the event on Friday, February 23<sup>rd</sup> 2023. All projects must be taken home at the end of STEAM Night. You may reach out to Erin Tracy, STEAM Night Chair, via email at [Eryn1722@aol.com](mailto:Eryn1722@aol.com) with any questions. Below are the requirements for the Technology project submissions in the three available categories - Digital Photography, Commercial, or Game Design.

Please complete an application form for all students that would like to submit projects. This will be due back to school on February 9<sup>th</sup>, 2024.

**All projects must be able to stand alone without a student to run the experiment.**

## Digital Photography:

### What to submit

Up to 3 images on a CD or flash drive **WITH STUDENT NAME WRITTEN ON ITEM**, along with a title and a description using a full sentence. Please be sure to title your image files on the CD/ flash drive so they match the title of your image. Limit descriptions to one paragraph, not more than 100 words. In many cases, one sentence is sufficient.

The images should be in .jpg format. Please provide the highest resolution image possible.

### Tips for Photographers:

- No date stamps
- Consider the criteria below when you take or choose photos

- Both digitally enhanced/edited photos and photos that are not edited are welcome
- Hint: While pictures of sunsets and flowers can be very attractive, use your imagination and creativity!
- Need ideas? Here are some student photos from other competitions:  
<https://kids.nationalgeographic.com/explore/contests/international-photography-contest/#aa-1.jpg>

## **Commercial:**

### What to submit

What makes a consumer want to buy a product after seeing a commercial? Selling is also known as the art of persuasion. Consumers are convinced that the product they are willing to buy offers many benefits for the dollar. A commercial can be funny, dramatic, joyous or combinations of them, but it must always be interesting. Your project is to work with a group and create your own short commercial for a product that you and your group will make up. Please submit either a flash drive with the completed video file or a published YouTube link to Mr. Haynes.

1. No more than 3 people in a group.
2. Must be between 30 to 90 seconds.
3. You must make up your own product. For example: you can sell laundry soap, but it can't be TIDE or any other brand that actually exists. You can also invent a completely new product that doesn't exist, or create a modified version of a product.
4. Along with your commercial, you must have a 1 paragraph write up in which you discuss the following: Your target audience (what kind of people are you marketing to?), and what it does along with any special features.
5. Have fun! Be creative!

### ADDITIONAL RESOURCES:

#### Commercials

- The process of making a humorous commercial: [www.videomaker.com/article/7460/](http://www.videomaker.com/article/7460/)
- The process of making a commercial and includes an example of a script and storyboard for a 30-second commercial: [www.videomaker.com/article/3327/](http://www.videomaker.com/article/3327/)
- Production techniques used in shooting documentaries, commercials, action events, training videos, promotional videos, and TV programs: [www.videomaker.com/article/1395/](http://www.videomaker.com/article/1395/)

#### Compositing and Chroma Key

- Lighting for compositing: [www.videomaker.com/article/10914/](http://www.videomaker.com/article/10914/)
- Techniques for compositing video and chroma key: [www.videomaker.com/article/8307/](http://www.videomaker.com/article/8307/)
- Simple to complex compositing and planning for compositing: [www.videomaker.com/article/7648/](http://www.videomaker.com/article/7648/)

## **Game Design**

### **What to submit**

**Design a computer game using your coding expertise! Your game should be able to be played by at least one person. Below are some resources with websites that allow students to design and code games for free (Scratch is recommended and has plenty of step by step tutorials!). Students may need to create an account on certain websites to save their work. To submit your game to the Technology Fair, please provide a short list of instructions along with log in information to access your game to Mr. Haynes.**