



## NZTA\_Remix Competition

Through the **NZTA\_Remix Competition**, secondary school students can use the latest digital technology to promote safer journeys for teens and win some great prizes. Entries are open from **1 September to 31 October 2012**.

## Road safety in a digital world

Twenty years ago students may have created a road safety message for their peers by delivering a speech or designing a poster. In today's digital world they have the opportunity to deliver those messages by way of a remix or a mash-up.

The NZTA\_Remix Competition invites secondary school students to create an infographic, mash-up, creative remix or literature remix (based on the works of Shakespeare) using content and data from NZTA websites and publications.

There will be three winning schools and the prize for each school will be:

- \$10,000 of vouchers of the school's choice
- \$2000 towards the supervising teacher and some students presenting at the International Conference on Thinking in Wellington in 2013
- \$500 voucher for each of five students.

The theme of the competition is 'Safer Journeys for Teens'. It links

in with the national road safety strategy Safer Journeys, which was launched in 2010.

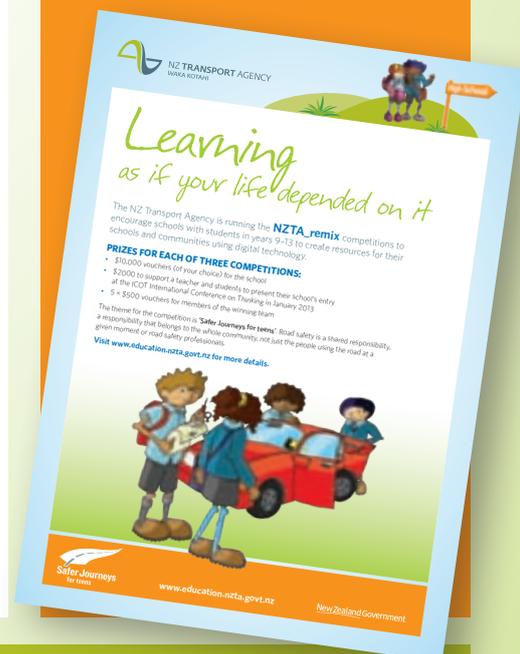
Each entry must include at least one piece of remixed content or data from an NZTA website or publication, and show that the material has been used within the school to promote safe travel for teens.

Helen Baxter, convenor of the judging panel, says showing how the entry has been used to promote safer journeys for teens is equally as important as the creation of the entry.

'It's not just about being clever and creative and finding great media to work with. It's about showing the benefits of what you have created. It's about taking some great content that you've remixed and actually using it in your own school to promote the message of safer journeys for teens.'

Information about the competition can be found at [education.nzta.govt.nz/competitions/the-nzta-remix-competition-safer-journeys-for-teens](http://education.nzta.govt.nz/competitions/the-nzta-remix-competition-safer-journeys-for-teens) under the following headings:

- What is the NZTA\_Remix Competition?
- About the competition
- Judges
- Remixable resources
- Creative inspiration and tools
- FAQs



# Beginner's guide to Data Mash-ups

**For the uninitiated, a mash-up involves taking two or more sources of information and putting them together in a graphical way to educate and entertain. A remix takes existing material and changes it around to use in a different way.**

The NZTA website competition pages have examples of where to find some free online tools to use for mixing up images, video and audio or creating animations.

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To find out more about how Creative Commons licensing works, visit [www.creativecommons.org.nz](http://www.creativecommons.org.nz).

An article on 10 ways for teachers to find Creative Commons content can be found at [www.interfacemagazine.co.nz](http://www.interfacemagazine.co.nz) – just enter 'Creative Commons' in the search field.

Many resources are available at the NZTA education website and other related sites for remix. Topics include applying a whole school approach, safe school travel plans, being Bike Wise, making safe choices when travelling to and from school by bus, choosing a safer car, supporting learner drivers, the New Zealand road code for drivers and cyclists, and being a safe teen driver.

Students are not limited to remixing NZTA content and data only. They are also welcome to use other content and data as long as it is appropriately licensed or permission is granted by the copyright owner. There is also lots of amazing, remixable content on *DigitalNZ* – [www.digitalnz.org](http://www.digitalnz.org).



