

# RiGHTs

pRomoting Global citizenship  
Through digital Storytelling

## WORK STANDARDS

LIFELONG LEARNING PROGRAMME COMENIUS

a project coordinated by



Università degli Studi  
Guglielmo Marconi



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CONTEST RULES



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## Scope of this document

This document will encompass a series of rules and criteria that students have to respect during the activities to support the production of the digital stories that will be spread in May 2013. Furthermore, it will provide the participants of the RIGHTS project with technical advices related to the production of videos, software tools that could be used, on line sources for free sounds, music, pictures, moving images, maps and the rules to avoid the production of offensive material. The aim of the RIGHTS project ([www.rightsproject.eu](http://www.rightsproject.eu)) is to make young people “talk” through the digital storytelling language about topic related to Global citizenship in order for them to be more aware and become active citizens. The Digital Storytelling (from here on DST) techniques is a common language that help people tell their own 'true stories' in a compelling and emotionally engaging form. Short stories, made with a video-camera and a computer, could overstep national borders and improve the mutual understanding and awareness of involved students.

During the RIGHTS project experimentation phase, secondary school students of each involved school will **produce digital stories** (individually, by group or by class) related to Global citizenship issues.

During this period students activity will be monitored and supported by teachers and tutors from the project's partners. The students will receive **technical support** (advices related to software, length of the videos, DST techniques, etc.) and **methodological support** to make their digital stories comply with the features of the project. The students will have the opportunity to share their experiences and views with other students coming from different EU countries thanks to the use of the RIGHTS project facebook page (<https://www.facebook.com/RightsProject?ref=hl>) in order to increase and improve the dialogue among people from different countries while enforcing the set of rules made explicit by this document.

This Works Standards document will be available on the public area of the project website.

## RIGHTS Work Standards

### Language of communication

- The language of all forms of communication (e.g. in the Facebook page) in the RIGHTS project is English.
- All messages in the Facebook page in National languages should be deleted.
- The Digital Stories produced by the students will be narrated in English or in the partners' national languages with subtitles in English.

### Rules for communication

The following set of rules should be used to regulate **ALL FORMS OF COMMUNICATION** in the RIGHTS project (e.g. participation in **discussions in the Facebook** page, **interactions** with other participants and **production of digital stories**):

- respect each person and community, its values and principles.
- always express an attitude of tolerance and sensitivity towards the others.
- do not use verbal violence or any kind of aggressive rivalry.
- reject all forms of racism, xenophobia and sexual or gender discrimination.
- do not make statements or commentaries about religious and political convictions.
- avoid the use of political or religious symbols.



### Categories of the Digital Stories

- The digital stories produced by the students will be grouped in national categories
- Each school can produce as many digital stories as wished.
- Each student can produce more than one story (individually or in group).

### Production of the Digital Stories

Please take into account that the following rules are compulsory. Digital stories without the standards below will not be evaluated.

- The digital stories are a sequence of images and/or short videos with **no more than 3 minutes of length**. The digital stories can have music together with the spoken words.
- The digital stories should be **narrated in English** or in the partners' national languages with subtitles in English. Stories in National languages without subtitles will not be evaluated.
- The digital stories for the RIGHTS project **start with a screen with a title**
- The **next to last screen** of the digital stories **must contain**:

- the **name** and **surname** of the author(s)
  - the **school/institution**
  - the **town**
  - the **country**
  - the **copyright notice** (see instructions below in Copyright Issue)
- The last screen of the digital stories must contain the following text: **“This project has been funded with support from the European Commission. This product reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein”**. together with the Lifelong learning programme  (downloadable  from [http://eacea.ec.europa.eu/about/eacea\\_logos\\_en.php](http://eacea.ec.europa.eu/about/eacea_logos_en.php)).

## Copyright issues

- The teams of students should hold the copyrights for all the videos and photos that they are going to use in the videos - alternatively they should use copyright-free materials.
- The best images, videos and music to be included in the Digital Stories are the ones the participants make themselves. If the participants choose to use other person’s work they have to be sure they have the right to use it and give credit to the person who made it - this should be done in a screen at the end of the digital story.
- The digital stories produced in the RIGHTS project will be copyrighted under a **Creative Commons license**. These licenses are made available free of charge and allow creators to communicate which rights they reserve, and which rights they waive for the benefit of recipients or other creators. The license chosen is:

### **Attribution-NonCommercial-ShareAlike 3.0 Unported (CC BY-NC-SA 3.0)**

which means that recipients are **free to Share** (copy, distribute and transmit the work), under the following conditions:

- **Attribution** - they must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).
- **Non Commercial** - they may not use this work for commercial purposes.
- **Share Alike**- If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one

(you can find the text of the full license <http://creativecommons.org/licenses/by-nc-sa/3.0/legalcode>)

In order to make explicit that the digital stories produced by the participants of the RIGHTS project are copyrighted under this license, the author(s) need to **include in the next to last screen the following image and text:**



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License](http://creativecommons.org/licenses/by-nc-sa/3.0/).

(The image can be downloaded from [http://creativecommons.org/choose/results-one?license\\_code=by-nc-sa&jurisdiction=&version=3.0&lang=en](http://creativecommons.org/choose/results-one?license_code=by-nc-sa&jurisdiction=&version=3.0&lang=en))

## Privacy issues

**Every person has a right to her/his image.** Università degli Studi “Guglielmo Marconi” will provide teachers with a template where students’ parents will authorize the participation in RIGHTS contest and the publication of his/her image.

## Publication of the Digital Stories

The digital stories produced by the participants can be sent to the national partner through **We Transfer** web-application.

Please follow the 6 steps below

- 1 - Go to [www.wetransfer.com](http://www.wetransfer.com) ;
- 2 - **Add the file(s)** of your video and the **Artist Statement**;
- 3 - Write the **recipient e-mail address**: rightsdigitalstories@gmail.com;
- 4 - Enter your e-mail address;
- 5 - Type your message that must encompass:
  - a. the name of the author(s),
  - b. title of the video,
  - c. category,
  - d. the name of your school,
  - e. the Country.
- 6 - Click on TRANSFER

**This procedure has to be finished up to the 31<sup>st</sup> May 2013**

The digital stories will be **published** on the **RIGHTS** project website ([www.rightsproject.eu](http://www.rightsproject.eu)) after the **approval by the Evaluation Committee** and the **verification** of the respect of the rules of the **Work Standards**.

## Evaluation of the quality of the Digital Stories

The digital stories produced by students that will be **evaluated** by the **Evaluation Team** after the experimentation is complete. This team will be composed by researchers of all partners. Furthermore the stories will be also published on the project facebook page, this will allow all students and a wider audience to express their views on the story. The facebook evaluation will be part of the wider evaluation process based on the rules defined by the project partners. Students can vote only for **stories produced by their peers in a different European country** (Italian students cannot vote for Italian stories).

The digital stories will be evaluated in the following dimensions:

- the **story** (focus and purpose);
- the **use of images and media** (atmosphere or tone matching the story)
- **emotional content** (level of engagement with the emotions of the creator);
- **reflection** (level of the reflection of the autor(s)).

The Evaluation Team will choose **one story as winner** from the participating teams.

**One teacher** and **one student** responsible for the creation of the selected digital story will participate in the award ceremony that will take place in Barcelona on the 26<sup>th</sup> September 2013.

**For any clarification and/or information, please contact the RIGHTS team sending an e-mail to [m.fasciani@unimarconi.it](mailto:m.fasciani@unimarconi.it).**