

OPEN Challenge



Due: April 21, 2017

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Requirements & FAQ

What Is the Open Challenge?

- A challenge in which students are to submit a film of their own ideation and creation. The film will be part of Expo Fest judging, presented to a panel of industry professionals and college faculty. The most exceptional films will be showcased at the Red Carpet Event of Expo Fest on Friday, May 19, 2017.

What does Open mean?

- Open means you as the filmmaker can submit a film that you've created that does not fit into any other category in the Red Carpet Event of Expo Fest.

What has to be in my film?

- Your film title.
- Credits/Graphics to introduce team members of the production.

How long can my film be?

- Your film can be any length up to 5 minutes.

What Deliverables are Required for the Open Challenge?

- **Mandatory (on Launchpad):**
 1. A link to your film on Google Drive (.mp4 or .mov)
 2. A link to your Releases, Permission Forms and your Principle Waiver - in a Google Folder on Google Drive
 3. A link to your Script and Storyboard on Google Drive
 4. A link to your 10 Second Project Reel on Google Drive

Be sure to set the Share settings to "anyone with link can view."

What is a 10 Second Project Reel?

- New!!! The 10 Second Project Reel will be used at the Red Carpet Event in the event that your film wins! (A 10 second clip from your film, no titles needed.)

What is Launchpad?

- Launchpad is Skills21's web app where you will submit your film and deliverables. All Launchpad instructions will be provided soon - stay tuned!

Copyright:

The film must also acknowledge copyrights, and respect ethics, media releases and industry legalities.

No submission may infringe on copyright law. Written consent must be obtained in order to use any material not generated by the production team, including *any and all* music. All actors that appear in your film must complete a waiver document.

For more information on copyright, fair use audio and free use audio- please use the following resources as you wish:

- <http://www.copyright.gov/>
- <http://21cif.com/tutorials/micro/mm/copyright/page4.htm>
- <http://creativecommons.org/legalmusicforvideos>
- <http://freemusicarchive.org/curator/video>

Restrictions

Appropriate Content:

We at Skills21 value the safety of our students and communities and are limiting content for Expo Fest submissions for the wellbeing of all involved. It is also important to remember that our audience is full of men, women, and children of ALL ages from all over the state with different backgrounds and life stories. To ensure that the audience is not subjected to hurtful or sensitive content the following restrictions apply.

Your film must be school appropriate, this includes:

- No guns or explosives are allowed in any context.
- No knives are to be used in a violent way or for intended violent use.
- No substance abuse (drugs and alcohol).
- All content in your film must be culturally sensitive including: wardrobe, language, accents and other character traits.
- Avoid stereotyping (racially, sexually, culturally, etc.)

Any other questions about appropriate content please contact audia@educationconnection.org for clarification.

Open Challenge Award Rubric

You will be graded on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)

Pre Production and Development:

Category	Expectation
Storyboard or Shot List	Storyboard/shot list is logical and well organized. Shots match the working script or screenplay. Illustrations/descriptions convey information clearly. Each panel/line indicates the type of shot.
Script	The screenplay is developed from the narrative into scene(s) and visually describes the setting, characters, actions and reactions, Each/the scene is well defined and structured.
Forms	Release and permission forms are prepared and used when appropriate.

Production:

Category	Expectation
Camera	Shots are in focus and well framed. Shots are well composed, interesting and shot from a variety of perspectives and angles.
Lighting	Lighting supports mood, flatters subject(s) or focuses attention to objects.
Talent/Actors	Talent is/are chosen to successfully to depict written character(s).
Props and Wardrobe	Props and wardrobe are creative and enhance the story and character(s).

Post Production and Editing:

Category	Expectation
Music (if used)	Musical score complements and enhances message. Sound levels do not detract from other sounds.
Technique	The filmmaker used a variety of editing techniques (for example: cutaways, cutting on action, L and J cuts, etc.) All shots have continuity of screen direction.
Continuity	Continuity is seamless and shots match together.
Pace	All clips are just long enough to make the point clear with no slack time.

Content and Audience:

Category	Expectation
Intro	Viewer was immediately engaged with a strong opening and interest was maintained throughout the film.
Appeal	Film conveys a compelling message that evokes emotion.
Originality	Film shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.

Resources

Forms:

[Adult Media Release](#)

[Student Media Release](#)

[Principle Waiver](#)

[Location Release](#)