For more information about the competitions go to:  
[education.nzta.govt.nz/competitions](http://education.nzta.govt.nz/competitions)

## Where do we start?

Never done a remix or a data mash-up before? To help you get started some useful information is compiled at [education.nzta.govt.nz/competitions/the-nzta-remix-competition-safer-journeys-for-teens](http://education.nzta.govt.nz/competitions/the-nzta-remix-competition-safer-journeys-for-teens).

The NZTA education website has all the information you will need to prepare your entries, including the following online 'how to' guides:

- Mix and Mash Slideshare ([www.slideshare.net/nztaeducation/free-to-mix-an-educators-guide-to-reusing-digital-content](http://www.slideshare.net/nztaeducation/free-to-mix-an-educators-guide-to-reusing-digital-content))
- Presentation version of the Free to Mix guide ([tinyurl.com/88vs2ef](http://tinyurl.com/88vs2ef)).

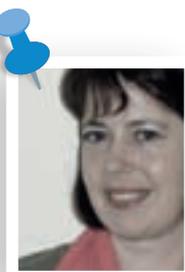




# Advice from the experts

## Stick to the key message.

That's just one of the tips suggested by our experts for teachers and students creating a remix or mash-up for the NZTA\_Remix Competition.



Esther Casey, a digital specialist for 21st century learning at the National Library of New Zealand, says it is important not to overdo your entry.

'The point of the story will be much stronger with one important message than with lots and lots of little ones.'

She also encourages students to find a topic they feel excited by and can stay interested in for the duration of the project.

'This might be a response to a real situation or problem they have encountered; it might be an idea they've had that uses some interesting data, a quirky image, some powerful words; or it might be a creative technique that they want to use. If they're short on inspiration, have a look around and see what other people have created.'

Start by sketching a flowchart, grouping related information together, and assigning colours to different data types.

Helen Baxter  
Mohawk Media



Helen Baxter, managing directrix of Mohawk Media and judge of the annual Mix and Match Competition, says once students have decided on the message they want to convey they need to sketch out a rough storyboard.

'Collect the creative assets you wish to remix, choose a tool that will allow you to combine these assets into a new work, and have fun.'

For those creating a data mash-up or infographic, Helen recommends choosing the datasets you want to work with, extracting the relevant information and analysing it.

'Decide what items you want to highlight and how you will present them. Mash-ups are created using software to combine datasets to present new charts and diagrams, or you can draw an infographic to illustrate the points you wish to make. Start by sketching a flowchart, grouping related information together, and assigning colours to different data types. Use larger font sizes to highlight the most important information.'

Students need to list their sources when they publish and teachers should help students ensure that their content is not breaking copyright rules.

# Meet the judges



**Paul Brislen**  
**Chief Judge**

Paul Brislen is chief executive of the Telecommunications Users' Association of New Zealand (TUANZ). Paul says he will be looking for entries that show creativity, originality and humour.



**Anne Coster**

Anne Coster is deputy principal with responsibility for teaching and learning at Wellington Girls' College. Anne says the competition is consistent with the New Zealand Curriculum's vision of young people being creative, energetic, enterprising and future-focused contributors to the well-being of New Zealand.



**Esther Casey**

Esther Casey is a digital specialist for 21st century learning at the National Library. She has been involved in putting together galleries of existing road safety resources, including images, video clips and newspaper articles to

help students create their entries.



**Helen Baxter**  
**Convener of Judges**

Helen Baxter runs Mohawk Media and sits on the advisory boards of Creative Commons Aotearoa New Zealand and Digital NZ. She also judges the Yahoo!NZ Digital Strategy Awards and the annual Mix and Mash Competition.



**Fiona Rigby**

Fiona Rigby was project manager for the recent Mix and Mash Competition and is content manager for Digital NZ, a National Library initiative that aims to make New Zealand's digital content easier to find, share

and use. Fiona says she is keen to see

New Zealand content and data used in innovative and surprising ways. 'This competition encourages you to use openly licensed images, text, sound, data and video and meld them with your bright ideas and storytelling talents.'



**Jane Hornibrook**

Jane is the public lead for Creative Commons Aotearoa New Zealand (CCANZ) at the Royal Society of New Zealand in Wellington. Her background is in performing arts, literature, publishing, archives and digital technologies.



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