



# 2011 Official Rules

## Team Creation

The method for forming teams is determined by each participating school, but must be in accordance to the event's mission and executed within the spirit of the College Movie Festival (CMF) philosophy of education and collegial competition.

## Team Criteria

All major creative aspects (including writing, shooting, editing, media, graphics, footage, motion imagery, voice-overs, and any other production element) of the festival movies must be accomplished between the start and conclusion dates and times of the official moviemaking period.

ALL PRIMARY CREW (*producer, director, writer, director of photography, camera operator, location sound engineer, editor, graphic artist, animator, post sound design*) MUST BE MEMBERS OF A PARTICIPATING COLLEGE'S CURRENT STUDENT BODY.

Two-year colleges may employ "graduate production mentors" to assist with the production, but the mentors MAY NOT take a primary role as defined above.

Teams may admit outside members who specialize in an auxiliary area of production. Specialists MAY NOT take a primary role as defined above. Specialists may not work on the entire project nor participate in any creative element outside his/her specialty. In other words, if a team recruits an outside member to write a song that member is only allowed to create music – not mix and master the soundtrack (a primary role). Auxiliary specialties include (but are not limited to) acting, choreography, art direction, music, costuming, make-up, voice-overs, set design, prop design, pyrotechnic effects and safety, pilot, and (of course) craft services.

## Production Materials and Release Forms

The College Movie Festival is getting a little greener – we're only accepting production materials on USB this year - no more paper. How you package your materials is your call (all in a Celtx file...using Adobe Acrobat...making an iOS app...whatever) but everything is electronic. The production materials checklist is included on the team's USB drive – use that file to assure you have the required materials.

EACH PARTICIPANT MUST SIGN A RELEASE FORM. These forms should be scanned and the resulting PDF or image files included in the production materials on the team's USB drive. Teams must include documented permission to use copyrighted elements (such as music or artwork created outside the CMF) and must have proper release forms for all talent, creative material and locations. Prerecorded music may be used with a proper, documented release form. Teams without release forms **for each participant, location and musical piece** will not be eligible for any award.

## Movie Criteria

To be eligible for awards the resulting movie must be seven (7) minutes or less in length. There is no minimum length requirement. **All credits - opening and/or closing - must fall within the seven minutes.** Movies that exceed this limit (by even a portion of one second) will be truncated and will not be eligible for the Judge's Choice award.

Each movie must contain the required elements on-screen. Merely mentioning a character's name or a prop in the dialogue is not enough and will disqualify the movie from award eligibility.

All movies must use the same character, dialogue elements, and prop. Additionally, each movie

not do either of these will not be eligible for any award.

### Submission formats

Final movies will be accepted only upon a (supplied) USB drive using a standard codec. Teams are encouraged to produce their movies at the highest quality possible, but files must be mastered as self-contained movies. Projection will come from DVD – so the safest codec choice will consider the standard definition NTSC projection format. Files must be named by team name, and begin with a 10 second slate including the following:

- team name
- school name
- project name
- project length
- date
- assigned emotion

Additionally, an 8-10 second countdown with an industry-standard two-second pop, followed by two seconds of black must precede the movie. This will allow your project to begin in black, if you so desire, and will thus begin precisely as you wish. If longer than seven minutes, the project will be truncated precisely 7 minutes following the two seconds of black that follow the two-second pop.

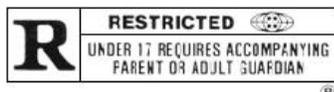
### Movie Ratings

All movies **must meet a G, PG or PG-13** rating, as defined by the MPAA. Movies that, in the determination of the panel of judges, would receive a rating of R or NC-17 will not be eligible for any award. Criteria for each rating is available online at [http://www.mpa.org/FilmRat\\_Ratings.asp](http://www.mpa.org/FilmRat_Ratings.asp).

From the MPAA:



A PG-13 film is one which, in the view of the Rating Board, leaps beyond the boundaries of the PG rating in theme, violence, nudity, sensuality, language, or other contents, but does not quite fit within the restricted R category. Any drug use content will initially require at least a PG-13 rating. In effect, the PG-13 cautions parents with more stringency than usual to give special attention to this film before they allow their 12-year-olds and younger to attend. If nudity is sexually oriented, the film will generally not be found in the PG-13 category. If violence is too rough or persistent, the film goes into the R (restricted) rating. A film's single use of one of the harsher sexually derived words, though only as an expletive, shall initially require the Rating Board to issue that film at least a PG-13 rating. More than one such expletive must lead the Rating Board to issue a film an R rating, as must even one of these words used in a sexual context. These films can be rated less severely, however, if by a special vote, the Rating Board feels that a lesser rating would more responsibly reflect the opinion of American parents.



