



**STUDENT PACK**  
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Inspiring Excellence  
in Communications  
Worldwide

## What is Ibda'a?

Launched in 2001 under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, Ibda'a Media Student Awards were initiated by Dubai Media City to recognize, nurture and promote young media talent. The event is organised on an annual basis by Dubai Media City in association with the International Advertising Association (IAA).

Over the years, Ibda'a Media Student Awards has attracted a multitude of entries from the Gulf region and the globe. Its success was marked by the increasing number of entries and participating candidates. More than 2,200 entries from 20 different countries participated in 2006 alone.

Ibda'a Media Student Awards 2007 will continue to discover hidden talents of the world's most creative and skilled youth. A large number of bright young stars will step out of the shadows into the limelight, to celebrate creative excellence in media surrounded by an environment conducive to freedom of thought and expression.

Serving as a springboard for all undergraduate students, Ibda'a Media Student Awards catapults young innovators into the international media arena, where they have the opportunity to showcase and realize their dreams and aspirations.

Finalists will be flown to Dubai for a gala celebration and can look forward to exciting prizes including workshops, training programmes and internships in conjunction with global media companies.

In addition the Ibda'a Career Day has been launched to connect students with prospective employers. Experts from leading media companies and organizations in UAE will identify fresh graduates seeking industry specific career opportunities.



## Ibda'a Categories

- Journalism (Non-News)
- Radio
- Animation
- Graphic Design
- Analogue Photography
- Digital Photography
- Print Advertising
- TV Advertising
- TV Documentary
- Film/TV Feature

## Ibda'a Calendar 2007

- Entries deadline:** Thursday 15th, November 2007
- First round of judging:** Thursday 22nd, November 2007
- Students' arrival:** Sunday 23rd, December 2007
- Exhibition:** Tuesday 25th - Saturday 29th, December 2007  
Venue: Dubai Media City, Amphitheater
- Ibda'a Career Day:** Wednesday 26th, December 2007  
10:00 a.m. - 4:00 p.m.  
Venue: Dubai Media City, Amphitheater
- Gala Dinner:** Thursday 27th, December 2007  
Venue: Dubai Media City, Amphitheater

**Entries must be sent to:**  
Dubai Media City  
P.O. Box 53777, Al Sufouh Road,  
Dubai, United Arab Emirates  
Telephone: +971 4 361 3515



## Judging Rounds

There are three qualifying rounds in the Ibda'a Awards. The first round covers preliminary screening, where entries that fail to meet the prerequisites of the designated criteria and guidelines are eliminated. In the second round, entries will be \*short listed to a minimum of three and a maximum of five entries per category. In the final round of qualification, panel of judges will unanimously select the winner from each category.

- \* Short listed candidates will gain region wide exposure, and are flown to Dubai courtesy of Dubai Media City on an all-expense-paid trip to attend the Ibda'a Awards Gala Ceremony. Winners will return home with prestigious internships, prizes and trophies. International Media students will interact and showcase their talents on a global scale during a five day exhibition attended by key media players.

## Participating Countries

- Australia
- Bahrain
- Canada
- Egypt
- India
- Iran
- Japan
- Jordan
- Kuwait
- Lebanon
- Morocco
- Oman
- Pakistan
- Qatar
- Saudi Arabia
- South Africa
- Sri Lanka
- Tunisia
- Turkey
- United Arab Emirates
- United Kingdom
- United States



# Journalism (Non-News)

Internship Awarded by:





## Journalism (Non-News)

The project may be based on any subject in the format of a story/feature including investigative reports (non-news reporting), interviews, etc. The article must be in English language and should not exceed 1,000 words.

### How to enter:

- Entries must be submitted as two hard copies along with one CD containing the project.
- If the article has been published please provide a copy of the publication/tear sheet.



# Radio Feature

Internship Awarded by  ARN  
ARABIAN RADIO NETWORK

## Radio Feature

The radio project may be on any subject done in the format of a story/feature or documentary style including a talk show, interview, musical feature, investigative report, etc. (with the exception of news reports). The running time should be between 10 and 30 minutes.

### How to enter:

- Entries must be submitted on two standard CDs or audio cassettes containing only one entry per audio cassette or CD.
- The student's name, entry category, title of work project and duration in minutes must be clearly indicated on both the cassette and the cover/case (as per the specimen label on the back of the entry form).
- Entries must be in English only.

### Each entry must be accompanied by:

- A list of credits including names of voices/performers and technical crew, director, etc.
- A brief summary of not more than 300 words explaining the theme.
- A Call Sheet with all the recording schedules, problems and challenges faced during production along with any other relevant information noted during the shooting.



