



2021.7.25-8.2

**15<sup>th</sup> FIRST International Film Festival**

**Short Short Film Rules and Regulations**



## A. General

### 1.About Short Short Film

In 2020, FIRST launched Short Short Film competition for the first time, which parallels to Competition section and calls for film entries within 5 minutes. Short Short Film encourages creators to explore creative approaches of filmmaking and storytelling and look for new possibilities of moving image.

Through examining samples of last year, we have seen surprising creative forms of short film in the context of new media and the attempts and explorations of professional filmmakers pursuing "cinematic sense" within 5 minutes. We keep going, constantly thinking and asking what the future Short Short Film should look like? Is it to tell a short story, to successfully present the emotion of the character, or to show the state of the character in 5 minutes using traditional cinematic language? Or, use a variety of forms to show the core meaning of creative concepts? Under the premise that the short film section of FIRST Competition emphasizes tension and exploration of moving image, as a parallel competition unit, Short Short Film should have its unique style – easily-accessible and creative. We look forward to running into the creators who innovatively use portable and accessible equipment and methods, obtain unique shooting angles, and conduct expressions through creative editing and combination. The combination of high-end video shooting methods and professional crews can certainly present more refined and more beautiful images, but in this



multimedia era when filming equipment is extremely easy to access, we encourage creators to adopt light-weight production method to show their thinking about the current society, humanities, and technology in Short Short Film.

## 2. Eligibility

- 1) Short Short Film competition prefers films shot by portable/non-professional equipment including mobile phones, home video equipment, sports cameras, etc.  
This section is not open to films shot with only professional video cameras. The frame is unlimited.
- 2) The film is completed after January 1, 2020.
- 3) The length of the film should be no more than 5 minutes.
- 4) The section is open to fiction, documentary and experimental films. Commercial advertisements and film and television trailers are not accepted.
- 5) For animated short films, the submission is only open to works that have been completed using on-site shooting methods (i.e., stop-motion). Pure hand-painted, digital-generated, and other animated works that do not involve actual shooting are not accepted.

## 3. Deadlines

The submission deadline for Short Short Film is May 20, 2021. (entry closed on 24:00)



Please register online and upload your film on the official website of FIRST International Film Festival ([www.firstfilm.org.cn/en](http://www.firstfilm.org.cn/en)).

## **B. Awards**

### **1.Selection Process**

The shortlisted films will be selected by the preliminary selection group and the final winning film will be determined by the jury. The preliminary selection group and the jury will be invited by the committee of FIRST International Film Festival.

#### **1) The Preliminary Selection Group**

The preliminary selection group consists of 3-5 people who are familiar with different materials and formats, and the production of short films, including directors, artists, and curators who are going to review and select all the films.

The results of the selection will be announced before July and the contestants will be notified by email.

#### **2) The Jury**

The jury decides on the winning films among the shortlisted films, and the winning results will be announced during the Short Short Film section screening and award ceremony during the film festival.

### **2.Awards**





### **1)Short Short Film of the Year**

Selected by the jury from the shortlisted films. It is meant to encourage short film using portable equipment and complete excellently in terms of theme conception, form exploration, creative narrative and so on. The author of the award-winning film will receive a bonus of RMB 50,000 and an award certificate.

### **2)Jury Award**

Selected by the jury from the shortlisted films. It is meant to encourage short films using portable devices, present obtain unique perspectives, and explore the film making and production technical methods. The author of the award-winning film will receive a bonus of RMB 50,000 and an award certificate.

### **3)vivo Culture Award**

Selected by the jury from the shortlisted films. The length of the film using mobile phones to make needs to account for at least 80% of the overall time. It encourages films that express humanistic care, deliver universal emotions, present realistic perspective, and highly unified with the film's own aesthetics. The author of the award-winning film will receive a bonus of RMB 50,000 and an award certificate and will receive creative support from vivo.

