



THE 4TH ANNUAL
E L A N
A W A R D S
2010

SATURDAY, JULY 17th – MONDAY, JULY 19th
AWARDS CEREMONY: MONDAY, JULY 19th
SAN DIEGO, CALIFORNIA, UNITED STATES

Rules & Procedures Manual

- **QUALIFYING YEAR: JANUARY 1 – DECEMBER 31, 2009**

[submissions@
theclans.com](mailto:submissions@theclans.com)

SUBMISSION PROCESS
OPENS: JANUARY 4th 2010
CLOSES: MAY 14th 2010

2010 ELAN Rules and Procedures

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Timetable



2009/10

Period of Eligibility for Entries.....	Jan. 1/09 Dec. 31/09
Entry Forms Available.....	Jan. 4/10
Awards Program Submission Period.....	Jan. 4/10 – May 14/10
Nomination Judging Panels Viewing Period.....	May 17/10 – May 31/10
Nominations Announced (TBC).....	Jun 17/10
On-Line Voting for Gamer’s Choice Award (TBC)	May 3/10 – May 31/10
2010 ELANS 3-Day-Celebrations	Jul 17/10 – July 19/10
2010 ELANS Dinner Award Ceremony	July 19/10

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Award Categories



BEST GAME AWARDS ...

1. BEST GAME OF THE YEAR
2. BEST E-RATED GAME OF THE YEAR
3. BEST TEEN-RATED GAME OF THE YEAR
4. BEST MATURE-RATED GAME OF THE YEAR
5. BEST CONSOLE GAME
6. BEST PC GAME
7. BEST DOWNLOADABLE GAME
8. BEST CASUAL GAME
9. BEST LICENSED GAME
10. BEST HANDHELD GAME (PSP; DS, iPod or other similar devices)
11. BEST MOBILE GAME
12. MOST ACCESSIBLE GAME
13. BEST INDEPENDENT GAME

TALENT AWARDS ...

14. BEST WRITING in a VIDEO GAME PRODUCTION
15. BEST SOUND in a VIDEO GAME PRODUCTION
16. BEST MUSIC in a VIDEO GAME PRODUCTION
17. BEST ART DIRECTION in a VIDEO GAME PRODUCTION
18. BEST CHARACTER ANIMATION in a VIDEO GAME PRODUCTION
19. BEST VOICE OVER in an VIDEO GAME PRODUCTION
20. BEST GAME DESIGN
21. BEST REAL-TIME VISUAL EFFECTS in a VIDEO GAME
22. OUTSTANDING TECHNICAL INNOVATION
23. BEST NEW TALENT (Student only)
24. VIDEO GAME HALL OF FAME

CONVERGENCE AWARDS ...

25. BEST ANIMATED PRODUCTION with a LICENSED VIDEO GAME
26. BEST VFX-DRIVEN FEATURE FILM with LICENSED VIDEO GAME

MARKETING AWARDS ...

27. GAMER'S CHOICE
28. BEST IN-GAME ADVERTISEMENT in a VIDEO GAME
29. BEST OVERALL ADVERTISING CAMPAIGN for a VIDEO GAME
30. BEST VIRAL MARKETING PR CAMPAIGN for a VIDEO GAME

2010 ELAN Rules and Procedures

Welcome



Holly Carinci is very excited to be bringing the 2010 ELAN Awards to the United States in July. The awards ceremony for video games, animation and visual effects which has been held in Vancouver for all three of its previous years is being re-launched into a three-day celebration in San Diego beginning on Saturday, July 17th with two days of parties and ending on Monday July 19th, the evening prior to Comic-con, with the grand finale itself, the 2010 ELANS Dinner Awards Ceremony.

"Keeping the culture while building on the respect" is the ELAN'S motto and this show will do just that. Building on the huge success of three Canadian shows hosted by William Shatner (Star Trek), Seth MacFarlane (Family Guy) and Tom Kenny ("SpongeBob SquarePants"), Carinci will now launch the 4th ELAN Awards onto center stage in the United States.

