

Section A:

ANIMATED INTROS for the site www.appenninomodenesene.net

Theme “Tourism in the Modenese Apennines”

GENERAL INDICATIONS

Here participants will find some short instructions and detailed information in completion of the contest regulation.

THEME -> tourism in the Modenese Apennines

For this theme, it is necessary to refer to the images and descriptive text about this section (see the guidelines in the section PARTICIPATE of the site www.animoweb.it). The contest regulation establishes that entries must contain at least one or more of the proposed images, which can be modified in any way. The descriptive text gives an idea of the tourist offer of the Modenese Apennines. Excerpts and information from this text can be inserted in the entries.

TYPE -> animated intro

An “animated intro” is intended to be a presentation of the site theme through the help of photographs, moving images, sound and/or music. Viewing such animations implies a more or less passive attitude (with limited mouse clicking and choices) and should catch the viewer’s attention as well as encourage him/her to visit the site.

WINNING INTRO -> home page of the site www.appenninomodenesene.net

The site www.appenninomodenesene.net is part of Regione Emilia Romagna project for a Regional Tourist Information System. The Municipalities of the Modenese Apennines (Fanano, Fiumalbo, Frassinoro, Guiglia, Lama Mocogno, Marano sul Panaro, Montecreto, Montefiorino, Montese, Palagano, Pavullo nel Frignano, Pievepelago, Polinago, Prignano sulla Secchia, Riolunato, Sestola, in charge of the coordination, Zocca) contribute to the tourist information, while the site is updated by an external company and a central editorial office by Modena Province.

The accurate creation of an information tree for the Regional System has just been completed and the information chunks can be browsed and searched on line, as well as at the Municipalities tourist information offices.

After being focused on basic information (that is periodically updated, e.g. events), the site is now being restyled. More attention is devoted to entertainment, community making and graphics. The home page will be re-designed and will contain the winning animated intro of this section of the contest.

The proposed animation will have to highlight the address www.appenninomodenesene.net of the site.

The writing “www.appenninomodenesene.net” can be part of an animated logo.

The entry graphics can be completely different from the current site and can offer suggestions for its future graphic rearrangement.

It is advised to include a “skip intro” key to allow viewers to go directly to the home page of the site. In this case, it is necessary to link the address http://195.62.175.196/logos/runisa.dll?Ar5:debalb_frame (home page in Italian) or <http://195.62.175.196/AR5/Inglese/FrameHome.htm> (home page in English), or both, to the key.

Apart from the “skip intro” key, the animation can anyway end with the above mentioned links to the Italian home page and to the English home page.

FILE SIZE AND FORMAT

The regulation establishes that the entry files format can only be:

Macromedia **Flash** (swf format, to be viewed with Flash player)

Macromedia **Director Shockwave** (format dcr, to be viewed with Shockwave player)

- Dimensions of the swf or dcr files:

Section A) -> a maximum dimension of 300 Kb is proposed.

SUBMISSION OF ENTRIES

In order to make the site designer and the jury’s work easier, the names of the swf or dcr files that will take part in the contest will have to contain the author surname and the submission date. They will also have to follow the scheme: surname_ddmm.swf, surname_ddmm.dcr (for example rossi_3105.swf if Mr Rossi sends his file on the 31st of May).