

ESF FILM FESTIVAL

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INTRODUCTION

AWARE is an organisation that promotes awareness for a wide range of issues affecting teenagers today, be they local or worldwide; **advocating a strong sense of care for community and proactive initiative in all people. We strive to achieve our goals through creativity, utilising the arts to portray issues and the stories related to them to the wider public.** We aim to encourage and motivate young people to create pieces that are meaningful and moving, about issues that they are deeply passionate about, through mediums that they enjoy.

So, we present “The AWARE Prize”. **This is created in the spirit of providing young people with the opportunity to create work they care about, specifically through the medium of film and photography.** Film and photography are mediums that capture most accurately the reality, with the potential to be stylised and personalised. **Participants can create films in any style or convention, as long as they address and take into account important social issues.** Excellent and outstanding films will be rewarded, with outstanding creators receiving the prestigious AWARE Trophy and sponsored prizes like camera equipment.

We want to create an event that will be held annually to consistently develop and improve the creative atmosphere for students.. Ultimately, we hope to create a platform where young creators can share, make, and become aware citizens who care and are proactive about expressing their worldview through creativity.

TIMELINE AND PLAN

2015

01 DEC 2015

Present first draft of plan and posters to Mr Chris Durbin. Begin crafting a promotional video and reaching out to sponsors.

11 DEC 2015

Final plan approved by ESF. Begin to set up a website. Begin to reach out for sponsors and guest speakers/judges.

14 DEC 2015

Notify schools of the competition and supply resources and information about it, this is to give students some notice and time to begin thinking of ideas.

30 DEC 2015

Website should be set up with promotional materials and resources completely ready. Facebook page and other social media could be created. Formal invitations for schools and students to join this competition should be ready to send.

2016

04 JAN 2016

Formal invitation along with link to website and video sent out to schools. Answer questions and queries, using them to set up an FAQ section. Begin registering schools and students that take part.

05 JAN 2016

Participants should begin to film and edit. Promotional material about the competition and the exhibition night will be distributed continuously. Begin to source locations and logistics in preparation for the exhibition night.

01 FEB 2016

Tickets for the exhibition night to be distributed, guests to be invited to come to the exhibition. Auditions for musical acts begin.

15 FEB 2016

Submission dropbox for participants is opened.
Confirm prizes and details such as prizes and logistics for the exhibition night.

2016

22 FEB 2016

Submission deadline; dropbox is closed.
Film submissions are received and reviewed to decide which 6 films are shown on the exhibition night. Musical acts confirmed.

25 FEB 2016

Finalist films are chosen and confirmed, results are published.

01 MAR – 08 MAR 2016

All resources, technical equipment and helpers for the exhibition to be ready. Preparation for the exhibition night will continue throughout the week.

09 MAR – 10 MAR 2016

Everything at the exhibition night should be ready and positioned at the location. Rehearsals and technical run throughs to take place on both dates.

11 MAR 2016

Night of the ESF Film Gala/Exhibition. Prizes to be awarded that night, with The AWARE Prize going to the best film.

We have top student coder, Zachary Guard to help create and set up our website and online resources. Zack has single-handedly designed and created:

www.zacharyguard.co.nf

RULES, GUIDELINES AND CRITERIA

Minor offences of these rules will cause the submitted film to lose points, whereas major offences may result in disqualification. This will be determined by ESF and the AWARE team, offences will be pointed out to the submitter; and if time permits, the submitter can make changes to the film.

1. Each film must be between 5 – 8 minutes long.
2. Each school can submit more than one film to contend for a showing at the film premiere.
3. Film quality is not limited; films can be filmed on a DSLR, iPhone, Point and Shoot etc.
4. All films must be submitted in .mp4 format.
5. Music must be copyright free or original – original music will garner extra points.
6. All films must be original and created specifically for this competition,
7. They must not violate privacy/copyright laws.
8. The films must be made available for online display on platforms such as YouTube AFTER the competition closes.
9. The film must not have been displayed online or made public to audiences before the exhibition.