The 2010 ELAN Awards will be starting it all off with a splash by throwing a Welcome Pool Party Saturday afternoon on July 17th. 1,000 VIPs will arrive at the 4th floor of the beautiful Manchester Grand Hyatt where they will flow through to the vast space in the center of the two towers and onto the gorgeous pool area with amazing views of San Diego and Coronado Island. Sumptuous Food Stations and Hosted Premium Bars will be everywhere and so will the suits ...BATHING SUITS that is.



Sunday night's Nomination Celebration-in-the-Streets, tagged the "Sexiest party ever thrown for Video Games" is ALL about the 2010 ELAN Final Nominees celebrating with friends and peers as well as media and celebrities who just want to share their night. With opening acts such as this year's Grammy-nominated "Splitting Adam", 2,000 stars will enjoy a party unlike anything they've ever experienced before. Happening on Fifth Avenue and utilizing the Historic Gaslamp Quarter for its backdrop, the 2010 ELAN Awards' street party will undoubtedly make the top-ten-parties-of-the-year list.

On Monday, July 19th Industry Luminaries will walk the red carpet alongside Celebrities in front of fans and media. They will enter into the heady environment of the 2010 ELAN Awards Gala Reception, heightened by expensive champagne and delectable appetizers served in the luxurious foyer of the Elizabeth Ballroom encircled by the evening's nominated clips.



1,000 Nominees and their guests joined by both Industry and Hollywood stars will enjoy an unforgettable 4-course ELAN Awards Dinner in the elegant Elizabeth Ballroom in the Manchester Grand Hyatt prior to the 2010 ELAN Awards Ceremony. Two stars, one from Hollywood and the other from the Video Game Industry will share the Hosting duties of the awards ceremony.



Just one example of the uniqueness of this awards show is that the ELANS do insist on black tie apparel BUT also insist guests keep their dreads and not cover up their piercings or their tattoos! Just one more step towards "keeping the culture while adding the respect" ...

The best show producers in Los Angeles and San Diego will be involved in the staging of the 2010 ELAN Awards promising an entertaining and technically advanced show. The thirty awards given out on the evening will include new convergent categories never before awarded and game clips never before seen in North America all of which will combine to create the crowning touch for of the 2010 ELAN Awards.



2000 VIPS will celebrate their wins and drown their losses at the 2010 ELAN Awards After-Party held in one of San Diego's most posh and lavish destinations "ON BROADWAY". Like the finale of a great fireworks show, the guests, nominees and winners of the 2010 ELAN Awards will wrap up their 3 day celebration with an explosive party at the high-energy dance club, complete with a computerized light show and 90,000 watt sound system.

Holly Carinci: "Music has the Grammy's; Television the Emmy's; Movies the Oscars and Golden Globes. Video Gaming is the fastest growing sector of the Entertainment Industry and is now bigger than all of them. As the number one industry in entertainment it deserves an awards ceremony that celebrates this magnificent industry's growth and position."

2010 ELAN Rules and Procedures

Award Category Definitions



SECTION 1: 4th ANNUAL ELAN AWARDS CATEGORY DEFINITIONS

FOR ALL OF THE "BEST GAME" AWARDS, THE FOLLOWING WILL BE TAKEN INTO STRONG CONSIDERATION: "The ELAN in this category will be awarded to a title that exhibits originality, strong creative direction, and a high fun quotient, as well as excellence in game design and storytelling, sound and voice performance, visual and artistic impression, technical achievement, and player immersion. Special consideration is to be given for innovative utilization of the native features (interface, connectivity, etc.) of the specific hardware platform."

1. BEST GAME OF THE YEAR

Recognizing outstanding achievement in a video game, the ELAN in this category will be awarded to a title released for play on any hardware platform.

2. BEST E-RATED GAME OF THE YEAR

Recognizing outstanding achievement in a video game, the ELAN in this category will be awarded to a title released for play on any hardware platform in any of the E-level ratings.

3. BEST TEEN-RATED GAME OF THE YEAR

Recognizing outstanding achievement in a video game, the ELAN in this category will be awarded to a title released for play on any hardware platform in any of the T-level ratings.

4. BEST MATURE-RATED GAME OF THE YEAR

Recognizing outstanding achievement in a video game, the ELAN in this category will be awarded to a title released for play on any hardware platform in any of the M-level ratings.

5. BEST CONSOLE GAME

Recognizing outstanding achievement in a video game designed for a home console (Xbox 360, PS3, Wii, PS2, etc.).

