

# FILMED\*

academy of the arts

The 24 countdown has officially begun and the clock is running. Your challenge is to cast, direct, film, edit, export and upload a memorable music video by 3pm Sunday evening. As always, TELL THE STORY

**SONG TITLE:**

**ARTIST:**

**LENGTH:**

**WEBSITE:**

Avoid viewing or being influenced by the official music video

**START:**

Saturday, December 3<sup>rd</sup>, 2011 at 3pm

**END:**

Sunday, December 4<sup>th</sup>, 2011 at 3pm

**EXPORT:**

h.264 compressed Quicktime file  
(depending on computer processor speed and amount of graphics/effects used, it will take approximately 30-60 minutes to export. Make sure you leave enough time to do this)

**AND**

**A Full Quality Export** of the video that will be picked up the following week.

Please follow the instructions below to export the h.264 compressed Quicktime file:

1. In FCP, go to File > Export > Using Quicktime Conversion
2. The Format should be Quicktime Movie. If it is not, change it to Quicktime Movie.
3. Once you have that set, click on the Options button.
4. A Movie Settings window should pop up.
5. Make sure Video and Sound are checked.
6. Your Video Settings should be
  - a. Compression: H.264

- b. Frame Rate: Current
- c. Key Frames: Automatic
- d. Quality: Medium
- e. Encoding: Best Quality (Multi-pass)
- f. Data Rate: Automatic
- g. Size Dimensions: Current
- 7. Your Audio Settings should be:
  - a. Format: Integer (big Endian)
  - b. Sample rate: 48.000 kHz
  - c. Sample size: 16-bit
  - d. Channels: Stereo (L R)
- 8. Make sure Prepare for Internet Streaming is NOT checked.
- 9. Press OK
- 10. Your File Name **MUST** include (1) School Abbreviation, (2) Title of the song  
ex. IR\_SongTitle

## OR

Use the compression droplet attached to the email. All you have to do is:

1. Drag & Drop your full quality exported file.
2. Once the window opens up, make sure your destination is set to Desktop.
3. Press submit.
4. To check on the progress of the compression, open up Batch Monitor on your computer.

## DELIVERY:

One member of each team must go to <http://dropbox.yousendit.com/FilmEdDropbox> and upload your entry. Leave plenty of time to upload. (Depending on internet speed, this should take approximately 30-60 minutes.)

## RULES

- Parents have the last word. **The 24 IS NOT MANDATORY.** Respect your parents and if they need you home at a certain hour, that's it.
- **BE SAFE.** Do not do anything illegal or possibly harmful to yourself or the public.
- Make sure your video is **appropriate** and does not include any use of weapons, drugs, alcohol, nudity, sex, excessive violence, or material deemed to be offensive to categories of individuals based on their religion, ethnicity, race, sex, or sexuality.
- **Post a sign in public** when filming that says: '**HIGH SCHOOL FILMING**'. This should avoid any false assumptions by the public.

- TEXT the emergency number if you have any problems: (714) 614-5656 or (949) 278-0278

## **RECOMMENDATIONS**

- Use only the **Panasonic AG-HVX200 or Panasonic AG-HPX500** on **720,24pn** or **720,30pn**
- Record footage to your P2 Card
- Avoid lip-synching and watching/recreating the band's official music video.
- Assign everyone a specific position.
- **AS ALWAYS, PLEASE REMEMBER TO TELL THE STORY**

## **DRIVE-IN OUTDOOR SCREENING**

WHEN:	Friday, December 16, 2010
WHERE:	University High School 4771 Campus Drive Irvine, CA 92612
TIME:	6pm
WHAT TO BRING:	blankets, lawn chairs, warm clothing, cash money for concessions

**Entries are NOT permitted to be uploaded to ANY website until after the official screening listed above.**

## **BREAKING ANY OF THESE RULES WILL RESULT IN ENTRY DISQUALIFICATION**

**IF AT ANYTIME, THERE IS AN EMERGENCY OR YOU HAVE ANY PROBLEM, PLEASE CONTACT DAVID JUNKER AT 949-278-0278 OR CHRISTINE VU AT 714-614-5656.**