# Animation

Internship Awarded by:   
Xisché.com

## Animation

The motion picture project may cover any subject that involves the use of animation. It can be in any format i.e. feature, documentary, etc. The running time should be at least 60 seconds and no longer than 10 minutes.

### How to enter:

- Entries must be submitted on two DVDs, CDs, or VHS (PAL) video cassettes containing only one entry per DVD, CD, or VHS.
- If the project is in flash format, entries must be submitted in mpeg, avi, or .mov formats.
- The student's name, entry category, title of work project and duration in minutes must be clearly indicated on two DVDs, CDs, or VHS (PAL) video cassettes and the cover/case (as per the specimen label on the back of the entry form).
- Entries that are not in English language must be subtitled or accompanied by a translation of the text copy in English.

### Each entry must be accompanied by:

- A list of credits including names of technical crew, director, etc.
- A brief summary of not more than 300 words explaining the theme.
- A Call Sheet with all the recording schedules, problems and challenges faced during production along with any other relevant information noted during the shooting.



# Graphic Design

Internship Awarded by: 

## Graphic Design

The graphic design project may cover any subject and includes brochures, catalogues, book and CD covers, posters, package designs, invitation cards, menu cards, any item grouped as below-the-line advertising, point of purchase and indoor/outdoor graphic designs. The entry project should not exceed 30cm x 40cm in size.

### How to enter:

- Entries must be mounted on mounting board with 2 cm clearance on each side. The entrant must supply two hard copies of the work as a requirement. A photocopy of the entry form should be pasted on the reverse of the card mount.
- If the work project is double-sided, a catalogue or a brochure, it may be submitted in a folder. However, please ensure that a photocopy of the completed entry form is pasted either on the inside front cover or at the back of the folder that contains your entry.
- Entries that are not in English language must be accompanied by a translation of the text copy in English.

### Each entry must be accompanied by:

- Digital files in jpeg format on a CD with only one entry per CD.
- The CD should be clearly marked and easy to identify. Please paste a thumbnail along with details on the CD cover (as per the specimen label on the back of the entry form).
- Every entry must be accompanied by a brief summary of not more than 300 words explaining the theme.



# Analogue Photography

Internship Awarded by:  MOTIVATE  
PUBLISHING



## Analogue Photography

The entries may cover any subject and can be in black & white or colour. The photographs must be shot on regular film stock (not digital). The photographs must be processed from original negatives/transparencies and may not be digitally enhanced or manipulated. The maximum size of the photograph should not exceed 30cm x 40cm.

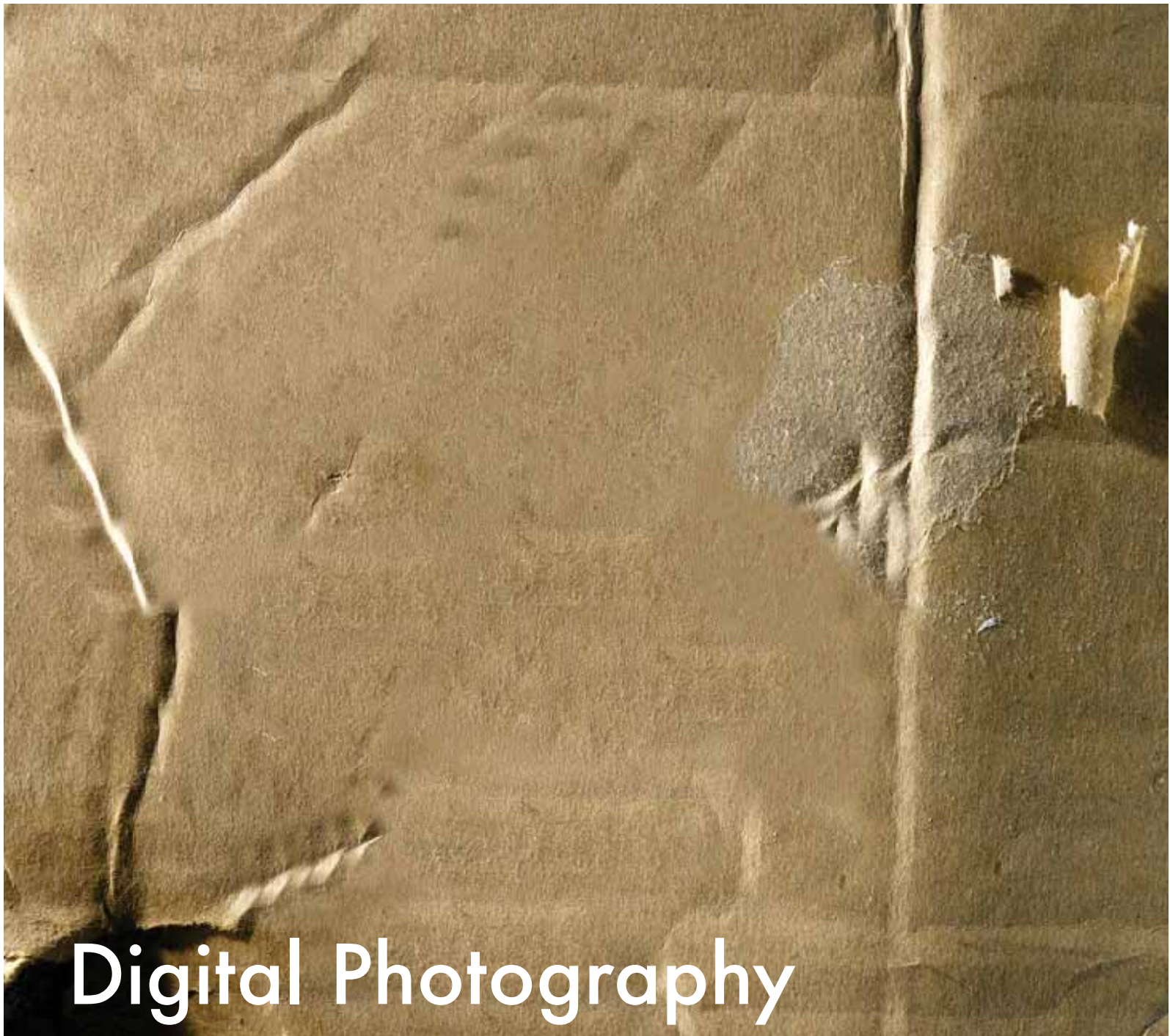
### How to enter:

