

TROPIC CINEMA “LEADER” PROJECT
GUIDELINES



Deadline–December 19, 2014

Project Overview: The **Florida Keys Council of the Arts** in collaboration with the **Tropic Cinema** announces a film project for all currently enrolled Key West High School filmmakers. Emerging cinematographers are eligible to apply in two categories; **ANIMATED or LIVE**. The goal is to produce introductory “leaders” that will convey the important *messages* of the theater before each feature film is shown. See guidelines listed below.* Guidance and direction will be given to all interested students by the Florida Keys Council of the Arts Advisory Board member, Michael Marrero and Mr. Ed Smith, Key West High Technology/Digital Media Teacher. The final selected films must include all of the specifications and meet the deadline.

Creative Requirements: Each entry must contain the following *creative* elements in no particular order and must be clearly communicated to the audience. You may use your own words or graphics to “successfully” communicate these important messages:

- Tropic Cinema classic logo - (or artistic variation, i.e. Google’s changing logo)
Use this link to download : www.keysarts.com/about/logo_page/TropicLOGO2012.bmp
- www.tropiccinema.com
- Please turn off your phone in the theater. Don’t just silence it. Turn it off!
- You like our theaters clean. So do we! Please use our handy trash and recycling bins in the lobby.
- Please do not talk during the film.
- We love our members! They help us support special programs and films you can’t see anywhere else.
- We love our volunteers, too and they love us! We couldn’t make it without our volunteers. If you’d like to help us, talk to a manager about volunteering!

Technical Specifications:

- All entries must be **original** student work –
- **Video Aspect Ratio** must be 16 x 9 – non-anamorphic
- Entries must be submitted in either **LIVE** or **ANIMATED** category and on DVD as a **DATA FILE**.
- Total Run time: **60 seconds** including credits. Limit credits to 5 seconds and keep at the end.
- **Copyrighted** Materials: Any visual or audio material that is not student-produced must adhere to the Fair Use Guidelines for Educational Multimedia. Extended use of copyrighted material (e.g., more than 30 seconds of a song) requires written permission from the owner of the copyright.
- **NEW !** Please take still photos of student team making the presentations and during filming for use of the Arts Council, Tropic Cinema and School District.

Schedule of Events (Deadlines & Premiere):

- **Tropic Field Trip** for a tour of the facilities, student presentation of STORY BOARDS, followed by critique & lunch: **MONDAY, NOVEMBER 17 -10:00-1:00 pm.**
- **Application deadline: Friday, December 19th - 5:00 pm** delivered to the Florida Keys Council of the Arts – Gato Building, 1100 Simonton St. second floor office.
- **Premiere Night: Sunday, January 11th, 2015, time TBD**– Tropic Cinema, 416 Eaton Street, Key West. Reception, screening and award presentation.

NEW Guidelines from your client, Tropic Cinema:

We are blasted by hundreds of messages a day telling us to be or act a certain way. "Buy this." "Don't do that." "Look like this." "Believe this – not that." I'm not saying these messages from advertising, from parents, from politicians, from trendsetters, from artists and writers and filmmakers – are good or bad.

Still, those messages all share a common problem. *There are so many of them!* Our eyes and ears and brains are so overloaded with communication trying to persuade us of something that we stop even seeing it or hearing it. Filmmakers, like all artists, know this problem. All good art has a message. It can be emotional, intellectual, spiritual or psychological. Show me a painting or a film that doesn't communicate something – and I'll show you a bad piece of art.

Advertisers also want to communicate a message – of course – but their task is no easier. "How do I convey my message when there's so much clutter?" ("Clutter" in the advertising sense meaning lots of sales messages competing for the same consumer.) Do car commercials put you to sleep? They might, because in South Florida you see about 50% more car spots than anywhere else in the country.

