

Submission Rules & Guidelines

Eligibility

- Open to all current SMU students – undergraduates and postgraduates.
- Individual or team submissions are allowed (maximum of 4 members per team).
- One submission per team only
- Each person may join only one team
- No multiple submissions by the same individual

Submission Instructions

- Prepare your video:
 - Format: MP4
 - Orientation: Vertical (1080 x 1920)
 - Resolution: 1080 x 1920 Frame Rate: 30 fps
 - Maximum duration: 60 seconds
 - Maximum file size: 1GB
 - File name format: FullName/TeamName_Title.mp4
(Example: JaneTan_FactCheckMatters.mp4)
 - Language: English
 - Subtitles: All videos must include English subtitles
- Complete the online entry form [\[link\]](#) [MS form]
 - Provide the names and SMU affiliations of all team members (UG, PG + school)
 - Include a 2-3 sentence description of your video concept
- Upload your video file via the designated submission platform [\[link\]](#) [MS form].

Content Guidelines

- Content must be original and created by you/your team.
- Submissions must be suitable for public display (no offensive, discriminatory, or inappropriate material).
- Your video should address media and information literacy within the context of the GMIL 2025 theme: "Minds Over AI – MIL in Digital Spaces" stated above.
- Audio must be original and copyright-free. Consider using free resources such as [Pixabay Music](#).
- Content must be entirely created without the assistance of generative artificial intelligence ("GenAI") tools or platforms, including but not limited to AI-generated text,

images, audio, or video content. This prohibition applies to creation, editing, and post-production of the submission. Any entry found to include material generated by GenAI tools will be disqualified.

Evaluation Criteria for Reels/Videos

📺 1. Content Quality & Relevance (25%)

- **Clear message:** Does the video effectively convey a key MIL concept (e.g., fake news, digital citizenship, privacy, media bias)?
- **Relevance:** Is the topic aligned with the competition theme?
- **Accuracy:** Are facts presented correctly? Are sources credible?

🎨 2. Creativity & Originality (20%)

- Is the video unique and engaging?
- Does it offer a fresh or thought-provoking perspective?
- Use of storytelling or compelling visuals?

🧐 3. Critical Thinking & Analysis (20%)

- Does the video reflect thoughtful analysis or critique of media/information?
- Are MIL principles demonstrated (e.g., questioning sources, recognizing bias)?

🎬 4. Technical Execution (15%)

- Is the video well-edited (e.g., sound clarity, transitions, visual quality)?
- Appropriate length and pacing?
- Is the format appropriate for the chosen platform (e.g., vertical video for reels)?

🗣️ 5. Communication Effectiveness (10%)

- Is the message easy to understand?
- Is it appropriate for the intended audience?

🌐 6. Engagement/Impact (10%)

(Optional or Bonus Points)

- Is the content highly engaging and sparks conversation?
- Calls to action or thought-provoking conclusions?