

Desert Light Film Competition 2014

a competition for New Mexico high school and middle school students

ENTRY RULES

1. All production must be supervised and influenced by the student.
2. All scripts and ideas must be original and written by the student.
3. Submissions may be **no more** than seven minutes in length (including credits). *Exception:* Commercials are to be 30 seconds.
4. Entries will contain no foul or vulgar language, no graphic violence, or sexual content.
5. Entry forms should include all credits and contact information. **Complete the entire entry form.**
6. Categories include Animation, Music Video, Narrative, Documentary, Experimental and Television Commercial.
7. Submissions must be in standard DVD format. Please submit in 4x3 or 19x9 format No HD or BluRay resolution. Label each entry with your name, school or address, division and category.
8. Background music should include **no more than 20 second portions** of copyrighted recordings. Multiple songs may be included.
9. To win the “Best of Festival” award, film must contain only public domain or original music, or student may provide written permission for use from the composer or copyright holder.

JUDGING AND AWARDS

1. Entries will be judged on production quality, creativity and originality, and resourcefulness and entertainment value.
2. Please review category descriptions. These descriptions are used by the judges.
3. Awards will be given for the best film in each category and division, at the judges’ discretion.
4. Submission of entry grants to the *Otero County Film Office* permission to use footage for display on the film office website and as possible future promotional materials.

DESCRIPTION OF CATEGORIES

Animation

Animated submissions may be forms such as stop-motion, hand drawn or computer animated.

Documentary

In addition to finding a compelling story, teach the audience something. Delve into the experience. Deliver the story through such devices as reenactments, dramatizations, historical information, etc. “Research” is a unique judging criteria for documentaries.

Experimental Film

Experimental film is a creation unique to the individual such that the judges will readily understand that uniqueness. Conventional techniques or storytelling, such as a linear story, are not expected. The film should challenge traditional boundaries and the way those are understood. The filmmaker should explore film as an art form and focus on creative control of images. “Control of images” is a unique criteria for experimental film.

Music Video

Visually and cinematically depict the story of the song. Include a beginning, middle and end. Original music is a unique judging criteria for music video. Submit release or form granting you permission to use copyrighted music from the copyright holder. (Start applying for this permission **immediately** as these take time.)

Drama/Comedy

Tell a story in dramatic or comedic form. Introduce the characters and their relationships to one another. Then, send the characters on a quest or journey. Find the conflict on the journey. Resolve the conflict. Include a beginning, middle and end.

Television Commercials **“NEW Options”**

Television commercials should be 30 seconds in length. This year to honor the J. C. Penney Company for years of sponsorship and prizes--interested students can film a television commercial at a local JCP store. The Alamogordo store manager, Omar Hamza is available for filming questions in his store, or to help you film in your local stores, at 575-437-2940. Students still interested may film a tourism commercial about the state of New Mexico. Tourism commercials this year must include the New Mexico tourism marketing and a “partnership logo” for the NM True campaign. Visit www.nmindustrypartners.org to set up an account to access the branding information and the asset libraries at www.media.nmtourism.org. Finished commercials must be “logo approved” by Noah Trujillo of the NM Tourism Dept. (48 Hrs.) before submission. Students may focus on single or multiple tourist attractions. Topics are not limited, but can

include interaction with New Mexico scenery, ballooning, cultural attractions, wildlife, sports, etc. "Persuasiveness" is the unique judging criteria for all commercials.