

THE VIRGINIA FILM FESTIVAL PRESENTS
THE ADRENALINE FILM PROJECT

OFFICIAL RULES

1. The project kick-off is Wednesday, November 4 at 5pm at a location to be announced at the University of Virginia. All films must be finished and turned in by Saturday, November 7 at 5pm in a designated location (TBA). A public screening of the completed projects will be held on Saturday, November 7, at 10pm in Culbreth Theatre at the University of Virginia. An additional public screening will be held on Sunday, November 8, at a different venue to be announced. At the Saturday night 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, 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. 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 2009 Adrenaline Film Project" for another 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.
6. 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 workshop on Thursday morning (location TBA). For the shooting phase, at least one set visit must be scheduled with the mentors on Friday. For the editing phase, at least one visit to the team's editing location must be scheduled with the mentors on Saturday. And finally, immediately following the screening of the films 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 one of the mentors. If not, the team is not allowed to move onto the next phase. How and why your work is approved for the next phase is up to the sole discretion of the mentors, and your film will be pulled from the final screening if the team fails to get the approval of a mentor at each and every phase.
7. Every team must designate a cell phone number that may 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.
8. No equipment or cast/crew will be provided by the Festival organization. Each team must utilize the resources independently available to them. Additionally, no technical assistance will be provided by the festival or the mentors (with the exception of Light House high school participants). Participants are solely responsible for understanding how to use and maintain their own equipment. If their equipment fails, it is the responsibility of the participant to find a back-up.

9. All teams must edit their films in the “Groups Lab” of the Digital Media Lab in Clemons Library at the University of Virginia.
10. All material, including sound, animation, script writing, or special effects, is 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 utilized in the films.
11. 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.
12. While the content of the film is left to the discretion of the groups, it must conform to the AFP rules and any verbal instructions given by the mentors. Whether or not the final film is screened is the sole discretion of the festival and the mentors, and they reserve the right to pull the film without providing a reason to the participants.