6. BEST PC GAME

Recognizing outstanding achievement in a video game designed for a personal computer (Windows, Mac, etc.).

7. BEST DOWNLOADABLE GAME

Recognizing outstanding achievement in a video game created for any platform released solely through digital download.

8. BEST CASUAL GAME

Recognizing outstanding achievement in a casual video game, whether pay-for-play or free, the ELAN in this category will be awarded to a title released for play online including MMO's, Social Networking Games, etc.

9. BEST LICENSED GAME

Recognizing outstanding achievement in a licensed video game, the ELAN in this category will be awarded to a licensed production released for play on any platform. The winner will first exhibit excellent authenticity to the original licensed production and then, while remaining within these limits, still display originality and strong creative direction.

10. BEST HANDHELD GAME (PSP; DS, iPod or other similar devices)

Recognizing outstanding achievement in a video game designed for a handheld hardware device (PSP, DS, iPod, etc) whose primary function is *not* voice communication.

11. BEST MOBILE GAME

Recognizing outstanding achievement in a video game designed for a mobile hardware device whose primary function is voice communication (iPhone, BlackBerry, etc.).

12. MOST ACCESSIBLE GAME

Recognizing outstanding achievement in providing accessibility features for gamers with disabilities, the ELAN in this category will be awarded to a designer or design team who exhibit excellence in the creation of an AAA video game that is accessible to the widest audience as possible. Factors evaluated include features that improve the gaming experience for gamers with disabilities including excellence in providing game design elements such as (but not limited to) closed captioning/subtitling, remappable controls, color blind mode(s)/high contrast color schemes, assist modes, tutorials, support for accessible controllers, range of difficulty and speed options, audio tags, font scalability, and accessible game documentation.

Award Category Definitions

...cont.



13. BEST INDEPENDENT GAME

Recognizing outstanding achievement in an independent video game, the ELAN in this category will be awarded to a production released for play on any hardware platform.

TALENT AWARDS ...

14. BEST WRITING in a VIDEO GAME PRODUCTION

Recognizing outstanding achievement in writing in the field of video games, the ELAN in this category is awarded to the writer or writers credited who exhibit excellence in writing, story-telling, characterization, and originality.

15. BEST SOUND in a VIDEO GAME PRODUCTION

Recognizing outstanding achievement in sound in the field of video games, the ELAN in this category is awarded to an individual or team that exhibits creative excellence in sound design, sound effects, creative direction and context in any video game production released in the qualifying calendar year.

16. BEST MUSIC in a VIDEO GAME PRODUCTION

Recognizing outstanding achievement in music in the field of video games, the ELAN in this category is awarded to an individual or team that exhibits creative excellence in musical scoring, creative direction and context in any video game production released in the qualifying calendar year.

17. BEST ART DIRECTION in a VIDEO GAME PRODUCTION

Recognizing outstanding achievement in art direction in a video game, the ELAN in this category is awarded to the art director or art directors credited who exhibit excellence in visual design and execution of the interactive experience of a video game. Factors evaluated include characters, environments, animation, lighting, effects, as well as conceptualization, consistency of vision, and technical execution. Full motion video or other non-interactive elements presented in a game are considered only for their consistency, continuity, and support of the interactive experience.

18. BEST CHARACTER ANIMATION in a VIDEO GAME PRODUCTION

Recognizing outstanding achievement in character animation in a video game, the ELAN in this category is awarded to the animator, animation team or animation director that exhibits excellence in animating a human, animal or object that expresses characterization, movement, and conveys emotion. *This category is open to animation teams hired outside of the video game company.*

19. BEST VOICE OVER in an VIDEO GAME PRODUCTION

Recognizing outstanding achievement in voice performance, the ELAN in this category goes to the voice actor in any video game that exhibits excellence in dramatization, characterization, originality, range and effect.

20. BEST GAME DESIGN

Recognizing outstanding achievement in game design and direction in a video game, the ELAN in this category is awarded to the lead designer, game director or design team credited whose video game exhibits excellence in innovation, ideation and execution of design concepts including player control, game mechanics, game progression, storytelling, immersion, emotional engagement and, of course, a high fun quotient.

