

MPMA Technology Competition

The MPMA Technology Competition recognizes museums for innovative and effective use of technology to serve the needs of their audience. This is a juried competition with a minimum of three judges. Judges are museum and media professionals with expertise in media and technology programming, production, and subject content. No one having a personal or professional association with an entry may serve on a jury judging that category.

Entry Categories:

- Online Presence—websites and online exhibits (plans are to add additional categories in the future for social networking sites)
- Multi-media—examples include interactive kiosks, interpretive interactive installations, videos, and audio/visual tours

Budget Levels:

Entries are judged in two budget levels.

Operating under \$250,000 & Operating budget \$250,000 and over

(This is the operating budget for the institution not for the department responsible for developing the submission.)

Entry Rules:

- Competition is open only to MPMA institutional members.
- Institutions may submit their institutional membership along with their entry.
- There is no time limit (year produced) for entries submitted.
- An institution may submit multiple entries.
- Each entry requires a \$15 entry fee payable to MPMA

Entry Forms & Submittals:

Entry forms and entry fee payment information can be found on the MPMA website at www.mpma.net. All competition materials are to be sent to Kathy Dickson, MPMA Awards Chair at Oklahoma Historical Society, 800 Nazih Zuhdi Drive, Oklahoma City, OK 73105. A completed entry form must accompany each entry.

Entry Deadline:

Entries must be postmarked no later than July 1, 2011.

Entry Forms & Submittals:

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Three copies must be submitted of any non-web based entries. Entries must be clearly labeled with the exact title of the program and running time (if applicable), and the name of the sponsoring museum; all information should correspond to that given on the entry form.

Film and video programs must be submitted in the form of VHS videocassettes, CD-ROM, or DVD. CD-ROMs must not clearly whether the program is in Mac-only, Windows-only, or cross-platform format (preferred). If program has been produced separately in each format, please send three copies of each.

Notification of Winners:

Entrants will be notified of their awards status via email by September 15, 2011. Presentation of the awards will be made during the awards banquet at the MPMA annual meeting. Winners are strongly encouraged to attend the banquet to receive their award.

Criteria:

Award winners must demonstrate outstanding achievement in the following areas:

- **Content:** including the quality of writing, script, narrative, editing and research
- **Image:** the quality of video and/or still images with special attention to how objects are visualized
- **Audio:** the quality and innovative application of sound in a multimedia project
- **Interface:** the quality of the visitor and user's experience with special attention to the ease of use and/or navigation
- **Design:** the visual appeal of graphic elements and the overall "look and feel"
- **Accessibility:** the compliance with universal design guidelines
- **Innovative use of technology:** the extent to which new directions are charted or old challenges are resolved by using technology in a new way
- **Appropriate use of technology:** the extent to which the selected technology is effective, given its defined audience, purpose, and content
- **Overall appeal:** including the success of connecting with a defined audience, and using narrative elements such as humor, drama, or mystery

Questions?

Contact Kathy Dickson, MPMA Awards Chair at 405-522-5231 (kdickson@okhistory.org) or Monta Lee Dakin, MPMA Executive Director at 303-979-9358 (info@mpma.net)