- Entries must be mounted on mounting board with 2cm clearance on each side. The entrant must supply two hard copies of the work as a requirement. A photocopy of the entry form should be pasted on the reverse of the card mount.
- A maximum of eight photographs can be presented as one entry if they are part of one themed series.
- Every photograph of the themed series will be judged.

### Each entry must be accompanied by:

- Digital files in jpeg format on a CD with only one entry (one photograph) per CD. A themed series of eight photographs will be considered as one entry.
- The CD should be clearly marked and easy to identify. Please paste a thumbnail along with details on the CD cover (as per the specimen label on the back of the entry form).
- Entry must be accompanied by a brief summary of not more than 300 words explaining the theme.





# Digital Photography

Equipment Worth \$4,000:



## Digital Photography

Entries may cover any subject in black & white or colour. The maximum size of the photograph should not exceed 30cm x 40cm.

### How to enter:

- Entries must be mounted on mounting board with 2cm clearance on each side. The entrant must supply two hard copies of the work as a requirement. A photocopy of the entry form should be pasted on the reverse of the card mount.
- A maximum of eight photographs may be included in one entry if they are part of one themed series.
- Every photograph of the themed series will be judged.

### Each entry must be accompanied by:

- Digital files in jpeg format on a CD with only one entry (one photograph) per CD. A themed series of eight photographs will also be considered as one entry.
- Please also include a layered Photoshop file that clearly illustrates the manipulation of the original image. Only colour manipulation is accepted.
- The CD should be clearly marked and easy to identify. Please paste a thumbnail along with details on the CD cover (as per the specimen label on the back of the entry form).
- Each entry must be accompanied by a brief summary of not more than 300 words explaining the theme.





# Print Advertising

Internship Awarded by: SAATCHI & SAATCHI

## Print Advertising

The print advertisement may cover any subject related to **social and public awareness** including conservational and environmental issues, education, disability, anti-drugs, road safety, health, hygiene, wildlife, art, culture, etc. The advertisement may be in black & white or colour. The maximum size of the advertisement should not exceed a full page broad sheet (height 53cm x width 35.7cm).

### How to enter:

- Entries must be mounted on mounting board with 2 cm clearance on each side. The entrant must supply two hard copies of the work as a requirement. A photocopy of the entry form should be pasted on the reverse of the card mount.
- Entries that are not in English language must be accompanied by a translated script in English.

### Each entry must be accompanied by:

- Digital files in jpeg format on a CD with only one entry per CD.
- The CD should be clearly marked and identified. Please paste a thumbnail along with details on the CD cover (as per the specimen label on the back of the entry form).
- Every entry must be accompanied by a brief summary of not more than 300 words explaining the theme.



# TV Advertising

Internship Awarded by: *Leo Burnett*

## TV Advertising

The TV commercial may cover any subject of social relevance for public awareness including conservational and environmental issues, education, disability, anti-drugs, road safety, health, hygiene, wildlife, art, culture, etc. It may be live action, animation, graphics or a combination. The running time should be between 30 and 120 seconds.