21. BEST REAL-TIME VISUAL EFFECTS in a VIDEO GAME

Recognizing outstanding achievement in visual effects in a video game, the ELAN in this category is awarded to the vfx artist, vfx team or vfx director that exhibits excellence in real-time game engine-rendered visual effects within a video game. *This category is open to vfx teams hired outside of the video game company.*

2010 ELAN Rules and Procedures

Award Category Definitions

...cont.



22. OUTSTANDING TECHNICAL INNOVATION

Recognizes outstanding technical innovation that has a significant impact on play, the ELAN in this category is awarded to the technical team credited whose video game demonstrates technical innovation that impacts both the game in which it is introduced, as well as future game development. Innovations can include concepts such as defining a new genre, or game design mechanic, a technological breakthrough or advance that significantly impacts the game experience, an innovative or evolutionary use of new technologies, or any other technical achievement that advances the state of play.

23. BEST NEW TALENT (Student only)

Recognizing outstanding achievement by a student in digital entertainment, the ELAN in this category goes to the student or team of students who exhibits excellence thru their project in one of three sectors: Video Game, Animation or Visual Effects.

24. VIDEO GAME HALL OF FAME

Awarded to the individual who, in the course of pursuing their art, has excelled in their medium. The recipient will have achieved creative excellence throughout their career. The recipient will have creatively influenced their field of expertise. This is a lifetime achievement award and the winner has been working in the video game industry at least 15 years. The recipient of this award is peer voted by the entire Video Game Industry out of this year's final four nominees selected by a panel of judges who will one day likely be a recipient of this award themselves.

CONVERGENCE AWARDS ...

25. BEST ANIMATED PRODUCTION with a LICENSED VIDEO GAME

Recognizing outstanding achievement in an animated production that has a licensed video game attached, the ELAN in this category will be awarded to an animated production released either to theatres or televised during the qualifying calendar year; the video game need NOT have been made available to the public for play yet. There is no distinguishing between computer-generated or cell-based animation. The winner will exhibit originality and excellence in storytelling, movement, sound and voice performance, visual and artistic impression and technical achievement.

26. BEST VFX-DRIVEN FEATURE FILM with LICENSED VIDEO GAME

Recognizing outstanding achievement in VFX in a theatrically released feature length film where the VFX play a crucial, substantial and integral part of the production, typically known in the industry as an "Effects Film". The film must have been released within the qualifying calendar year and have a licensed video game attached; the video game need NOT have been made available to the public for play yet.

MARKETING AWARDS ...

27. GAMER'S CHOICE

Publicly-voted on-line, the number of votes tallied by the public determines the nominees and ultimately the winner for their choice of Game of the Year.

28. BEST IN-GAME ADVERTISEMENT in a VIDEO GAME

Recognizing outstanding achievement in utilizing a video game to advertise by a company, the ELAN in this category goes to the best advertisement in any video game with special mention to that game.

29. BEST OVERALL ADVERTISING CAMPAIGN for a VIDEO GAME

Recognizing outstanding achievement in an advertising campaign for a video game, the ELAN in this category goes to the best series of thematically related advertising materials used to promote a video game.

30. BEST VIRAL MARKETING PR CAMPAIGN for a VIDEO GAME

Recognizing outstanding achievement in engaging the keenness and imagination of gamers to generate product buzz thru fan-generated marketing which may be a website, a blog, a movie or any other vehicle that promotes a video game.

2010 ELAN Rules and Procedures

Entry Requirements



SECTION 2 – ENTRY REQUIREMENTS

It is important to read all of the information throughout this section as it states rules and procedures that apply to all entries. Be sure to avoid oversights that might cause your entry to be disqualified.

