



I.I.S. "FEDERICO II DI SVEVIA"
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XXVI EDITION OF "MEDIASHOW"

INTERNATIONAL MULTIMEDIA OLYMPIAD

26/27/28 March 2026

The "Federico II di Svevia" Upper Secondary School of Melfi, in collaboration with the University of Basilicata and under the patronage of the Ministry of Education and Merit, the Regional School Office for Basilicata, the Basilicata Region, the Province of Potenza and the Municipality of Melfi, is organizing the XXVI edition of the MEDIASHOW – Multimedia Olympics from 26 to 28 March 2026.

The event is addressed to national lower secondary schools and national and international upper secondary schools.

REGULATION Upper Secondary Schools – International Section

1. Objectives of the event

The Mediashow is a meeting space for students and teachers dedicated to multimedia languages and the cultural and social transformations introduced by digital technologies. The event aims to:

- Enhance students' creativity and communication skills through the development of original multimedia products within an educational competition.
- Promote cultural exchange among schools from different countries.
- Encourage conscious and responsible use of digital technologies.
- Offer professional development opportunities for teachers on audiovisual communication and innovation.

2. Structure of the competition

Mediashow 2026 includes two competitive sections:

- Section A – Storytelling
- Section B – Promotional Video / Prompting Engineering

Section A is open to selected students from Italian lower secondary schools and to students from Italian and European upper secondary schools. Section B is reserved for students from Italian and European upper secondary schools.

Students may choose which section to enter. The two competitions take place on different days.

3. Competition guidelines

3.1 Section A – Storytelling

The competition for Section A will take place on Thursday 26 March 2026, from 11:00 to 19:00 (total duration: 8 hours).

Participants must create a multimedia narrative inspired by the assigned theme.

Requirements:

- Duration: 90–120 seconds
- At least 70% original content
- First-person narration with the student's own voice
- Max. 10 on-screen words



The competition is held in person with supervision by teachers and technical staff of the "Federico II".

32 Section B – Promotional video / Prompting Engineering

The competition for Section B will take place on Friday 27 March 2026, from 9:00 to 15:00 (total duration: 6 hours).

Students must produce a 60–90 second promotional video dedicated to the Vulture–Melfese area using the information and materials obtained during the introductory meeting and guided tour on the previous day.

Mandatory requirements:

- Up to 50% of the video may include original footage captured by the participant.
- At least 50% of the content must be generated using AI tools (images, animations, video sequences, digital effects, etc.), created specifically for the competition.
- Copyrighted material may not be used without explicit permission.
- Any audio or narration must be recorded by the student; synthetic or AI-generated voices are not allowed.

Technical report (max 1 page) must include:

- Description of the AI tools and platforms used, including prompts (indicate whether self-written or AI-generated).
- Specification of AI-generated vs. original footage.
- Details on voice-over recording (equipment, environment, etc.).

4. Evaluation committees

4.1 Committee – Section A (Storytelling)

Criteria:

- Narrative coherence
- Originality
- Technical quality
- Communication effectiveness
- Compliance with rules

4.2 Committee – Section B (Promotional Video)

Criteria:

- Creativity
- Video/photographic quality
- Enhancement of local identity
- Narrative effectiveness
- Compliance with technical requirements

5. Operational procedures for both sections

Students must present a valid ID and be accredited by their school.

Each student will be provided with a workstation equipped with CapCut and Internet access (login with personal account required).

Personal devices may be used if indicated on the registration form.

Use of public databases is permitted.

Third-party content may be used respecting copyright and listing sources.

Mandatory information (absence results in exclusion):

- Complete list of sources
- Tools and applications used
- Student's name, surname, and school
- Prohibited:
 - Installing software or modifying system settings
 - Receiving external assistance
 - Switching stations without authorization



- Using copyrighted material without permission

6. Submission of works

At the end of the competition, each student must:

1. Upload the video to their Google Drive
2. Name the file: Section A/B_Surname_Name_School
3. Generate a shareable link
4. Send it to: commissione.mediashow26@liceomelfi.eu

7. Evaluation and prizes

The committees will assign scores according to the criteria listed.

Their decision is final.

Prizes for both sections:

- 1st prize: €500
- 2nd prize: €400
- 3rd prize: €300

Up to 2 special mentions may be awarded.

Schools may decide whether the prize should be paid to the school or directly to the student (or parent/tutor for minors).

8. Awards ceremony

Saturday 28 March 2026 at the Municipal Council Hall of Melfi.

9. Training course for accompanying teachers

- During the event, accompanying teachers may take part in the training course on ethics and new technologies entitled "pAIdeia – Artificial Intelligence for Education", which will be held on 26–27–28 March 2026, for a total of 20 hours.
- The Mediashow is organised with the patronage and collaboration of the Ministry of Education and Merit; certificates of participation will therefore be issued.
- A request has been submitted for participating teachers to be granted exemption from teaching duties.

10. Exhibition stands and sharing good practices

Delegations may set up dedicated rooms as exhibition stands to present didactic materials and students' works.

Visitors may also explore stands and laboratory rooms created by students and teachers of the Federico II.

11. Guided tours

The programme includes guided tours exploring the historical and cultural heritage of Basilicata.

12. Participation procedures

Each delegation may include up to 10 participants (students + teachers + principal).

To participate:

- Fill out the attached registration form (PDF) and send it by 20 January 2026 to: pzis02700b@istruzione.it
- Pay the participation fee.

Fee:

- €60 (up to 6 participants)
- €60 for each participant from the 7th to the 10th
- Room and board provided from 25 to 28 March 2026
- Travel expenses not included

Payment deadline: 20 January 2026

IBAN: IT56C0100004306TU0000022716



13. Contacts

- Secretariat – I.I.S. Federico II
- Tel. +39 0972 24435 - Email: pzis02700b@istruzione.it
- Language assistance teachers: Prof. Josefin Frangione +39 379 2340566

Updates: official school website - section Mediashow

14. Attachments

- Registration form
- Draft programme

Melfi, december 12, 2025

President of Mediashow

Prof. Nicola CAVALLO

Università degli Studi della Basilicata

School Principal

Prof.ssa Rina MONTANARELLA

I.I.S. "Federico II di Svevia" - Melfi

