

THE NUTMEG AWARDS IN DIGITAL MEDIA



Mission

Digital Media Connecticut (DMCT) is working to support a talent pipeline in digital media and content production. Working in partnership with the Connecticut Office of Film, Television, and Digital Media, the DMCT collaborative provides a platform to connect high school and university students toward a successful career in Connecticut's growing digital media industry.

Digital Media Connecticut (DMCT) is hosting its first annual *Nutmeg Awards in Digital Media* aiming to reward student excellence in the following categories: Communications/Marketing, Interactive Media & Design, Film/Video Production, and Motion Design & Animation.

Presentation of awards will begin on or before **Thursday, June 1, 2021**.

Eligibility

The competition is open to students recommended by members of the DMCT Collaborative. The student must be enrolled at a Connecticut University/College & may be a recent graduate (1 year out of school). To be eligible, students must complete the acceptance form by **Monday, May 3rd, 2021**.

Recognition

- ▶ Virtual Badge recognized by DMCT partners
- ▶ Nutmeg Trophy in Digital Media
- ▶ Recognition from industry professionals
- ▶ Inclusion on the DMCT Nutmeg Awards Virtual Hall of Fame

Furthermore, all finalists will be considered for the DMCT Mentorship and Training program. This program includes short-term placement at a CT Digital Media employer, a small stipend, and other professional development experiences (e.g., company tours, workshops, etc.).

MOTION DESIGN & ANIMATION



Motion Design, also referred to as 'motion graphics', is a time-based form that synthesizes aspects of graphic design, film/video, visual effects, illustration, animation, and/or interactivity. This category recognises the hard work, talent, and innovation of designers for their best motion design projects.

The award winner will demonstrate proficient/strong skills in one (1) of the following:

- ▶ Motion & Graphic Design
- ▶ Animation
- ▶ Visual effects/Illustration
- ▶ Film/Video



FILM/VIDEO PRODUCTION



Film/Video Production considers traditional approaches to documentary and narrative filmmaking -- connecting that skill set to content marketing for brands looking for a stronger connection to the consumer.

The award winner will demonstrate proficient skills in filmmaking and production by submitting a 2-3 minute short-film.

Please note: This can be a segment of a larger piece.



COMMUNICATIONS & MARKETING



The Communication & Marketing category will underscore the connection between the increasing use of big data in the digital space and the formulation of digital marketing communication strategy, as well as how digital insights inform and enrich digital marketing communication tactics executed across the marketing mix.

The award winner will demonstrate the execution of one (1) of the following:

- ▶ Marketing Campaign
- ▶ Public Relations Campaign

Please note: All video marketing campaigns must be 2-3 minutes. This can be a segment of a larger piece.

INTERACTIVE MEDIA DESIGN & DEVELOPMENT



The Interactive Media Design & Development category recognizes the highest standards of excellence in game, interactive media, web design, and development and honors individuals for their outstanding achievement. This area includes the process of brainstorming, designing, and creating artwork, products, and services on computer-based systems that integrate users' actions as part of the experience. This area is in constant evolution as technologies, types of content, and platforms change.

The award winner will demonstrate high-level proficiency in producing a polished, user-friendly, and compelling product. All submissions must be a published piece/work (i.e. on a game site, on the web, at the app store, etc).

Assessment includes:

- ▶ Art
- ▶ Audio
- ▶ UI/UX
- ▶ Fun

