

# FILMED\*

academy of the arts

FilmEd Academy of the Arts is proud to present the annual 24hour Film Festival. This is a music video competition where students will be given 24 hours to cast, direct, film, edit, encode and upload a music video to the song provided. This is an incredible opportunity for students to work together as a team and represent their school. Only ONE team will win.

Please **READ** everything carefully.

## 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: '**ACADEMY FILMING**'. This should avoid any false assumptions by the public.
- **REPLY TO THIS EMAIL** with the name of team captain and team members. **Include the captain's telephone number and email address by Wednesday, November 30<sup>th</sup> before 12pm.** The email address will be used to send the 24 information on **Saturday, December 3<sup>rd</sup> at 3pm.** Each school can only submit **1** music video.
- **TEXT** the emergency number if you have any problems: (949) 278-0278 or (714) 614-5656 and we will call or text you back. **Please leave a message if we do not pick up.**
- **DELIVERY:** Instructions will be included in an email with song and lyrics on Saturday, December 3<sup>rd</sup> at 3pm.

## RECOMMENDATIONS

- Use 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**

## **JUDGING CRITERIA**

### **1. Story/Script/Structure**

Does it have character, plot, theme? Are the characters motivations, desires and goals revealed? Is there a conflict? What makes it memorable?

Is the script or voiceover well written and clever?

### **2. Pre-Production**

Is there a beginning, middle and end? Does the story have a twist or come full-circle?

Is the story multi-dimensional, having more than one interview?

Is the story concept gradually revealed or do we learn everything in the first words spoken?

Did it get submitted by deadline?

### **3. Creativity/Originality**

Are the characters interesting?

Does it feel generic and predictable or does it keep the audience wanting more?

Is there style or tone applied?

Are the sound bytes subjective (emotional)?

### **4. Use of Resources**

Do the locations, props, and costumes add to the production value?

Does the casting fit the characters?

Are any resources used above and beyond expected budget (ie. permits, helicopter, access approved to restricted area, etc.)?

### **5. Directing/Talent**

Does the talent feel real and dynamic?

Does the talent break character or look into the camera?

Is the talent made to look natural, healthy and comfortable?

### **6. Cinematography**

Is there proper shot composition?

Are the shots appropriately used?

Is there ample b-roll using the 5shot method?

Is everything in focus?

How does depth of field add to image?

Is WALLDO employed?  
Are the shots properly exposed, saturated and white-balanced?  
Does the subject cross the line?

### **7. Lighting**

Is the talent overexposed/underexposed?  
Does the talent have shadow-side to camera when possible?  
Is there a lighting concept (key, fill, back, background)?

### **8. Audio**

Are the audio levels balanced?  
Does background music compliment or compete with sound bytes and mood?  
Are any of the sound bytes peaking?  
Can the talent be understood?

### **9. Graphics/SFX**

Do the titles and graphics add or subtract from the style and theme?  
Do the fonts compliment each other?

### **10. Editing**

Is there proper sequencing involved?  
Does the audio take advantage of L-cuts?  
Do interview sound bytes drag-on or does it ping-pong back and forth between voiceover?  
Are there any continuity issues?  
Are the shots color-corrected?  
Is there change of pace and rhythm established?

## **DRIVE-IN OUTDOOR SCREENING**

WHEN: Friday, December 16, 2011  
WHERE: University High School  
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**