

THINGS TO THINK ABOUT

WHAT ARE WE LOOKING FOR?

What we want this competition to do is provide you with the chance to make and show work that is challenging to produce, that provides audiences with a stimulating viewing experience, and that succeeds as a piece of video-making. More specifically, we are looking for:



1. **An interesting angle on a theme.**

Does your video provide an intriguing, thoughtful, emotive, provocative and/or inspiring angle on a chosen theme? Is your thinking about the theme strong enough to engage an audience? That is, do you have something worth saying in a public forum? Have you gone out and found out more about aspects of the theme that you didn't know before, and that the audience probably doesn't know about either, which means they will be as intrigued as you are? But at the same time are you being true to yourself, to your perspective on the world, and to what you know?

2. **The structure supports your idea.**

Whether you are making a documentary, a narrative, or an experimental video, your work requires a structure. The opening needs to set up your chosen idea, feeling, world, story, rhythm or visual texture, the middle to needs explore variations on the opening, and the ending needs to provide a sense of completion – although an open ending, suggesting the story or piece continues is also fine.

3. **Technical expertise.**

Technical issues such as focus, framing, lighting, location sound recording and editing are of utmost importance. Dialogue that is badly recorded does not cut it. Neither does camera work that distracts the viewer from what they meant to be looking at, or that plain doesn't capture crucial information. Think about the pacing of the finished work – does it drag? Are some sections edited too quickly so the viewer misses something? Are there holes in the soundtrack? Does everything in the final cut have a purpose and contribute to the whole?