

Ai180
AiAustin180.com
The Art Institute of Austin
November 1, 2008
Artist check-in: 4:00 p.m.
Doors open: 4:30 p.m.
Competition begins: 5:00 p.m.

Competition Rules and Guidelines

32 applicants will be accepted via one-minute sample submissions to AiAustin180.com, on or before 12:00 a.m. local time on October 26, 2008. If more than 32 submissions are received, Jonathon Pluskota, chair of The Art Institute of Austin Audio Production department, will select the best 32 submissions. Factors considered in selecting contestants are: originality, flow, technique, and sound quality. Only "radio friendly" submissions will be accepted, and contestants will be notified that these standards of decency apply to the competition as well, for all participants.

The selected contestants will be notified on October 27, 2008 via email.

The 32 entrants will be randomly placed in a standard single-elimination draw. Head-to-head, each contestant will be given 3 minutes to perform, with or without a chosen support artist (rapper, singer, dancer). The Art Institute of Austin Audio Production team will control the soundboard. Any contestant who performs material deemed indecent by the Ai Audio Production team will be immediately cut off and will therefore forfeit his/her match. There is no process of appeal. The Audio Production team will fade out all contestants after three minutes to keep the competition timely and fair.

A PA system, mixer, and microphone will be provided by The Art Institute of Austin. Contestants will be responsible for bringing their own turntables, music, laptop, MIDI controller, and/or an external sound card, as well as all required cables.

The 32-team single elimination tournament will feature five rounds. The first four will be judged by a special panel of local media personalities. The final round will be judged by crowd noise, as measured by four individual Art Institute of Austin observers in the crowd, who will then come together and offer a consensus.

The four rounds judged by the panel will be judged by the following criteria:

1. Emotional Impact: Does the artist invoke excitement?
2. Performance: Is the performance neat and well planned, or sloppy and inconsistent?
3. Song Development: Are there obvious hooks, bridges, and breakdowns?

4. Crowd Response: How does the crowd react? Does the panel view the crowd as “won” or “lost” by the artist?

The winner will be awarded a trophy proclaiming him/her “First Annual Ai180 Champion. 2008.” The winner will also receive a recording session in The Art Institute of Austin’s new recording studio. The recording session will be five hours and will include the use of The Art Institute of Austin’s recording facility, and an audio engineer to run the session. The studio is outfitted with an SSL duality console and a ProTools HD4 with 48 channels in and 48 out. Our outboard gear features Avalon, ADL, Universal Audio, GrooveTubes, and SSL mic pre's, and Summit, Mercenary and FET compressors. We have an array of plug-ins, including Waves Mercury, Antares, Melodyne, and more.

Ai180 is an all-ages event. There will be no alcohol served, or permitted at the event. Anyone found in violation will be asked to leave. Any contestant found in violation will be disqualified and asked to leave.