

2012 ENVISION VIDEO COMPETITION

SPONSORED BY THE ASSOCIATION OF SCHOOLS AND COLLEGES OF OPTOMETRY

The Association of Schools and Colleges of Optometry (ASCO) is committed to educating students and the public about the profession of optometry. As you may remember from being an undergraduate student, many pre-health services are designed for the more “known” health professions; medicine, pharmacy, physical therapy, dentistry. So how do we begin to show prospective students, academic advisors, and the general public what a fantastic profession optometry really is?

The purpose of the 2012 EnVision Video Competition, sponsored by ASCO, is to have the people who know the most about optometry and optometry school (YOU, the current students) come up with creative, off-the-wall, hysterical, non-traditional, and ultimately AWESOME informational videos that ASCO can provide to prospective optometry students around the country. No boring interviews with old docs in white coats here - we want you to tap the creative muscles that have led to the video hits we see you all posting on YouTube.

So what's in it for you? The most creative, the most inspired, quite simply, the best submission will be awarded a \$5000 prize. Prizes may also be given for second and third place. How's that for paying off the student loans?¹

Interested? Learn more below:



OVERVIEW:

Create a 3-5 minute video designed to teach people about optometry and to help undergraduate students envision themselves as optometrists. Videos should be designed to educate watchers about the profession, including: what optometrists do, how you become an optometrist, and why optometry is such a great profession.

RULES:

Videos must be no longer than 5 minutes in length. Videos should include appropriate language, and be school-neutral (remember, you are advocating the profession as a whole here). Creativity, ingenuity and humor will be rewarded. If videos include any non-original material, written permission must be obtained from the person or company who owns the material.

DEADLINES:

Individuals or groups must inform ASCO of their Intent to Participate. Please email Paige Pence at ppence@opted.org with your full name(s) and your institution by April 9, 2012. After submitting your intent to participate, ASCO will send you instructions for your video submission. Final videos must be submitted to the ASCO office by May 7, 2012.

JUDGING:

ASCO will select the judges, which will include representatives from multiple schools and colleges of optometry. Videos will be judged on how effectively the video educated the audience about the profession and entertainment value, in the sole discretion of ASCO and the judges. Winners will be announced on or about June 29, 2012.

PRIZE:

Bragging rights, of course. But additionally, the winning submission will receive \$5,000, with the possibility of a second and third place prize available. If the winning video was submitted by a group, it is up to the group to determine how to divide up the cash prize. Only one check will be issued.