For the **Tropic Cinema Leader Project** we're asking you to be a filmmaker and an advertiser. And here is your biggest hurdle: How do I convey my message so that movie goers actually pay attention? It takes a lot of creativity, but it can be done. Let me give you an example: If you've been on an airplane lately, you may have noticed something. Those dull, droning safety films about emergency exits and life vests are suddenly funny. That's right – airlines have learned that passengers actually watch those short films (and retain important information from them) when they're humorous.

So how do you get Tropic Cinema movie goers to actually turn off their cell phones in the theater? How do you get them to consider volunteering or becoming Tropic members? Not easy when they've heard those messages – or messages like them – in movie theaters everywhere. **That's where your creativity comes in.** Here are some clues: The attached instructions say you must include the message "Please do not talk during the film." You could just say that – yawn – or maybe a movie goer could duct tape her boyfriend's mouth. Whether you go with comedy, with amazing animation or with great acting or cinematography -- focus on communicating your message effectively. *That's what good filmmaking is all about.* Thank you - **Matthew Helmerich**
Executive Director, Tropic Cinema

Judging Criteria:

- Entries will be judged in **two** separate categories:
 - **Either *Animated OR Live Action***
 - Judging panel will consist of at least 5 members: Arts Council Board member, Tropic Cinema Board member, Tropic Cinema member, Local Media Expert & a Monroe County School representative
- Judges will rate all entries on the following criteria:
 - Adherence to creative requirements
 - Originality
 - Technical Accomplishment

Awards: The panel will select one "Best of Show" for the 2014-15 Project.

- Honorariums and awards will be presented to the school's video production department and cash awards will be presented to participating students directly to their National Competition travel account in their name at the high school.

The awards are supported by private funds and administered by the Florida Keys Council of the Arts. The Tropic Cinema will retain all rights and ownership of the submitted leaders for their exclusive use.

**Tropic Cinema "Leader" Project
Application**

Deadline: Friday, December 19, 2014

(Please print)

Name of Applicants: _____

Main Contact's Email Address:

(we will be contacting you by email – **please** print legibly)

Telephone (home) _____ Cell _____

Category: Check one - _____ Live Action _____ Animated

I am enclosing:

- Two (2) copies of this application
- Two (2) DVD's

I verify that this is my original work and that all information in this application is correct.

Lead Team Member's Signature _____ Date _____

If you have questions, please contact Liz Young at 305-295-4369, director@keysarts.com.

Applications must be delivered to:

**Florida Keys Council of the Arts
1100 Simonton St. # 2- 263 / 2nd floor
Key West**

OVER FOR ADDITIONAL INSTRUCTIONS !

RULES FOR THE STUDENT LEADER FILM CREWS

- **APPOINTMENTS** are to be scheduled with Liz Young – director@keysarts.com or by CELL: 305.304.2812. using the following details.
- The Tropic is NOT available for students to film during the week of the Key West Film Festival, November 10 – 16.
- **The Tropic is available for filming the entire week of Thanksgiving from 10:00am – 1:00pm.**
- **Additional times:** WEEKDAYS: between 10:00 – 1:00. WEEKENDS (Saturday & Sunday) schedules should be coordinated with Lori Reid as staff is not normally in the theater until 1:00.
- No walk-ins accepted. All students must have an appointment scheduled through Liz Young. **No exceptions.**
- Each team will be scheduled to film for **one hour** within the Tropic. After which time, they must leave the premises.
- We will accept one team per scheduled time slot. Groups must not linger after shooting.
- All teams must have an approved storyboard and stick to it during filming.
- All students must be accompanied by an adult chaperone or supervisor. It is suggested that the accompanying adult take the required "still" photos of the filming process.
- Each group must have everything and everyone involved in their shoot present at the start of their scheduled time slot (talent, camera, camera person, chaperone, etc.).
- Students must arrive for their appointment with a camera or have pre-arranged to use another group's camera when they are finished with it. This would apply if the other team is filming just prior to the arrival of the team needing the camera.
- Students must schedule re-shoots or time to film additional material with Liz Young.