



HPA Judges Award for Creativity and Innovation

Schedule

Submission Period – C&I Category.....	April 6, 2016 – May 20, 2016
C&I Presentations and Judging Day.....	June 2016
Winners Announced.....	August 2016
Awards Event.....	November 17, 2016

a) This honor seeks to recognize companies and individuals who have demonstrated excellence in production, post production, distribution, and/or archiving of motion pictures, television, commercials and other media content, whether that be in creative storytelling and/or technical innovation. The key criterion of this category is whether the entrant demonstrates a notable advancement through creativity or the use of innovative approaches, tools, workflows or ideas. A submission might include, but is not limited to, a unique feature film, TV program, commercial, or other type of content; or workflow, system, combination of products, proprietary technical development, or creative approach or achievement worthy of recognition that would not be eligible for another HPA award because it might not fit into a category or meet the eligibility requirements.

b) Submission Eligibility

- i) The HPA Judges Award for Creativity and Innovation may be awarded to (though not limited to) a unique feature film, TV program, commercial, or other type of content; or workflow, system, combination of product, proprietary technical development, or creative approach or achievement worthy of recognition that would not be eligible for another HPA award because it might not fit into a category or meet the eligibility requirements. It should represent a significant contribution to the larger professional media content industry.
- ii) Companies, groups of companies and/or individuals are eligible for consideration.
- iii) In the case of a corporate submission, an award would go directly to a company or group of companies that participated in an award winning

achievement.

- iv) An individual who is a key and significant contributor to a corporate submission would, in addition to a company or group of companies also be eligible for an award.
 - v) In addition, an individual not associated with a company who participates in a worthy achievement, would be eligible for an award.
 - vi) Entries must not be eligible for consideration in any of the other HPA Awards categories including creative categories and the Engineering Excellence Award.
- A rule of thumb for technical entries: If you plan to enter a **single** shipping product, it must be entered in the Engineering Excellence category. If you plan to enter a unique workflow or proprietary system, then enter Creativity and Innovation (the entry may include the use of a shipping product).
- A rule of thumb for entering feature film/TV/commercial projects: Entries specifically for color grading, editing, visual effects or sound must be entered in their appropriate HPA Award Creative Category for color grading, editing, visual effects or sound. All other creative and technical innovations for a feature/TV/commercial may be entered in Creativity and Innovation.

Example: Visual Effects in "Avatar" would be entered in the Feature Visual Effects category, but the overall achievement of "Avatar" as a 3D motion picture would be entered for Creativity and Innovation.

- c) Submission Materials- Each entry must be accompanied by the following:
 - i) A completed submission form
 - ii) A one to two (1-2) page written description of the entry which will be made available for review by judging participants. Written descriptions can be uploaded to the HPA Awards website while you are filling out a submission form or e-mailed to info@hpaawards.net.
 - iii) The written description should include the following:
 - (1) What the entry is
 - (2) Why the entry is noteworthy
 - iv) A check made out to Hollywood Professional Association for the entry fee of \$150 for HPA and SMPTE members or \$180 for non-members.
- d) Judging: A jury of industry peers will determine results in this category. Optional entrant(s) presentations are encouraged as they are part of the selection process.
- e) Presentations
 - i) A short presentation, by the entrant(s) may be requested.
 - ii) Details regarding presentation length and format will be given out after the call for entries period closes. Presentations and judging are currently scheduled to take place on a Saturday in June, 2016 in the Los Angeles area.
 - iii) Presentations should contain only publicly available, non-confidential information. Presenters shall assume the risk of disclosing any confidential or proprietary information and the HPA shall not be responsible for the

dissemination of any information provided during a presentation or to judges. Any requirement or provision in a presentation about the protection of confidential or proprietary information shall not be valid.

f) Award Criteria

- i) There may be up to two awards presented in this category, as determined by the judges. Judges have the option to choose not to award any of the entrants if they do not feel the entrants have met the criteria.
- ii) This award will be judged by individuals that represent a significant cross section of industry professionals whose knowledge and abilities in the sole judgment of the HPA are qualified to evaluate this award.
- iii) One award will be presented per winning entry. Additional awards may be ordered at the winner's expense.