SECTION 2.1: ELIGIBILITY

1. WHAT IS ELIGIBLE

- I. Video Games: Any video game that was released to the public within the calendar year 2009 that fits the definition of one or more of the award categories is eligible for consideration.
- II. Animation: Any animated feature film that was released to Theatre OR animated work done for a video game that was released to the public within the calendar year 2009 that fits the definition of one or more of the award categories are eligible for consideration.
- III. Visual Effects: Any effects-driven feature film that was released to Theatre OR visual effects work done for a video game that was released to the public within the calendar year 2009 that fits the definition of one or more of the award categories are eligible for consideration.
- IV. Students:
 - a. Video Game: Any video game created by a full-time registered student(s) during the calendar year 2009. The game must be playable.
 - b. Animated Production: Any animated production created by a full-time registered student(s) during the calendar year 2009. SD 1min minimum.
 - c. Visual Effect: Any VFX project created by a full-time registered student(s) during the calendar year 2009. SD 1 min minimum.
- V. Marketing: Any video game advertisement or in-game advertisement or marketing pr campaign that took effect within the calendar year 2009 that fits the definition of one or more of the award categories are eligible for consideration.

2. WHO IS ELIGIBLE TO SUBMIT FOR AN AWARD

- I. For Categories 1 thru 13:

The game's Development Team and Publisher responsible for the overall creation and the production of the game must be nominated. The individuals accepting the award at the ceremony must be senior representatives from both the Development Team and the Publisher but will not be named on the trophy. A maximum of four individuals may accept the award.

 - a. Category 13: Same as above (I.) but only for Development Team. (No Publisher).
- II. For Categories 14 thru 24:

The individuals being named must have personally performed the hands-on work for the art being submitted. Developers and Publishers are not eligible to receive an award in these categories. Candidates may include, but are not limited to, Supervisors or Leads in the following departments: Sound, Music, Art, Design, Technical, Animation, Visual Effects, etc., who personally performed significant hands-on work. A maximum of four individuals may accept the award.

 - a. Category 23: The overall Team Leader must be nominated plus 3 key leaders who contributed the most to the content and completion of the game, animated production or visual effects project submitted.

2010 ELAN Rules and Procedures

Entry Requirements

...cont.



- III. For Categories 25 thru 26:
The feature film's Senior Producer(s), Production Company(ies), Distributor, and/or Animation/Visual Effects Studio responsible for the overall creation and distribution of the production must be nominated. A maximum of four individuals may be named in any one entry.
- IV. For Category 27:
The game's Development Team and Publisher responsible for the overall creation and the production of the game must be nominated. The individuals accepting the award at the ceremony must be senior representatives from both the Development Team and the Publisher but will not be named on the trophy. A maximum of four individuals may accept the award. This category is not juried and judged by peers but rather by the public through an online voting system.
- V. For Categories 28 thru 30:
The advertisement's or marketing pr campaign's Senior Producer or Lead responsible for the overall creation of the ad or campaign must be nominated along with 3 other key leads from the Developer, Advertiser, Advertising Firm/Network or PR Company.

SECTION 2.2: ENTRY DEADLINE

The deadline for submissions of all materials is 5:00 PM PST, Friday, May 14, 2010.

SECTION 2.3: SUBMISSION FORMS

Submission forms are available on the website, www.theelans.com. Each entry must be accompanied by a completed submission form, payment, and the required viewing materials. Be certain all project titles and entrants' names are spelled correctly on the submission forms. The ELAN Awards are not liable for spelling errors on an entry, ballot listings and subsequent publicity that are the result of incorrect information submitted on the entry forms.

SECTION 2.4: SIGNATURES

Entry forms must have at least two (2) signatures, the person submitting the entry and either:

- I. Video Games
 - a. a senior representative from either the Developer or the Publisher;
 - b. the individual or one of the four individuals named.
- II. Animation
 - a. a senior representative from either the Production Company, Animation Studio or Distributor;
 - b. the individual or one of the four individuals named.
- III. Visual Effects
 - a. the overall project VFX Supervisor or VFX Producer;
 - b. the individual or one of the four individuals named.
- IV. Students
 - a. a senior representative from the Educational Institution at which the student(s) named for the category completed their project.
- V. Marketing
 - a. A senior representative from either the Advertising Agency or Network;
 - b. A senior representative from the Video Game Developer or Publisher;
 - c. A senior representative from the PR Company.

SECTION 2.5: CONTACT PERSON

One contact person MUST be assigned for all entries. This is the individual to whom the ELAN Awards will send official entry receipts as well as nominee notices. Additionally, the contact person must be available to the ELAN Awards to deal with any potentially disqualifying issues. They should know where to reach everyone named on the submission during that time in case of questions.



