

## Rules for the 14th IMMA Communication Awards 2024

**Day:** Thursday 16 May 2024

**Time:** 11 a.m.

**Place:** Aula Magna, Barcelona Campus (UIC Barcelona)

### **What are the IMMA Communication Awards?**

The IMMA Awards for Communication is the grand annual event of the UIC Barcelona Faculty of Communication Sciences, where Universitat Internacional de Catalunya students get the chance to present their most innovative and creative projects to a professional jury.

### **Who are the IMMA Communication Awards aimed at?**

For the standard categories, students studying at the Faculty of Communication Sciences from any academic year can enter. For the extraordinary category, students from any secondary school, vocational training course or university of any nationality who are between the ages of 16 and 25 can participate.

## **1. Categories**

### **Standard categories**

#### **1. Photography and Graphic Arts**

A unique photograph or a series of photographs that are linked by a theme.

#### **2. Sounds and Music**

An audio production, such as a song, a radio broadcast, a podcast, etc.

#### **3. Fiction**

A work of fiction with a story and plot line, such as a short film, featuring completely fictitious characters and situations.

#### **4. Non-Fiction**

An audiovisual creation based on a specific subject matter, which presents true facts and/or an initial idea. In other words, it must represent a potentially real-life situation.

#### **5. Advertising Campaign**

An audiovisual campaign that could be shown in the cinema and/or on television.

Entries submitted for the above categories will not be subjected to a time limit or specific subject matter.

### **Methos Media extraordinary category**

Short film about the digital footprint with a duration of between 1.5 and 3 minutes. Short films may be submitted in Spanish, Catalan or English. When the original language is Spanish or Catalan, they must be subtitled in English. When the original language is English, they must

be subtitled in Spanish.

Prizes for this category:

1. **Methos Media First Prize**
2. **Contraste Second Prize**
3. **Methos Media Third Prize**

### **Special recognition UIC Barcelona Values**

One entry will receive the UIC Barcelona Values special recognition from all the proposals submitted.

## **2. How to take part**

### **A) Registration**

- To submit an entry to one of the **standard categories**, students must fill out this [form](#) and send their proposal via WeTransfer to [comuic@uic.es](mailto:comuic@uic.es). Anyone who wants to submit more than one entry must fill out one form per proposal.
- To submit an entry to the **Methos Media extraordinary category**, students must fill out this [form](#) and send their proposal via WeTransfer to [comuic@uic.es](mailto:comuic@uic.es).

### **B) Technical specifications**

- File name: Project title
- Submissions:
  - Send the file to **comuic@uic.es** using WeTransfer, with the subject line as follows: Project title + submission category.
  - Please do not send the file via Google Drive as there may be issues regarding permission to access the content.
- Audio files:
  - MP3 format
  - Audio pieces must be accompanied by an image that will be projected while the audio is playing (the image can either be static or animated, with a resolution of 1920x1080 px).
- Videos:
  - MP4 format with a resolution of 1920x1080 px (HD)
  - The file must weigh no more than 500 Mb.
  - The video must feature a black frame lasting three seconds before the video plays, and another lasting five seconds at the end.

→ The submission deadline for all categories: **25 April 2024.**

### **3. Jury**

The jury is made up of communication professionals who are specialised in different areas of the field. Winners will be selected based on an assessment of various aspects of their entries.

### **4. Prizes:**

#### **Standard categories:**

1. Photography and Graphic Arts: €500 Amazon voucher
2. Sounds and Music: €500 Amazon voucher
3. Fiction: €500 Amazon voucher
4. Non-Fiction: €500 Amazon voucher
5. Advertising Campaign: €500 Amazon voucher

#### **Methos Media extraordinary category:**

1. Methos Media First Prize: €2,500
2. Contraste Second Prize: €1,000
3. Methos Media Third Prize: €500