

United Federation of Doll Clubs, Inc.
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The United Federation of Doll Clubs, Inc Audio-visual program contest is designed to serve the mission statement of the organization in the area of education pertaining to dolls, to promote research and the sharing of doll research. All program submissions accepted by UFDC will be added to the program library and may be copied, sold, rented out, or otherwise distributed by UFDC.

UFDC GUIDELINES FOR CREATING A PROGRAM

Please read the following guidelines carefully, as they will assist you in preparing your successful UFDC program. An ideal UFDC program is educational, entertaining, factual and clear both in images and script. Remember that your audience will have a broad range of experiences with dolls.

COPYRIGHT: It is the responsibility of the person(s) submitting any program to UFDC to obtain permission to use any and all photos, text, music, or other materials that belong to others which are used in said program. A sample release form for your use is included with this material.

THEME: UFDC is always looking for programs not previously covered and/or additional programs that give a fresh approach to an existing subject. A broad or narrowly focused study can be a very effective program. Documentaries are welcome. Select a theme or review the UFDC Audio Visual Library Index in the Club President's manual or on the web for ideas. Then contact the UFDC Audio Visual Chairman (see Assistance below) who records the themes of programs in process.

PREFERRED PROGRAM FORMAT: UFDC is looking for scripted Power Point-type or free standing DVD movie-type programs. Your program must run in Windows Media Player or Apple QuickTime.

LENGTH OF PROGRAM: The program should run a minimum of 20 minutes with a maximum of 40 minutes.

SCRIPT/AUDIO: If you have someone with a pleasant reading voice, you may wish to include audio recording on your DVD. If there is no audio a text script in a commonly used format must be on the computer disc. If text is used with images it must in an easily read and viewed font both in contrast/color and size. Avoid text overlapping image. Care should be taken to insure that image transitions are smooth. If background music is used it should be compatible with the theme. Music used must also be copyright free, many collections of copyright free music are available at public libraries and over the internet, read and follow any regulations they may have in regard to credits for their use.

SCRIPT CONTENTS: An educational and entertaining program should contain specific, detailed information pertaining to the topic. This may include size, markings, originality of costume, material of doll, and other pertinent facts. NO statements of a current personal nature such as who owns the doll, where it was purchased, or how much it cost should be included. However, if such information expands on the provenance of a particular doll these details may be included. Two or three sentences may be all that is necessary to introduce the program, state the topic, and indicate the purpose of the program.

Your program should not be just a selection of pretty pictures.

Remember that your script, which may sound fine when you are preparing the program, will be experienced by people with varied backgrounds once it becomes part of the UFDC Library. Try to avoid using the first person by using the third person instead; ex.: “These dolls are a favorite among collectors of modern artist dolls” is preferable to “These are my favorite modern artist dolls.” Avoid time sensitive details as they may date the program. Avoid phrases like “**last year’s** blue ribbon winner” and use “a **previous** blue ribbon winner” instead.

If credits are given they may be inserted following a brief conclusion.

ACCURACY: Accuracy is vital in both the script and images selected. Your program will be viewed, as with any publication, as further study on the topic. Knowledgeable experts should be consulted for both information and technological issues.

PREVIEW: For an accurate preview, it is best to review your DVD program using a digital projector and at least a 5 foot screen. Inconsistencies in clarity of images, transitions and fonts are easily caught for corrections at this point. When your program is complete, make sure it will run in Windows Media Player or Apple QuickTime.

IMAGES: Establish at the beginning of the project the visual direction of the program and stay with the concept whether using one or multiple photographers. Clarity of images is essential. Images should be photographed with similar, simple backgrounds. Use of a tripod is recommended for both still photography and video recording. If accessories are used, they should be minimal so as not to overpower the feature of the photo, specific to the theme, or may be used to give a relative idea of size. Close-ups taken in macro format are wonderful for showing details.

Programs must meet a minimum standard of photography to be accepted for the UFDC AV Library. This does not mean you must hire a professional photographer, but it does mean that the person who takes your pictures must be knowledgeable about proper lighting, clear focus, and close-up capabilities. For Power Point presentations: photos measuring 8”, at 125 to 200 dpi are best. Access to Photo Shop or a similar program is recommended for image editing.

Pictures do not meet minimum standard if they are:

1. Out of focus.
2. Over exposed (too light to show details).
3. Under exposed (too dark to show details).
4. Photographed from such a distance that details may not be seen.
5. Background is distracting.

PERMISSION: When photographing dolls or related items which belong to someone else, you must have written permission of the owner to include them in your program. It is the responsibility of the club or individual preparing the program to secure all necessary permissions.

SUBMITTING THE PROGRAM: Prepare two copies of your program and keep one. Pack the other well, insure it for the full value, and mail it to the Audio Visual Chairman as listed in the current issue of Doll News or in Unity's Newsletter. Be sure to include the name, address, telephone and email address of a contact person. The name and address of UFDC's AV Chairman may be obtained from UFDC's First Vice President. Programs are accepted until March 15th each year.

REWARDS FOR YOUR EFFORTS: Many UFDC clubs, members and others will view and appreciate your program for years to come. For making this contribution to the knowledge and appreciation of dolls each club that contributes a program will receive a number of complimentary rentals of UFDC AV programs.

UFDC has established an informal contest and the winning program(s) are featured at the National Convention each year with the winning program producer receiving a small monetary award. To qualify for the contest the program must meet the minimum requirements outlined in this document.

ASSISTANCE ?: Contact the UFDC's AV Chairman for further information.