

HERITAGE POSTCARDS: showcasing local places

Schools Heritage Competition 2007

The Schools Heritage Competition is an annual event of the Department for Environment and Heritage. It encourages students to identify with their local history, community and built environment, and provides opportunities for them to apply modern information and communication technologies (ICT) to promote important heritage concepts.

This competition was introduced in 2003 as an initiative to improve South Australian students' understanding of the diversity and significance of our State's built heritage. The term 'built heritage' refers not only to buildings, but also includes sites, structures and some archaeological and geological places. It includes 'modern' and simple places, as well as the old and the grand – any place that we believe should be retained and conserved for the future can be considered part of our built heritage.

The 2007 THEME – HERITAGE POSTCARDS: showcasing local places

Simply stated, this year's theme encourages students to use computer technologies to showcase their local heritage places, using either the *Postcards* or a postcard format.

There are therefore two broad interpretations of the theme:

- In previous years, many entries in the Schools Heritage Competition have shown similarities to Channel 9's *Postcards* television program – sometimes as video/DVD presentations but, in other cases, entries that reflect the format of the *Postcards* website (www.postcards-sa.com.au) or some of the print publications that complement the TV show. The 2007 theme, *HERITAGE POSTCARDS*, encourages students to consider the format of the *Postcards* TV segments, website or other publications and to suggest a similar product or idea that showcases their local built heritage places. Concepts for TV segments can include video or DVD productions, but illustrated scripts, *PowerPoint* presentations, *Publisher* products, etc are also appropriate.
- The second interpretation of the theme considers the format and purpose of a traditional tourist/souvenir postcard – basically a stunning image, or perhaps a drawing, painting or cartoon representation, with a short description. In this interpretation of the theme classes/students are encouraged to produce a series of postcards (either hard-copy or electronic) for the built heritage of their local area. Ideas can utilise digital images or perhaps scanned artwork (eg. drawings and paintings), and might be produced using a range of software, including *PowerPoint*, *Publisher* or a variety of photo-editing or drawing programs.

INTERPRETING THE 2007 THEME

The *HERITAGE POSTCARDS: showcasing local places* theme offers a wide choice of activities and interpretation for students and teachers. The challenge is to use this theme **to showcase built heritage places to a target audience**, such as tourists, television viewers or internet 'surfers'.

The product may simply highlight a place's aesthetics or its historical importance, but it might also be an opportunity to promote local achievement, or to change the perception of an area, challenge accepted practice or influence decision-makers.

FORMAT & STYLE

- All entries must be developed using ICT (Information and Communications Technologies) format.
- The choices of style and software are open (but refer to *ENTRY GUIDELINES* below)
- Possibilities include:
 - PowerPoint presentations
 - iMovies
 - webpages or websites
 - desktop publishing
 - interactive multimedia productions
 - linking digital images to text
 - creative photography
 - scanning photographs & hand-drawn images

CATEGORIES & PRIZES

- Individual or small group entries are invited in four year-group categories:
 - Years R – 3; Years 4 – 5; Years 6 – 7; & Years 8 – 12
 - For each age group there will be two prize levels:
 - *MOST OUTSTANDING* – \$200 cash prize
 - *HIGHLY COMMENDED* – \$100 cash prize
- [The number and type of entries received will determine how many prizes are awarded at each level]
- A new prize category, the **Postcards Award**, is being offered this year. The winners of this award will work with Channel 9's *Postcards* production team to develop their original idea as a segment for the show. [Depending on the number and quality of entries, more than one *Postcards* Award may be presented.]

JUDGING

The members of the judging panel may vary, depending on the year level category, but each panel will comprise three judges representing education, heritage and Information Communication Technologies. A representative of Channel 9's *Postcards* team will also participate in the judging process.

ASSESSMENT CRITERIA

- While the format of the competition highlights the use of Information and Communications Technologies, the **main focus, for the judges, will be the students' key heritage message related to the theme.**
- The main considerations re content will be
 - an understanding of **built heritage**, its associations with the community and its value for the future.
 - clear and logical presentation of key ideas and information
 - appropriate language and choice of media for the target audience.
 - the quality and accuracy of the entry in regard to grammar, spelling and presentation.
- Assessment will not be influenced by the type of entry, such as linear or interactive, although interesting and unusual applications of software will be noted.

ENTRY GUIDELINES

- It is a condition of entry that the Heritage Branch of the Department for Environment and Heritage has permission to display or otherwise use the presentation for promotional and education purposes.

- If the program used to create the entry is limited, unique or unavailable on DEH operating systems, which mostly use *Microsoft Office* products, then the school must agree (if requested) to provide a copy of the software or compatible hardware. (MAC operating systems, for example, are difficult to access within DEH.)
- Some entry types have restrictions
 - **Videos** should not exceed **4 minutes**.
 - **PowerPoint** presentations are limited to **12 slides** and, if used, special effects should add meaning to the message being conveyed. (Students should be aware of appropriate use of sound and visual effects.) If movies are included within a PowerPoint the **total length of video footage should not exceed 3 minutes**.
- Entries should be submitted on disc together with any necessary instructions for viewing the presentation.
- If the completed product is hard-copy (eg. a series of printed postcards or a booklet) then the electronic files must be submitted.
- A completed entry form should accompany each entry. This form will be emailed to participating schools in August.
- Where projects are completed by individuals or small groups within a class, **up to three (3) entries only per class will be accepted for judging**. It is therefore essential that students and teachers pre-select which entries will represent their class.
- If group entries include students from different year levels, the entry will be judged in the category appropriate to the oldest student.

WHAT SUPPORT IS AVAILABLE?

- All teachers are encouraged to contact the Heritage Branch of DEH for advice and further information. The Heritage Education Officer can discuss topics most appropriate to your students and assist with programming and information about heritage places
- A PowerPoint, ***Understanding South Australia's Built Heritage*** (Parts 1 & 2), was developed in 2004 to provide teachers with an understanding of the diversity of the State's built heritage. It is recommended as essential viewing for teachers. It may be appropriate to adapt it for students (depending on the year levels). The PowerPoint is available from the *Learning About Heritage* page of www.heritage.sa.gov.au.
- Past competitions have attracted many quality entries from across the State. Winning entries from the 2005 & 2006 competitions can be viewed on the above website.

TIMELINE

- registration of interest by **Friday 25 May**
- closing date for entries **Friday 21 September**
- announcement of winners and presentation ceremony **early November**

For further information about either the competition or South Australia's built heritage, or to discuss ideas you might have for projects, contact Robyn Ashworth – phone 8124 4957.