### How to enter:

- Entries must be submitted on two DVDs or VHS (PAL) video cassettes containing only one entry per DVD or VHS.
- The student's name, entry category, title of work and duration in minutes must be clearly indicated on both sides of the DVD or VHS cover/case (as per the specimen label on the back of the entry form).
- Entries that are not in English language must be subtitled or be accompanied by a script in English.

### Each entry must be accompanied by:

- A list of credits including names of actors and technical crew, director, etc.
- A brief summary of not more than 300 words explaining the theme.
- A Call Sheet with all the recording schedules, problems and challenges faced during production along with any other relevant information noted during the shooting.



# TV Documentary

Internship Awarded by:  **CNBC**  
عربية



## TV Documentary

The motion picture project may be based on any subject done in a documentary format. Projects based on 'investigative reporting' may also be entered in this category (non-news reporting). The running time should be between 10 and 30 minutes.

### How to enter:

- Entries must be submitted on two DVDs or VHS (PAL) video cassettes containing only one entry per DVD or VHS.
- The student's name, entry category, title of work and duration in minutes must be clearly indicated on both sides of the DVD or VHS cover/case (as per the specimen label on the back of the entry form).
- Entries that are not in English language must be subtitled or be accompanied by a script in English.

### Each entry must be accompanied by:

- A list of credits including names of actors and technical crew, director, etc.
- A brief summary of not more than 300 words explaining the theme.
- A Call Sheet with all the recording schedules, problems and challenges faced during production along with any other relevant information noted during the shooting.



Film/ TV Feature

Internship Awarded by: 

## Film/ TV Feature

The motion picture project may cover any subject as long as it is a story/ feature format in a non documentary style. The running time should be between 10 and 30 minutes.

### How to enter:

- Entries must be submitted on two DVDs or VHS (PAL) video cassettes containing only one entry per DVD or VHS.
- The student's name, entry category, title of work and duration in minutes must be clearly indicated on both sides of the DVDs or VHS (PAL) video cover/case (as per the specimen label on the back of the entry form).
- Entries that are not in English language must be subtitled or accompanied by a translation of the text copy in English.

### Each entry must be accompanied by:

- A list of credits including names of actors and technical crew, director, etc.
- A brief summary of not more than 300 words explaining the theme.
- A Call Sheet with all the recording schedules, problems and challenges faced during production along with any other relevant information noted during the shooting.



## Rules & Regulations

The competition is open to all undergraduate and graduating students of the year 2006/2007.

- Students must participate individually. No group projects are accepted.
- Entries must fulfill the criteria and the guidelines of the selected category listed before submission. For further information kindly go to [www.ibdaa-awards.ae](http://www.ibdaa-awards.ae) or contact us on +971 4 361 3515
- Every entry must be accompanied by an Entry Form. All entries must be authorized by the head of the department/ institute/ university. Please note all entry forms must be stamped by the authorizing party.
- Culture and Religious sentiments must be respected. Any disrespect will result in disqualification.
- Decisions made by the panel of judges are irrevocable and binding. No correspondence on the matter will be permitted.
- Entries will not be returned. Dubai Media City reserves the right to use the entries for display, exhibition, and demonstration in any manner as long as such entries are used for the purpose of promoting Dubai Media City, Ibda'a Awards or any other related activity.

## Entry Form

### Eligibility - Entry Checklist

- Entrants must be undergraduate or graduating students of the year 2006/ 2007.
- No group projects are accepted in the competition. Entries must be based on individual projects only.
- An entry form must be completed and submitted with the project of the chosen category.
- Entrants must have an approval from the head of Faculty at their University/College or Institution in order to be eligible for participation
- Entries must fulfill the criteria of each category and follow the guidelines thereof assigned for the submission of entries. Such guidelines are listed under each category.
- Entrants must attach all supportive material
- Entrants must ensure that entries do not violate or provoke religious sentiments and/or ethnicity of the region
- All entries must be labeled in English according to the attached sample label on the following page.

## Specimen Label

\*

Student Name: \_\_\_\_\_

University/Institute: \_\_\_\_\_

Category: \_\_\_\_\_

Project Title: \_\_\_\_\_

Duration: \_\_\_\_\_

\*Please photocopy

## Entry Form

Kindly fill in the Entry Form in Block Letters

Entry Category:	<input type="text"/>				
First Name:	_____			Surname:	_____
Date of Birth:	Date	Month	Year		
	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Home Address:	_____				
City:	_____			Country:	_____
Telephone:	Access Code	Country Code	Area Code	Local Number	
	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
E-mail:	_____				
Name of University/ Institute:	_____				
Name of Course:	_____				
Expected Year of Graduation:	20	<input type="text"/> <input type="text"/>			
Name & Contact Details of Supervising Instructor/ Professor:	_____				

University Stamp
date: ___ / ___ / ___



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