### **4)bilibili's Choice Award**

The award will be selected by the FIRST IFF committee and Bilibili from the films submitted through bilibili.com. It encourages films that use portable devices to



capture the present with unique perspectives, as well as explore possibilities in format and innovative narratives in the realm of PUGC visual creation. The author of the award-winning film will receive a bonus equals to RMB 50,000 and an award certificate.

### **3.Selected Films**

The selected films will be screened at the 15th FIRST International Film Festival (July 25 - August 2, 2021, Xining, Qinghai Province).

### **C. Submission Materials**

1. Please click here on the FIRST International Film Festival official website ([www.firstfilm.org.cn](http://www.firstfilm.org.cn)) to sign up for Short Short Film for online registration and fill in the relevant film information.
2. Please upload the video file in the registration form. The technical specifications are as follows:
  - 1)The length of the video file should not exceed 5 minutes.
  - 2)The film must have Chinese subtitles.
  - 3)Limited to MOV or MP4 format, above 720p.
  - 4)The video file size should not exceed 1G.
  - 5)Please do not add any watermark that affects viewing.



#### D. Selection Notice

1. The Committee of FIRST International Film Festival reserves the rights to use the text materials, stills, posters, video clips, music, resumes and photos of selected works for online and printed publicity, including but not limited to multi-platform publicity exhibitions, manuals, posters, leaflets, media and other publicity and promotion channels, and FIRST has the right to edit, intercept, edit, compile and other adaptations of the work or authorize a third party to properly edit, intercept, edit, and compile the work for the purpose of promotion.
2. FIRST reserves the right to archive the data files of selected works. It is only used for document archiving and preservation, and not for any other commercial use.
3. If the work is selected the applicant allows and authorizes the work to be publicly screened during the FIRST International Film Festival, including offline screening and online screening; among them, the online public screening platform includes FIRST official website/platform and third-party information network dissemination platforms that cooperate with FIRST. The applicant agrees not to charge any fees for the aforementioned authorized acts of the work.
4. If the work is selected, the applicant authorizes FIRST to publish the work online for non-commercial purposes on the FIRST official website/platform or third-party cooperative information network communication platform within one year after the



end of FIRST International Film Festival without paying for applicants.

### **E. Non-competitive Curation**

FIRST International Film Festival has been committed to exploring and discovering more cutting-edge and pioneering video works and creators. The establishment of Short Short Film is a response to the current Internet and digital technology development. We look forward to seeing more energetic and avant-garde works. Therefore, in addition to the continuation of last year's competition, in 2021 Short Short Film will plan a special exhibition of 'Multimedia Image', which will be interactively screened and discussed in an especially set up venue during the film festival. The exhibition works will be invited by the curators and opened to public submission as well. We look forward to seeing video works that creatively combine a variety of video production methods and expand narrative methods in a broad sense.

### **Instructions:**

1. There is no limit to the length of time, preferably no more than 30 minutes.
2. The exhibits in this section do not participate in the award selection. The committee and the preliminary selection group will make the decisions on the invitations to exhibition. The committee will be responsible for the exhibition.
3. Interactive images such as live shots, video art, Found Footage, animations, game



Mod demos, VR/AR, etc. can be submitted. Video installation works with exhibition requirements are currently not accepted.

4. Please click here on the FIRST Film Festival official website ([www.firstfilm.org.cn/en](http://www.firstfilm.org.cn/en)) to go to Short Short Film non-competitive curation for online registration and fill in the relevant film information.

If you have any questions, please call 010-85564221 or write to [shortshortfilm@firstfilm.org.cn](mailto:shortshortfilm@firstfilm.org.cn).

\* In case of any circumstances that cannot be explained by the above rules and regulations, the explanation is at the festival's discretion. Submitting a film to FIRST means all above rules and regulations are accepted. If there is any inconsistency or conflict between the English and Chinese versions, the Chinese version shall prevail for all purposes.