

# **Create For Life Challenge**



## **Student Resources Kit**

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**Want to use your creative skills to help your community?  
Want the chance to win cash, professional artistic equipment, and more?  
Then check out the Create for life Challenge!**

Hosted by the American Cancer Society and Colorado-based nonprofit Catch It In Time, the Create for Life Challenge is an exciting new way to show off your creative side, help your community, and potentially even win big! All high school and college students are eligible to participate. And it's 100% free and easy:

1. Create a unique, engaging, and fun project that somehow relates to one or more of the topics chosen by the American Cancer Society for this year and fits into one of our twelve submission subcategories.
2. Submit your piece on the Create for Life Challenge website between January 1st and March 31st.
3. Check out the other entries while our community judges do their thing.
4. If you're the top in your subcategory from your state, your entry moves onto the national competition. Submissions moving onto nationals will be announced in early May.
5. Over the summer, top-in-the-industry professionals will judge the national entries based on more rigorous criteria.
6. National winners will be announced in September at a celebratory event and screening (depending on circumstances, this may be virtual). All national entrants receive a trophy and a feature on our social media and website. Top submissions in each subcategory will get a scholarship of up to \$5,000, and the top three overall will get a whopping total of up to \$10,000. Plus, the schools of the top ten winners get a hunk of cash to help encourage even more creativity!

That's it! All you have to do is give us your most off-the-wall and unique ideas. What's something that would make you get interested and pay attention? Scan the QR code below for more information on categories and topics, then get creating!

The Create for Life Challenge empowers students to connect with their communities and learn more about cancer through creativity and storytelling. Unlike more traditional awareness campaigns, the Challenge invites students to truly participate in their own learning, health, and communities--all with the chance to win some incredible prizes (we know what's really important ;)).

***It's not about cancer. It's about life.***





## How It Works

Participating in the Create for Life Challenge is easy and 100% free. The Challenge is divided into two sections: state competition and national competition. The top entry in each subcategory during the state competition, as decided by our industry judges, will move onto the national competition.

*Here are the dates you need to know:*

- Submission period is open January 1st through March 31st
- State-level judges will look over entries throughout the month of April
- Entries that are moving onto the national competition will be announced in early May
- National judges have the summer to choose the top entries
- National winners will be announced in September, during a special awards event

## Prizes

- Up to \$5,000 scholarship for the top national entries in each subcategory
- Up to \$10,000 scholarship total for the top three national entries overall
- Up to \$5,000 for the schools of national winners
- Certificates and lapel pins
- Potential internships and once-in-a-lifetime experiences

More prizes are likely to be announced throughout the Challenge, so keep an eye on this page!



## Royalty Free Resources

Any content that you use, that you have not created, can be subject to copyright laws and require a licensing fee for its use. This could include photos, music, video elements, or any other content created by someone else. If you choose to use this content, you are required to follow all licensing rules and pay appropriate fees.

Good news! There are a lot of resources for content that are inexpensive or even free. You will hear the term royalty free. Royalty free doesn't necessarily mean the content is free but it does give the ability to use content, like an image, for one low price. If you're looking for content on the internet, you can't just grab something. Content belongs to the owner who created it. In general, look for content that is in the public domain, or has a Creative Commons International 4.0 license (meaning that, as long as you give the creator appropriate credit, you're free to use the source).

*Be sure to double-check the license and usage rights before grabbing anything from the internet! Here are some places you can find free or low-cost resources:*

### **Music:**

Fit Radio- <https://www.fitradio.com>

Rock My Run- <https://www.rockmyrun.com>

Dynamix- <https://www.dynamixmusic.com>

Instructor Music- <https://instructormusic.com>

Move-Ya- <https://www.move-ya.com>

Muscle Mixes- <https://muscleremixes.com>

Power Music- <https://www.powermusic.com>

Pure Energy Music - <http://www.pureenergymusic.com>

Yes! Fitness Music- <http://www.yesfitnessmusic.com>

Youtube Audio Library

### **Images:**

<https://www.istockphoto.com>

<https://www.pexels.com/royalty-free-images>

<https://unsplash.com>

<https://free-images.com>

<https://pikwizard.com>

<https://pixabay.com>



[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

### **Video Editing Software**

iMovie (Apple only) - pretty great for being free

Shotcut - Decent for being free

Camtasia (\$) - Solid, paid version is very good

Adobe Premiere (\$\$\$) - what professionals use

Final Cut Pro (\$\$\$, Mac only) - very good editor, but it's hard to use and expensive

### **Audio Editing Software**

Garageband (Apple only; mainly for music production but can be for general audio also)

Audacity - <https://www.audacityteam.org> (one of the best free programs out there)

LMMS - <https://lmms.io> (generally for music production, powerful but can be hard to use)

Ableton Live - <https://www.ableton.com> (\$\$\$) - really good for complex audio but expensive

Pro Tools - <https://www.avid.com/pro-tools> (\$\$\$) - what the professionals use and very expensive



## **Categories**

To make sure anyone can participate in the Challenge, regardless of where your creative talent lies, there are three main submission categories: video, audio, and graphic design/visual art. We have included examples within each category of types of projects you can submit, but the sky is the limit.

### **Audio categories include, but are not limited to:**

- PSA (:60 or less)
  - A public service announcement (PSA) is a message created to raise awareness of, and changing public attitudes and behavior towards, a social issue. Generally shown on television cable or streamed, a successful PSA features accurate information, understands its audience and grabs that audience's attention. As a PSA fits into a broadcast schedule, it has to have exact timing.
  
