



(and teachers too!)

Sketchy Animation Contest for Students[^]

Calling all students and teachers in K-12! We want to show the world how YOU use Sketchy in the classroom! We are looking for the best examples of animations from science, math, language arts, social studies and more! This contest will be bigger and better than ever! Share your Sketchy and you could win a 1 GB iPod Shuffle!

- 1st place in each category: 2GB iPod Shuffle
- 2nd and 3rd place: Certificate of Recognition

Winners will be posted to a Sketchy Showcase on the GoKnow website for all to see!

Contest Rules:

1. Your Sketchy submission must have a title and your name.
2. Do NOT put your name in the actual animation. (If your name is in the movie part of the Sketchy, you must erase it.)
3. Only one Sketchy per student may be submitted, so pick your best ONE.
4. Refer to the documents at www.goknow.com/sketchycontest for the submission guidelines.
5. All Sketchys must be submitted by 5:00 PM Eastern Time on Monday, May 24, 2010.
6. Due to the hundreds of Sketchys GoKnow receives, those Sketchys not following the submission guidelines will be discarded immediately.
7. Your Sketchy must have been created during the 2009-2010 school year.
8. The Sketchy must have been created by the student submitting the Sketchy.
9. By submitting a Sketchy animation to the Sketchy contest, you agree to the follow statement:

I hereby give GoKnow, Inc. and its designees ("Authorized Users") the irrevocable right to use my Sketchy animations and to reproduce such animations, in any print, electronic, or other medium for purposes of trade, display, exhibition, promotion or editorial use. I understand that school names, grade levels, and location may be associated with the work, but student names will be omitted.





Other Details:

1. All required forms (and software if needed) are posted at: www.goknow.com/sketchycontest. You can also view previous winners at this site.
2. Contest is open to all K-12 students and teachers, including public, private, and home school.
3. Sketchys can be created using Palm handheld computers, Pocket PCs, cell phones, Novas, or laptop/desktop computers.
4. Entries must be submitted into one (and only one) category. They are Social Studies, Math, Language Arts, Science, Other, and "Teacher."
5. No purchase is necessary to participate. Contestants may use demo versions of the software available from the GoKnow Web site.
6. Be sure to carefully read the "Sketchy Evaluation Guide" so you know how your Sketchy will be judged.
7. The teacher will be notified of winners and honorable mentions. Winners will be announced on Friday, June 2, 2010.
8. Submitted Sketchys may be independent of a classroom assignment.
9. If you have additional questions, please email sketchycontest2010@goknow.com.

Sketchy Evaluation Guide

The best Sketchys:

- Have typed text (when appropriate) using the text tool to explain and label concepts
- Have NO student names in the animation itself
- Demonstrate good use of colors and design
- Have smooth transition between frames
- Teach a concept to someone who knows nothing about it. Can a stranger watch your Sketchy and understand what you are learning about?
- Entertaining to watch—the "replay value"





Evaluation Criteria

- **Educational Value:** Clearly explains key concepts or understanding of curriculum area.
- **Quality of Independence:** Clearly explains the concept without having to rely on outside explanations or additional materials.
- **Graphic Design and Animation:** Graphics and text clearly represent the concept; animation is smooth and used effectively.
- **Originality and Creativity:** Demonstrates imagination and captures the viewer's attention.

CATEGORY	3 points	2 points	1 point
Educational value	Clearly explains key concepts or understanding of curriculum area, even for a user who may not understand the concept; labels appropriately used; no spelling mistakes	Curriculum concepts are presented effectively; however key concepts could be better identified; no spelling mistakes	Curriculum concepts are unclear or not accurate, spelling mistakes
Quality of independence	Clearly explains the concept without having to rely on outside explanations or additional materials	Concept being taught is clearly understood, however some explanation or additional materials would be helpful	Concept being taught is unclear and needs explanation or additional materials
Graphic design and animation	Graphics and text clearly represent the concept; main idea/animation flows smoothly between screens. Creative use of Sketchy resources	Graphics are well done with animation used effectively; main idea/animation does not flow between screens; limited use of Sketchy resources	Graphics are rough with animation not used effectively; main idea/animation does not flow between screens; limited use of Sketchy resources
Originality and creativity	Demonstrates imagination and quickly captures viewer's attention. Viewer wants to watch Sketchy multiple times	Demonstrates some imagination and creativity and begins to captures the viewer's attention	Looks similar to other projects; not very engaging