



ASIAN INTERNATIONAL CHILDREN'S FILM FESTIVAL 2014

A Video Contest for High School Students

The Asian International Children's Film Festival began seven years ago. Since then, it has been bringing together young and passionate filmmakers from various Asian countries like the Philippines, Thailand, Vietnam, Cambodia, China, Korea, Laos, Malaysia, Mongolia, and Myanmar to Japan for a friendly competition. Apart from highlighting young people's talent, the competition also aims to foster stronger bonds among the youths of all the participating nations.

Last year, a total of 138 high school students from all over Asia joined the Asian International Children's Film Festival 2013 held in Minami Awaji City in the Hyogo Prefecture. There, the participants presented their own short film creations that expressed their thoughts on the issue of bullying. One of the Philippines' entries last year, a film titled "If Only", created by Mary Rose E. Brandon, Savannah Maria Lantay, and Danielle Angela Montezon of The Living Epistle Christian Academy Inc. in Quezon City earned the *Merit Award*.

This year, the film festival is focusing on the theme "**My Dream**". In their videos, students may want to consider answering the following questions: What are your hopes for the future? What kind of life do you envision living? What do you want to change or achieve for yourself, for your family, for your school, or for your country? Where would you like to be when you're 50, 70, or even 100 years old? Students are free to experiment on format and genre as long as the film's main content remains true to the central theme of the festival.

The top three finalists from the Philippines will be sent to Japan to compete in the international leg of the contest. All expenses will be borne by the Government of Japan through the JENESYS 2.0 Programme. The JENESYS 2.0 Programme was launched to strengthen international relations among the youths of Southeast Asia and Japan by facilitating various cultural and academic exchanges.

VIDEO CONTEST INFORMATION:

The aim of the Contest is to encourage students from high schools all over Asia to interpret and capture in video the theme "**My Dream**". In their videos, students may want to consider answering the following questions: What are your hopes for the future? What kind of life do you envision living? What do you want to change or achieve for yourself, for your family, for your school, or for your country? Where would you like to be when you're 50, 70, or even 100 years old? Students are free to experiment on format and genre as long as the film's main content remains true to the central theme of the festival.

OFFICIAL CONTEST RULES:

TERM

Applications for the Asian International Children's Film Festival 2014 begin on August 20, 2014 and ends on September 15, 2014. Information on how to enter and prizes form part of these Official Rules. By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.

WHO CAN PARTICIPATE?

The contest is open to all Filipino high school students in the country, except those who have been to Japan under previous Asian International Children's Film Festivals. Students may opt to submit their entries individually, or as a group provided that each group does not consist of more than four (4) people.

ENTRIES, FORMAT, AND LENGTH:

(a.) To enter the Contest, you must submit a video focused on the theme: **"My Dream"**

(b.) The duration of the video must not exceed THREE (3) MINUTES in total. Videos longer than 3 minutes will automatically be disqualified.

(c.) Submissions can be in any style or genre of live action video, including, but not limited to, drama, narrative, comedy, or documentary.

(d.) Each participant or group can only submit one (1) entry.

(e.) Entries must be submitted in popular video formats (avi., mp4., mpeg, etc.)

(f.) Participants must submit 3 copies of their entries, all properly labelled.

(g.) Only students may be involved in each step of making the video entry (from pre-production to post-production). Entries found to be produced with the assistance of adults may be disqualified from the contest.

(h.) All participants are required to complete the Application Forms provided in relation to the Contest upon submission of entries.

(i.) Each submission must be original and created entirely by the participant/s, from pre-production to post-production of the video. Submissions must not include anything that violates any law or the copyright of any third party, including the use of music. Entrants are advised to remove or obscure labels/brand names from any commercial products used in their videos. The Organizers may, at its discretion, disqualify any submission it believes incorporates materials without permission from the owners or are not otherwise in the public domain. Likewise, the Embassy of Japan will not provide any editing tools or assistance to participants.

(j.) Entries and other pertinent documents will not be returned.

(k.) Entries may be in English or Filipino, but subtitles must be avoided. Note that adding subtitles will automatically lead to point deductions.

(l.) By submitting an entry, you agree to let the Organizers use it for future promotion, marketing, and publication purposes.

SUBMISSION OF ENTRIES:

Entries may be delivered via courier or hand-delivered to:

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| Japan Information and Culture Center (JICC) Embassy of Japan 2627 Roxas Boulevard, Pasay City 1300 |
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Properly label your DVDs with your name/s, title of the video, and contact number/s.

DEADLINE:

The deadline of submission of video entries and other requirements is on or before **September 15, 2014**.

JUDGING CRITERIA

A panel of judges, herein referred to as the Screening Committee, will determine the award winners based on proper interpretation and understanding of the theme or topic, the clear expression of ideas, production values, originality, and creativity.

The Screening Committee will evaluate each entry and rate it based on the following:

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|----------------------------|------------|
| ○ Originality & Creativity | 30% |
| ○ Impact | 30% |
| ○ Thematic Focus | 30% |
| ○ Production Value | <u>10%</u> |
| | 100 % |

Selection of Entries

- The Screening Committee will choose the TOP 3 entries to compete in Japan for the Asian International Children's Film Festival. The initial decision of the judges regarding which entrants become finalists on the international competition shall be final and binding in all regards.
- The Top 3 Finalists will be notified through phone call or e-mail by the National Youth Commission (NYC).
- The Top 3 Finalists will be given an all-expense paid trip to Japan to compete in the Asian International Children's Film Festival 2014. Expenses for the entire trip will be shouldered by the Government of Japan, including air fare, accommodations, meals, and transportation in Japan.
- Finalists without passports are encouraged to obtain one before joining the Contest.

JUDGING

The Contest consists of two (2) rounds of evaluation:

In Round One, the Judges will select three (3) entries among all eligible entries based on the following criteria ("Judging Criteria"): (1) Originality & Creativity; (2) Impact of the story; (3) Relevance to the theme; and (4) Production value . The entries selected in Round One will proceed to Round Two.

In Round Two, the three (3) selected finalists will travel to Japan under the JENESYS 2.0 program to compete at the finals of the Asian International Children's Film Festival 2014.

PLEASE REFER TO THE LINK BELOW TO SEE OFFICIAL WEBSITE OF THE CONTEST AND PAST WINNING VIDEO ENTRIES

<http://www.city.minamiawaji.hyogo.jp.e.ct.hp.transer.com/soshiki/shougai/eigasaikekka2012.html>
<http://sv2.jice.org/jenesys2kakehashi/2014/04/e/eigasai.htm>

As stipulated in the Official Rules, all forms pertaining to the contest must be duly accomplished and submitted along with the copies of the participants' video entries. Please check the following list to make sure you have included all the necessary forms in your submissions.

Asian International Children's Film Festival 2014
Forms Checklist

- Form I: Entry Form
- Form II: Endorsement Letter from School
- Form III: Parents' Consent Form
- Form IV: Student Agreement to Contest Terms and Conditions

All forms may be downloaded from the Embassy of Japan website: www.ph.emb-japan.go.jp.