



GIN 852 Film Festival Requirements

The GIN 852 Film Festival will be an opportunity for schools to showcase films and video resources related to the GIN852 conference objectives.

Powerful images can often tell a story in which words could not express. Films, advertisements, public service announcements and documentaries send powerful messages. Each team from every school will be invited to submit a clear and concise short film. The film may be used as a representation of a project at your school, or a public service announcement about a critical issue.

Selection Guidelines:

Before the conference weekend, each school has the option of submitting a short film or video for the GIN 852 Film Festival. The film should reflect the conference theme “Sustainable Planning, Immediate Action”.

Duration: 1-3 minutes long

Submission Instructions:

To submit your school’s video, you will need to upload it to YouTube in the highest quality possible. In the video description section, please include the name of your school, the name and focal global issue of your film, a contact person, and their e-mail address.

Send the YouTube link to gin852@ics.edu.hk along with your school name.

Possible ideas:

- Documentary – A short documentary featuring real life events about an activity that your school has done to raise awareness or work towards solving a global problem.
- Short narrative film – A short film telling a story that is based around a global issue. Creative elements can be incorporated in the production.
- Public service announcement/Awareness video – A PSA highlighting a global issue and sends a strong message encouraging action.

Some helpful production guidelines:

Pre-Production (planning phase)

- Choose a topic – Narrow down your topic to a global issue and brainstorm possible ideas for a video. Mind mapping and background research is a great way to start.
- Narrow ideas – Align your initial idea with the GIN 852 “Sustainable Planning, Immediate Action” theme. Remember the goal of the videos is to raise awareness and inspire *authentic* action.



- Script and Storyboard – Plan out the details of your production through a written dialogue script and visual storyboard. This will ensure that your ideas are translated onto camera.

Production (Filming the video)

- Plan out your shots before you film. Refer to your script and storyboard to make sure that you do not miss anything.
- Use a tripod to ensure that your shots are stable and professional.
- Ensure that you have good lighting for your filming.

Post-Production (Editing the video)

- Use any editing software that you are familiar with (iMovie, Final Cut Pro, Adobe Premiere Pro, Windows Movie Maker)
- Adding effects, sound clips, transitions: Think carefully about how added effects and music would compliment and enhance the message of your short film. Don't go too crazy with these
- Export settings: Make sure that you check that the export settings for your video match the video format that you filmed in.
- Video Format:
 - codec: H.264
 - Frame rate: 24, 25, or 30
 - Target/Bit rate: 8mbps
 - resolution: 1920x1080 preferred. Will allow 1280x720
 - Audio Codec: AAC
 - Sample Rate: 48,000Hz
 - Stereo
- -Bitrate: 320kbps
- Make sure that your file is compatible with YouTube.

Due Date: Please submit your video no later than Monday February 10, 2014