In the opinion of the Rating Board, this film definitely contains some adult material. Parents are strongly urged to find out more about this film before they allow their children to accompany them. An R-rated film may include strong language, violence, nudity, drug abuse, other elements, or a combination of the above, so parents are counseled in advance to take this advisory rating very seriously.

### Editing

Each campus will operate under their own hours and manner of operation.

## **Award Eligibility**

To be eligible for all production awards, movie files and electronic paperwork on the USB drive must be submitted to the official Drop Off location (Fountain Square in Cincinnati, participants outside the Greater Cincinnati region will determine an off-campus drop-off location) no later than 5:00 p.m. on March 27, 2011. The USB drive must be submitted in an envelope with the team name, producer's name, and school's name clearly written on the outside. Late movies will be shown at the awards night only if submitted to the individual campus representative no later than 12:00 p.m. (noon) on Monday, March 28.

Late movies are not eligible for any production award. Final pre-production materials (regardless of movie submission time) MUST be turned in no later than 5:00 p.m. EST Sunday, March 27 to be eligible for the Pre-production Award.

Movies that exceed the seven-minute time limit will be viewed but will be cut off at the seven minute mark. The remaining segment of the movie (including truncated credits) will not be shown at the festival however the entire movie (including credits) will be included on the final, archival DVD.

## **FESTIVAL SCHEDULE**

(All times indicated are EST. Other time zones should adjust accordingly.)

### **March 13, 2011**

Team leaders or representatives meet at the Know Theatre, 1120 Jackson Street Cincinnati, OH 45202, at 5:00 p.m. for the selection of emotion, required dialogue, character, prop and screening group. Final announcements will be delivered, rules and regulations will be reiterated, and time for questions and clarification is scheduled.

### **March 13 after kickoff – March 17 at 12:00 noon**

Pre-production time. During the first days of the CMF only script development, final casting, location selection and production scheduling may take place. Pre-production materials should be finalized during this period. The three required documents in the pre-production materials are (1) a script, (2) a shot list and (3) a production schedule. Storyboards are strongly recommended. Assistance with script formatting and scheduling is available through Celtx: [http:// www.celtx.com](http://www.celtx.com). An installable file is also included on the supplied USB drive.

Animation teams may begin character and location modeling but may not begin any temporal (time-based) elements including (but not limited to) the animation or voice recording/sound design process.

### **March 17 starting at 12:00 noon**

Students present their pre-production materials to their faculty representative for approval. Once the pre-production paperwork is approved (after 12:00 noon, details on the pre-production requirements are in the above section) student teams may begin production.

### **March 17 at 12:00 p.m. – March 27 at 5:00 p.m.**

Production and post-production time. Over the final ten days of the CMF, in addition to being production personnel, team members will act as school ambassadors during the production and post-production process. Teams are required to report any damage that results from production to the campus and community authorities. Failure to do so will result in disqualification from the event.

A maximum of two cameras may be employed on a single production.

Each campus' equipment rules and regulations that reflect their own policies and procedures are in effect. Failure to abide by the team's campus rules, regulations, policies, and procedures may be

A faculty representative WILL VISIT your campus at an unannounced time. Therefore, shooting schedules must be kept updated. The representative visit is intended to assure professional production practices are being followed and that all participants and equipment are safe.

**DEADLINE: March 27, 2011 at 5:00 p.m. EST**

Movies and paperwork are due at Fountain Square (Downtown Cincinnati, corner of 5th St. & Vine St, Plaza area) by 5:00 p.m. EST. CMF representatives will be on Fountain Square from 3:00-6:00 p.m. Final production materials **MUST** be turned in no later than 5:00 p.m. on Sunday, March 27 (even if the edit is not finished and will be turned in late) to be eligible for the pre-production award.

Colleges and Universities located beyond a 30 mile radius of Fountain Square will have pre-determined alternate drop off locations located within a 30 mile radius of their campus. All other rules in this document apply equally to all teams.

**Rule Changes**

Rules are subject to change prior to March 13, 2011 and will be available online (<http://www.collegemoviefestival.com>) or upon request. Any decisions made during the event's execution are final and may determine a project's award eligibility, or if the movie is presented at the festival viewing night.

**Wrap Up**

All participating campuses must conduct a wrap-up session within a month of the festival viewing and submit a report to the festival committee. These reports will help provide the quality experience desired by the committee and the participants in future festivals.

***Be safe and make a great movie!***