



Technology Competition

The Mountain-Plains Museums Association (MPMA) is accepting entries for the annual technology competition. Presentation of awards will take place at the annual awards ceremony held at the MPMA Conference in Billings, Montana, September 11-15, 2018. 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.

Deadline Extended: All nominations must be RECEIVED by **May 11**

Entry Categories:

- Online Presence—websites; online exhibits, programs, and/or educational resources
- Multi-media—examples include interactive kiosks, interpretive interactive installations, videos, and audio/visual tours

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

Deadline Extended: All nominations must be RECEIVED by **May 11**

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

Entry Forms & Submittals:

Entry forms can be found on the MPMA website at www.mpma.net

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 CD-ROM, or DVD. CD-ROMs must state 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.

All competition materials are to be sent to MPMA Awards Chair: Hyojung Cho, MPMA Awards Chair at Museum of Texas Tech University / Box 43191 / Lubbock, TX 79409/Hyojung.cho@ttu.edu

Notification of Winners:

Entrants will be notified of their awards status via email by July 1, 2018. 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.

Questions?

Contact MPMA Awards Hyojung Cho at 806-834-0221 or Hyojung.cho@ttu.edu; Deb Arenz, MPMA Executive Director at 402-904-6938 or director@mpma.net