



TROPIC CINEMA “LEADER” PROJECT GUIDELINES

Project Overview: The Florida Keys Council of the Arts in collaboration with the Tropic Cinema announces a film project for all currently enrolled Monroe County High and Middle school filmmakers. Emerging cinematographers are eligible to apply as a team or an individual in two categories. Creativity, originality and quality technical work will be rewarded with honorariums. The goal is to produce introductory “leaders” that will reflect in spirit the arts and the overall creativity of our youth AND convey the important messages of the theater before each feature film is shown. See details listed below. The final selected films must include all of the specifications and meet all deadlines listed. Guidance and direction will be given to all interested students by the Florida Keys Council of the Arts Advisory Board member, Michael Marrero and Mr. Ed Smith, Key West High Technology/Digital Media Teacher.

Creative Requirements: Each entry must contain the following creative elements in no particular order and must be clearly communicated to a movie going audience who will see them over and over:

- Tropic Cinema classic logo (or artistic variation, i.e. Google’s changing logo)
- www.tropiccinema.com
- Please do not use cell phones to talk or text.
- Please take out of the theater what you bring in. Recycling and trash containers in lobby.
- Please do not talk during the film
- If you are a Tropic Member, thank you. If not, please consider becoming a member. We rely on your support.
- Tropic Cinema would not exist without our volunteers. Please see a manager to volunteer.

Technical Specifications:

- All entries must be original student work
- Video Aspect Ratio must be 16 x 9
- Total Run time: 60 seconds including credits.
- Credits must be kept to a maximum of 10 % of final length and at the end.
- Entries must be submitted on DVD’s
- Copyrighted Materials: Any visual or audio material that is not student-produced must adhere to the Fair Use Guidelines for Educational Multimedia. Extended use of copyrighted material (e.g., more than 30 seconds of a song) requires written permission from the owner of the copyright.

Schedule of Events (Deadlines & Premiere):

- **Release date:** October 18, 2010
- **Application deadline:** December 3, 2010 - **5:00 pm** delivered to the Florida Keys Council of the Arts – Gato Building, 1100 Simonton St. second floor office.
- **Premiere Night: Sunday, January 30, 2011, 6:30 pm** – Tropic Cinema, 416 Eaton Street, Key West. Reception, screening and award presentation in the Natella Carper Theater. Each entry will receive 3 free tickets. \$10 admission per person.

Judging Criteria:

- Entries will be judged in **two** separate categories:
 - Middle School Submissions
 - High School Submissions
- Judging panel will consist of 5 members:
 - Arts Council Board member
 - Tropic Cinema member
 - Local Media Expert
 - Monroe County School representative
 - Local Celebrity Judge
- Judges will rate all entries on the following criteria:
 - Adherence to creative requirements
 - Originality
 - Technical Accomplishment

Honorariums & Awards:

- Honorariums will be presented to each school that has students participate.
- Cash prizes of \$250 will be awarded to the five winning high school submissions.
- Cash prizes of \$250 will be awarded to the three winning middle school submissions.

Application:

1. Submit the completed application and a DVD and 5 copies of each.
2. Applications deadline is Friday, December 3, 2010.

The honorariums will be presented and announced on January 30, 2011 at the Premiere night held in the Natella Carper Theater at the Tropic Cinema. The awards are supported by private funds and administered by the Florida Keys Council of the Arts.

Tropic Cinema “Leader” Project Application

(Please print)

Name of Applicant _____

Additional team member names: _____

Address _____

Telephone (home) _____ Cell _____

Email _____

Monroe County School _____ Grade _____

I am enclosing:

Five (5) copies of this application and 5 copies of the DVD

I verify that this is my original work and that all information in this application is correct.

Applicant’s Signature _____ Date _____

If you have questions, please contact Liz Young at 305-295-4369, director@keysarts.com.

Applications may be delivered to:

Florida Keys Council of the Arts
1100 Simonton St. # 2- 263
Key West, FL 33040