- Original music (with vocals, under 5 minutes)
  - Are you musically talented? Use that talent to create an original composition complete with lyrics.
  
- Short story non-fiction (under 5 minutes)
  - Do you have a great story to tell? Use this category to engage the audience and share. Be sure to get permission from any individuals you feature. You can use music, audio effects and sounds to enhance the experience.
  
- Short story fiction (under 5 minutes)
  - Use that creative writing talent to create a bite-sized story. You can use music, audio effects and sounds to enhance the experience.
  
- Podcast (limit 3 episodes, each 2:00 or shorter in length)
  - Find your inspiration and use your personality to get the audience hooked. Tell stories, have guests or just share your thoughts to promote cancer awareness.
    - You can use music, audio effects and sounds to enhance the experience.



### **General submission guidelines**

Regardless of format, all entries to the Create for Life Challenge must follow these guidelines:

- For visual submissions, include the Challenge logo somewhere in the submission piece. Various versions of the logo can be downloaded on the Challenge website. The logo must be large enough to ensure all text is legible and colors/layouts cannot be altered.
- Submissions must be free of profanity, nudity, and anything else that would qualify the submission as a higher than PG rating. This includes spoken, written, and graphic elements.
- All submissions must be original content and adhere to copyright law. If you're not sure whether or not a song, quote, image, etc. is in the public domain, don't use it.
- Any submissions that don't meet the requirements for the appropriate category will be disqualified. Check the specific categories for more information on technical requirements.
- All submission topics **MUST** be from the provided list of available topics, which can be found on the Challenge website. Any submissions that do not address one or more of these topics in some way will be disqualified.
- All submissions require the signature of a digital release form that allows the Create for Life Challenge team to utilize your work on social media, marketing, etc. (You retain the copyright to your work, so we need your permission to share it.) Submissions from students under the age of 18 also require parental consent. Both of these will be available on the submissions form.

### **Audio submission guidelines**

- The Challenge and its website must be mentioned by name
- Audio must be clear and understandable. Transcripts are encouraged, but not necessary.
- No foul language may be used
- Anyone who is heard in the audio piece must have a release completed, signed and on-file. The form can be downloaded from the Challenge website.
- Audio must be original content created by the student





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### **Graphic design categories include, but are not limited to:**

- **Poster / Flyer**
  - Posters/flyers are an easy way to get exposure. Featuring a one-page, eye-catching piece that can easily be hung on bulletin boards or walls, or handed out in person at events. Posters can include images, photography, typography in any combination you can imagine. We will be looking for posters/flyers that are creative, yet effective in cancer awareness.
  
- **Illustration / Cartoon**
  - An illustration is a visual explanation of a text, concept or process. A cartoon is a type of illustration, typically in a non-realistic style. Illustrations and cartoons can include comics, single images, refined sketches, painting, and more--in either physical or digital media. Photoshop paintings and pencil drawings both fit here. We will be looking for illustrations/cartoons that are creative, yet effective in cancer awareness.
  
- **Social Media Campaign**
  - A social media campaign is a series of coordinated activities aimed at achieving a specific awareness goal over a set period of time. It can be limited to a single medium, or take place across multiple social media platforms such as Facebook, Twitter or Instagram. We will be looking for campaigns that are creative, yet effective in cancer awareness. Are you meme royalty? Put that talent to use with a series of memes. Or create a group of graphics, captions, and links in a calendar that can easily be scheduled and shared by you or anyone else.



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### **Graphic design submission guidelines**

- Submissions should be free of corporate logos, product placement, and other copyrighted materials, with the exception of the Challenge logo. If other logos cannot be avoided for any reason, they must be blurred or blocked out before submission.
- No foul language may be seen
- Graphic design must be original content created by the student
- Any individual who appears in a submission must have a release\_completed, signed and on-file, with the exception of stock photo models. This form can be downloaded from the Challenge website.
- The Challenge logo must appear in the design



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### **Video categories include, but are not limited to:**

- A. PSA (:60 or less)
  - 1. A public service announcement (PSA) is a message created to raise awareness of, and changing public attitudes and behavior towards, a social issue. Generally shown on television cable or streamed, a successful PSA features accurate information, understands its audience and grabs that audience's attention. As a PSA fits into a broadcast schedule, it has to have exact timing.
  
- B. Animation (:60 or less)
  - 1. Animation offers you endless creativity using stop motion, pen/paper, cartoons, digital images, 2D or 3D objects like puppets, clay or paper, or any other fun ways to express the message!
  
- C. TikTok / Instagram (:60 or less)
  - 1. Take advantage of these popular formats to create efficient, attention-grabbing pieces to spread awareness. Know your audience and use your creativity!
  
- D. Short form video (under 3:00)
  - 1. Grab a camera, phone or GoPro to create a compelling story that will get your message across. Creative forms can include but are not limited to documentary, music video, fiction, or non-fiction.



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- Audio, if included, must be clear and understandable. Closed captions are encouraged, but not necessary.
- Anyone who appears in a video submission must have a release completed, signed and on-file. The required form can be found on the Challenge website.
- Videos can be shot on any video recording device - phones, cameras, gopro, etc.
- No foul language may be seen or heard
- Video must be original content created by the student.
- The Challenge logo must appear at some point in the video. Download it from the resources section of the website.