CINEMA PACIFIC PRESENTS:

UNIVERSITY OF OREGON

ADRENALINE FILM PROJECT

Official Rules:

1) 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 for the three core members is allowed, although no one but the three core members will be allowed to attend any of the workshops. Teams are urged to try to use a reasonable number of participants for the sake of maintaining efficiency and productivity.

2) High school teams should consist of three core members, but selected teams, if qualified, must be supervised by a chosen educational mentor. Once you have selected your educational mentor, please contact adrenaline@uoregon.edu for guidance on how to apply. As this is a student-focused project, the film submitted for the application process must be a work from one of the members in the core group.

2) At the kick-off on Friday, April 24th, 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 three to five minutes in length (including credits).

5) All films must begin with the following title card: the words “Cinema Pacific presents” must appear on the screen for three seconds, followed by the words “The 2015 UO 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 Friday night, April 24th, and attend a writing workshop on Saturday morning, April 25th. For the shooting phase, at least one set visit must be scheduled with the mentors on Saturday or Sunday. The location of these visits must be within a thirty-mile radius of the University of Oregon, as the mentors have to visit many sites in a limited amount of time. For the editing phase, at least one visit to the team’s editing location must be scheduled with the mentors on Monday, April 27th. There will be a general debriefing session in which the project experience is reviewed in full by mentors and participants on Tuesday, April 28th.

7) 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 discretion of the mentors. Be aware your film will be pulled from the final screening if the team fails to get the approval of a mentor at every phase.

8) Every team must designate a cell phone number that may be contacted by the mentors at ANY time during the seventy-two 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.
9) No equipment or cast/crew will be provided by the Cinema Pacific Festival organization. Each team must use the resources independently available to them. Additionally, no technical assistance will be provided by the festival or the mentors (with the exception of import/export guidelines for editing). 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.

10) All teams must edit their films in the “Cinema Studies Lab” in Knight Library at the University of Oregon. For your production needs, the lab is stocked with 27-inch iMacs fully loaded with Avid Media Composer 7.0 (the TV and film industry standard editing software), Apple’s Final Cut X, and Adobe Creative Suite 6 including After Effects and Premiere.

11) All material, including sound, animation, script writing, or special effects, is to be generated within the seventy-two 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 used in the films. Films will be disqualified for the use of copyrighted material without permission.

12) 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.

13) While the content of the film is left to the discretion of the groups, it must conform to the AFP rules and any written or verbal instructions given by mentors. Whether or not the final film is screened is at 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.

14) The project kick-off is Friday, April 24, 2015 at 4:00 p.m. at the Baker Downtown Center at 10th and High Street in Eugene. All films must be finished and turned in by Monday, April 27, 2015 at 5:00 p.m. in the Cinema Studies Lab of the Knight Library. A public screening of the completed projects will be held on Monday, April 27th at

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9:30 p.m. at Straub Hall Auditorium on the University of Oregon campus. At the conclusion of Saturday night’s screening, the following awards with prizes will be given out:

- Jury Selection Award: The Kalb Award
- Audience Selection Award
- Mentor Selection Award

**Participation Fee Options**

In recognition of the hands-on learning gained through the mentorship process, as well as the time and effort required of participants, we have worked with UO Academic Extension to give AFP participants the option of earning 3 UO credits upon completion of the Adrenaline Film Project.

Participants now have two options on how they wish to submit their participation fee. All fees are on an individual basis; each team member can decide their own preference. If a member fails to submit their participation fee by the deadline, they forfeit their chances at competing in AFP and the next team in waiting will take their place.

- **Option 1**: UO non-credit workshop, $30 per member
- **Option 2**: UO course, AAA 410 (CRN 39634) /510 (CRN 39635) Adrenaline Film Project is a 3-credit class open to participants in Cinema Pacific’s Adrenaline Film Project. After completing the Adrenaline Film Project on Saturday, April 26th, AAA 410 / 510 students will have one week to write a four- to five-page essay reflecting on the project. After submitting the paper, students will meet individually with the instructor for an oral exit interview where they will discuss what they learned as participants in a filmmaking project that combines hands-on experience, guidance by industry professionals, and a screening of their final product by an audience. After reflecting on what they would have done differently during the competition, students will choose between three options for their final project, including the option to re-edit their film footage. The final project is due Friday, June 5th by 5:00 p.m.
Those selected to participate in AFP must register for either the credit course (Option 2) or the non-credit workshop (Option 1) to take part in the Adrenaline Film Project.

Participation in AAA 410/510 is not limited to University of Oregon students; Non-UO students and community members can take academic credit through Academic Extension as well. All participants in the Adrenaline Film Project can register for AAA 410/510, Adrenaline Film Project, by calling 800-824-2714. Please speak with your advisor to learn about how this credit will apply to your major.

Once the twelve teams have been chosen, links will become available on the AFP website (http://cinemapacific.uoregon.edu/adrenaline-film-project) for participants to register online or by phone.

If there are any questions or concerns, please contact adrenaline@uoregon.edu.