SECTION 3: HOW TO SUBMIT

1. All entries must be submitted as premiered or released including color and sound. No shots that were omitted from the project may be added; no alterations whatsoever may be made to the final work being submitted. Audio must be the sync sound as released.
2. All entries must come with one submission form per entry. Do not combine multiple entries on a single submission form; it will not be accepted.
3. Give each entry a distinct name on both the entry form and on the submitted work and material.
4. Have your submission form signed by the appropriate individuals.
5. Each entry must be accompanied with the viewing/playing materials as specified in Section 4, VIEWING MATERIALS AND FORMATS.
6. Label each item in your submission packet CLEARLY with the CATEGORY and the TITLE and the NOMINATED NAME(S) and the CONTACT PERSON.
7. Submit the completed entry form(s) with the video material(s) by courier to the ELAN Awards LLC where your submission will be processed (see Section 5 DELIVERY ADDRESS).
8. Send your submission material early enough to allow time to meet the submission deadline of May 14, 2010; entries received after May 14, 2010 will be disqualified.

[submissions@
theelans.com](mailto:submissions@theelans.com)

2010 ELAN Rules and Procedures

Viewing Materials & Formats



SECTION 4: VIEWING MATERIALS & FORMATS

NOTE: Entries may not contain superfluous advertising or company branding of any type *unless it was included in the original release or broadcast of the game or production*. Entrants are responsible for their own quality control.

SECTION 4.1; SUBMISSION CHECK LIST – Short Form

To be considered, every category for every title submitted must contain:

- I. Seven (7) copies of the content to be considered:
 - a. two (2) of which are in PAL format unless submissions are on DVD or are downloadable.
- II. Seven (7) copies of a CD or DVD containing the following text files in PDF:
 - a. a list of credits pertinent to the category entered
 - b. a maximum of 250 words summarizing the accomplishments of the content under consideration for (examples) technical virtuosity, artistic creativity, critical acclaim, commercial success and its impact on the video game practice moving forward (your chance to write to the jurors/judges).
- III. One (1) press kit per TITLE submitted (NOT per category entered) including all pertinent information and visuals: high-rez stills (png, jpeg, gif), 15 sec. clip in any flash video format (.flv, .mp4, .swf) Other formats may be accepted but confirm first by contacting us. Finally, where possible, TV broadcast-quality clips.
- IV. One completed submission form PER TITLE PER CATEGORY entered.
- V. One payment fee PER TITLE PER CATEGORY entered.

Note regarding Nominated Entries Only: The ELAN Awards will require 5 sec clips of all nominated titles/work and will advise you of what formats will be needed for both the ceremony and internet/television broadcast. Should your title(s)/ work be nominated for more than one category, you must provide a different clip per nomination.

SECTION 4.2: SUBMISSION VIEWING MATERIALS EXCEPTIONS

Note:

(1) Exception to Viewing Materials: "BEST DOWNLOADABLE GAME" Seven (7) download codes per title may be submitted. This exception also applies to other categories whereby the game can be accessed thru digital download including but not limited to BEST INDEPENDENT GAME, BEST CASUAL GAME, BEST MOBILE GAME, etc.

SECTION 4.3: SUBMISSION LENGTHS & FORMATS

- I. Video Games: Fully packaged/downloadable game.
- II. Animation: Fully packaged feature film on DVD OR Game, category dependent.
- III. Visual Effects: Fully packaged feature film on DVD OR Game, category dependent; Students: Video Game in full; Animated or VFX Production, minimum 1 min/max 5 mins.
- IV. Marketing: Maximum 3 mins x 2 examples per submission.

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Entry Delivery Address



SECTION 5: DELIVERY ADDRESS

Entries made later than **5 P.M. PST FRIDAY, MAY 14th, 2010** will not be accepted.

ELAN Awards LLC
Attn: Laura Alcalde
11755 Wilshire Blvd #2150
Los Angeles, CA
USA 90025

If you have any questions at all please contact:

Holly Carinci, Founder
2010 ELAN Awards
holly@theelans.com

Thank you in advance for choosing to participate in the 2010 ELAN Awards.

We wish you the very best of luck!

Sincerely,

Holly Carinci, Founder

[submissions@
theelans.com](mailto:submissions@theelans.com)