



# YOU, YOUR BRAIN AND YOUTUBE

## *Short films contest on youtube*

To celebrate that 2012 is the Year of Neuroscience in Spain, the University of Barcelona (UB) has organized a short film contest in which everyone can participate.

The main goal of the project is to link neuroscience with daily aspects, so videos cannot be based on scientific contents. The aim is to remark the permanent action of the nervous system and the brain in our daily actions as a way to understand its relevance.

This activity is part of the project **NeuroUB: Neuroscience, Music and Art**, funded by the Spanish Foundation for Science and Technology (FECYT) - Ministry of Economy and Competitiveness and the Secretary for Universities and Research from the Ministry of Economy and Knowledge of the Government of Catalonia.

### **REQUIREMENTS TO PARTICIPATE**

- The short films cannot last more than 3 minutes (credits included).
- All the videos must try to show the importance that neuroscience has for people.
- There is not a fixed genre: documentary, fiction, animation, experimental, or any other that fits the initiative.
- The language used in the video can be Catalan, Spanish or English. Videos in other languages will be admitted if they are subtitled in any of the official languages.
- The subject matter of the contest is not fixed as it looks for the relation between neuroscience and daily actions.
- Each video must have a registration form, even if one person hands more than one video.

### **AWARDS**

- The best video: a tablet
- The most original video: a video camera
- The best video made by an under 16 person: a laptop
- The most popular video: a camera

The award giving ceremony will take place at the UB.



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### **REGISTRATION**

- Videos must be published on YouTube.
- Participants must fill a form for each video registered. The filled form, together with the link of the participating YouTube video, must be sent to the Scientific Culture and Innovation Unit (UCC+i) of the UB to the following address: [ucc@ub.edu](mailto:ucc@ub.edu).
- The registration form can be downloaded from the [NeuroUB portal](#).
- The UB will show on its YouTube channel the participating videos after having undergone a validation process that ensures the requirements fulfilment.
- For more information, the UCC+i can be contacted on the following address: [ucc@ub.edu](mailto:ucc@ub.edu).

### **CALENDAR**

The deadline to participate is **1 May 2013**.

The names of the winners will be made public in June 2013.

### **SELECTION**

- The jury will be composed by researchers from the Institute for Brain, Cognition and Behaviour (IR3C), and from the UCC+i and the Department of Communication of the UB.
- The winners' names will be published on the website of the project, and an email will be sent to each one of them.
- The criteria to select the winners are the following:
  - o Originality (40 points)
  - o Relation of neuroscience with people's life (35 points)
  - o Clarity of the message (15 points)
  - o Difficulty of the scientific contents explained (10 points)

If there is a tie, the jury will select the winner taking into account the criteria considered more relevant.

### **GENERAL RULES**

- The participants commit themselves to license the reproduction of their works in any media related to the University.



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- All the participants completely agree the rules of the contest as well as the decisions that the organization can take in order to solve any kind of problem not considered on the rules.

### **RULES TO PRESENT WORKS**

If in the video appears any recognizable person, the participants must have a written authorization to reproduce his or her image. If this person is a minor, they must guarantee that they have the parents' written consent in order to use and reproduce the minor's image in the contest. The organization has the right to ask for a use authorization of the image that the participant should present if his or her work is selected. The UB will not answer to complaints about the participating works made by third people.

Participants are completely responsible for the images' contents and guarantee that they are the authors of the works presented or that they have the right to use them in the contest.

The organization has the right to exclude from the contest those videos that do not fulfil the requirements, that can be offensive because of their content or any other reason, or if the organization considers that they can cause any kind of problem.

### **BROADCASTING AND COPYRIGHT**

People interested in participating in the contest, only by handing their works, license the UB to make use of them, exploit and broadcast them, in future promoting and advertising activities of the contest, without any kind of temporal or territorial restriction. If the organization wants to make any other use of the participating works, it will ask for permission to the author.

Once the awards are given, the organization reserves the right to publicly communicate the name and surnames of the winners, as well as the possibility of using the image in every activity related to the prize or with a promoting or advertising aim. The winners do not have the right to receive any kind of compensation for this use.



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### **TACIT AGREEMENT OF THE RULES AND RESPONSIBILITY EXEMPTION**

The participation in the contest involves the acceptance of all the rules.

The organization reserves the right to extend or change these promotional rules, or even cancel the contest if there is a justified reason. The changes in the rules will be effective three days after they have been published. The organization is exempt from compensating the participants if for whatever reason, the contest is cancel. The participants will have three days to withdraw from the contest or to carry out the necessary actions to adapt their works to new requirements or changes.

The organization is not responsible for the Internet problems or the ones related to a non-correct working of the network server of YouTube website.

The Organization reserves the right to disqualify any work which does not follow the rules or does not contribute to the correct development of the activity, or includes any violent or offensive comments that commit an outrage against dignity or decorum or can offend sensibilities.

### **PERSONAL DATA PROTECTION**

Personal data will be added to the data file of the University of Barcelona, and the Department of Communication will be the only licensed user of these data. People included in the scope of application of the Constitutional Law 15/1999, 13th September, of Personal Data Protection, can exercise their right to access, change, cancel and oppose by contacting the Department of Communication of the UB.