

ADRENALINE FILM PROJECT



OFFICIAL RULES

1. The project kick-off is Wednesday, November 5 at 5:00 p.m. in Clemons Library at the University of Virginia. All films must be finished and turned in by Saturday, November 8 at 5:00 p.m. at the Clemons G-Lab (3rd Floor of Clemons). A public screening of the completed projects will tentatively be held on Saturday, November 8 in the Culbreth Theatre at the University of Virginia at 9:00 p.m. At the screening, the following awards with prizes will be given out:
 - i. Jury Selection Award
 - ii. Audience Selection Award
 - iii. Mentor Selection Award
2. Each production team will have three *core* members. One of the members will be designated the Director, and the other roles can be divided as the team sees fit (for example, producer, camera operator, etc.). Help in addition to the three core members is allowed, although no one but the three will be allowed to attend any of the workshops. Teams are urged to try and utilize a reasonable number for the sake of maintaining efficiency and productivity.
3. At the kick-off on Wednesday, November 5, all teams will be given two required elements - one prop and one line of dialogue - that must appear in the film. In addition, each individual team will be assigned a genre for their film. Only films that contain the required elements and are deemed within the selected genre will be considered eligible for the final screening.
4. The films must be 3-5 minutes in length.
5. Content in films must be PG-13 or below. All content is subject to the approval of the mentors.
6. All films must begin with the following title card: the words "The Virginia Film Festival Presents" must appear on the screen for three seconds, followed by the words "The 2014 Adrenaline Film Project" for another three seconds. A third card should follow with the title of your film, also held for three seconds. So long as the titles are clear, legible, and appear for the appropriate amount of time, any video or audio may be used in the background. No additional titles are permitted before your film begins.
7. The mentors will be monitoring the teams at each phase of production. For the writing and development phase, teams will be required to give a "pitch" late Wednesday night and attend a writing/pre-production workshop on Thursday morning (in the Clemons G-Lab). For the shooting phase, at least one set visit must be scheduled with the mentors on Thursday or Friday. For the editing phase, at least one session must be scheduled with the mentors on Saturday. Finally on Sunday, there will be a general debriefing session in which the project experience is reviewed in full by both mentors and participants.

These workshops are intended to offer advice for the work of the coming day and feedback from work in the past day. It should be noted that at each of these workshops, a team's work must be approved (or "green lit")

by the mentors. Teams are not allowed to move onto the next stage until their work has been green lit. How and why your work is approved for the next phase is up to the sole discretion of the mentors.

8. Every team must designate a cell phone number that can be contacted by the mentors at ANY time during the 72-hour project time period. This cell phone **must stay on during the entire project time period**, and is not to be turned off under any circumstances, including during shooting... and sleeping.
9. Each team must provide their own crew and equipment, with the exception of editing workstations that will be provided by the Clemons G-Lab. Teams need to know how to operate all of their production equipment, as they will not be receiving technical support for this during production. If their production equipment fails, it is the responsibility of the participant to find a back-up.
10. Teams will have the ability to meet local actors at a Meet & Greet session on the Tuesday night before the competition begins. These actors will be available for teams to cast in their films, however actors cannot commit to more than one film. Teams are encouraged to utilize their own acting resources in addition to those provided.
11. All teams must edit their films in the Clemons Library's "Group-Lab" (3rd floor of Clemons) at the University of Virginia using Final Cut Pro editing software. Computers with both of these programs will be provided and teams will be able to choose whether they want to use Final Cut Pro 7 or 10 (FCP X) during the competition. A technical director will also be available to answer questions and help with issues during the editing phase, but teams are expected to be familiar with the programs and be able to edit on their own.
12. All materials - including sound, animation, script writing, and special effects - are to be generated within the 72-hour project time period. This means no stock or found footage created outside of that time period is to be used. The only exception to this rule is original music or music in the public domain; these can be made/found before the project begins and can be utilized in the films.
13. Each production team is responsible for securing and submitting talent and location release forms for every member of their cast and for all locations used. Any original material must also be validated in writing by proof of approval or ownership. The Adrenaline staff will provide location, actor, and music release forms for teams to use.
14. Teams must film within a 30 mile (approximately 30 minute) radius of Charlottesville. The Adrenaline staff will attempt to recommend local locations to out of town teams, but teams will ultimately be responsible for finding locations on their own.
15. While the films are created by the teams, they must conform to the AFP rules and any verbal instructions given by the mentors. Whether or not a final film is screened is the sole discretion of the festival and the mentors, and they reserve the right to pull a film without providing a reason to the participants.