JUDGING CRITERIA AND GUIDELINES

Films will be judged on five criteria, each out of 10 points – 10 being excellent. A panel of film expert judges will select the best film to receive The AWARE Prize based on the following:

CINEMATOGRAPHY

The skill of the cinematographer and cameraperson is judged under this category. The composition of the shots; the stylistic and artistic work put into each frame; the way the camera is manipulated in order to portray and communicate the story; these aspects should all be considered. The cinematography should be professional and deliberate, demonstrating creativity and personal style.

NARRATIVE

Narrative should be prevalent in the films. Filmmakers should incorporate stories and personal experiences about their social issue into their films, whether they be those of others or their own. These narratives should be woven skilfully into the film and should keep the audience interested and engaged.

INFORMATION

This category judges how much the film can tell the audience about their social issue and the effects and consequences of the social issue.

ORIGINALITY

Participants should be looking to make their films in the most creative way possible. They are encouraged to take example from other filmmakers/creators, but they should not be copying other creators. We want participants to think outside of the box, and come up with original and exciting new ideas, structures, camera angles etc. Original music is also highly encouraged, although this is not compulsory, and copyright free music will be allowed. However, original music and graphics is recognised highly and will be given extra credit.

IMPORTANT

Although your film should address an important social issue, it is important to remember that **YOU DO NOT HAVE TO MAKE A DOCUMENTARY**. Films where themes are expressed through a fictional story are highly encouraged as well. You can create any film in any style, as long as you are addressing and taking into account an important social issue that **MEANS SOMETHING TO THE CREATOR** in our society today.

BUDGET AND LOGISTICS

EXPENDITURE TABLE	
ITEM	ESTIMATED EXPENDITURE
Location of the Film Exhibition: Exhibition can be held in the Sha Tin College Hall, accomodating more than 650 people.	FREE Needs to be booked and prepared.
Technical equipment: Items such as projectors, sound, amplifiers and microphones can all be provided at Sha Tin College.	FREE Needs preparation and testing.
Promotion and Advertisement: Printing of posters and banners for promotion and for decorating the hall for the Exhibition.	~2,000 HKD This includes several pull-up banners, posters and a large exhibition type Expo Display board. Prices quoted from BannerShop HK.
Food and Drinks for Reception: Commissioning Chartwells from STC to provide food and drinks. Prices vary on food quality, quaninty of food and quantity of beverages.	~5,000 HKD Prices will vary, but this figure is estimated based on 200 people attending, with each person getting a sandwich, a canape and a beverage. Prices quoted from Chartwells.
Helpers and Ushers: Volunteers from Sha Tin College.	FREE Offer CAS Minors to Volunteers as an incentive.
Prizes: The prices of these could depend on the sponsorship we get. Examples could be Cinema Gift Cards, or if we get big sponsorships, maybe even cameras. Companies such as Canon, HSBC, Swire and Cathay Pacific all have educational sponsor mechanisms.	FREE ~ 8,000 HKD Optimal prizes include camera, cinema gift cards, trophies, certificates etc. Prices could be lowered if we get sponsorship.
Musical Acts for Intermissions: Audition student bands from different schools.	FREE
Guest Speakers and Judges: Invite directors or people involved in film industry, experienced film teachers etc,	FREE
TOTAL ESTIMATE (a high estimate):	15,000 HKD

INCOME TABLE

ITEM	ESTIMATED INCOME
Tickets: Roughly \$40 for students, keep it affordable and maximise audience. Aim to sell roughly 200-300 tickets around schools. Number could vary.	~12,000 Money could be used to pay for expenditure, or be donated to charity of choice of the winning participant.
Sponsorship: Could reach out to camera companies and cinema companies for sponsorship. PTSA and ESF could also sponsor funds.	DEPENDENT ON SPONSORS ACQUIRED
ESTIMATED TOTAL INCOME:	To Be Determined

****ALL EXPENDITURE AND INCOME IS SUBJECT TO CHANGE ACCORDING TO MARKET VALUE AND OTHER FACTORS. ALL PRICES ARE ESTIMATES BASED ON QUOTES FROM RESPECTIVE COMPANIES AND ARE SUBJECT TO CHANGE. NO PRICES ARE DEFINITE.**

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The AWARE Team
28th of November 2015

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