

The logo for the Adrenaline Film Project is centered on a black background. It features the word "ADRENALINE" in a large, bold, black, sans-serif font. Below it, the words "FILM PROJECT" are written in a smaller, all-caps, black, sans-serif font. The text is enclosed within a thin black rectangular border that is slightly offset from the text.

ADRENALINE

FILM PROJECT

2023 AFP Rules and Guidelines

1. Prior to the official kickoff, teams will attend a mandatory virtual logistics meeting on Wednesday, November 1 at 6:00 PM. All forms must be submitted by the virtual orientation meeting. The official kickoff of the 2023 Adrenaline Film Project is Wednesday, November 8 at 5:00 PM. All films must be finished and turned in in-person by 5:00 PM on Saturday, November 11. A premiere screening of the completed projects will be held at 8:00 PM on Saturday, November 11 at Light House Studio's Vinegar Hill Theatre, followed by an award ceremony featuring the following awards:

- The Jury Selection Award, given to one of the twelve filmmaking teams as selected by a panel of the Film Jurors
- The Mentor Selection Award, given to one of the twelve filmmaking teams as selected by the Mentors
- The Acting Award, given to one actor/actress as selected by audience vote
- The Audience Favorite Award, given to one of the filmmaking teams as selected by audience vote

2. Each team will consist of three core members. These three members may divide production roles (director, camera operator, editor, etc.) among themselves as they see fit, but they are not allowed to act in their own films. Light House and Adrenaline staff are also not permitted to act in films. Teams may solicit additional help for their crews as well, but only the three core members will be permitted to attend workshops and receive recognition at the film screening. If your entire team is under 18, you must have an additional adult filmmaking mentor who agrees to supervise you throughout the duration of the AFP Event.

3. At the kickoff on Wednesday, November 8, each team will receive a line of dialogue and a prop that must appear in their respective films. In addition, teams will be assigned a genre for

their films. Only those projects that contain these elements and adhere to their genre assignments will be considered eligible for the final screening.

4. Films may be no shorter than three minutes and no longer than five minutes, including credits.

5. Content in films must be PG-13 or below. All content is subject to the discretion of the Mentors.

6. All films must begin in the following format and order:

1. A title card with the words "Light House Studio Presents," held on screen for three seconds
2. A card following with the words "The 2023 Adrenaline Film Project," held on screen for another three seconds
3. A card displaying the title of your film, held again on screen for 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 as the cards appear. No other titles are permitted before your film begins.

7. The Mentors will monitor the teams at each phase of the production. For the writing and development phase, teams will be required to give a screenplay pitch on Wednesday night and attend a writing/pre-production workshop on Thursday morning in the Vinegar Hill Theater. Both the pitch and script must be greenlit by Mentors before moving on. Participants are recommended, but not required, to provide a production plan and shot list at the Thursday morning Greenlight Meeting. For the filming phase, at least two set visits must be scheduled with the Mentors on Thursday or Friday; at minimum one of these commitments will be honored. For the editing phase, at least one session must be scheduled with the Mentors on Saturday prior to the film's submission.

Greenlight Meetings and workshopping sessions are intended for the Mentors to offer advice for the work of the coming day and feedback on the work from the previous day. A team's work must be approved by a Mentor before it may move on to the next phase of production. How and why your work is approved is up to the discretion of the Mentors.

8. Every team must designate a cell phone number that can be contacted by the Mentors at ANY time during the 72-hour project time period. This cell phone is not to be turned off under any circumstances, even while sleeping, and should be charged for the duration of the event.

9. Each team must provide their own crew, equipment, travel, lodging, and parking. Teams need to know how to operate all of their production equipment, as they will not receive technical support during production. If production equipment fails, it is the responsibility of the participants to find a backup.

10. Teams will have the opportunity to meet local actors in an online Actor Orientation session on Wednesday, November 1 at 7:00 PM. Teams are welcome to attend, but attendance is not mandatory. A database with a list of the actors who will be present at the Orientation will be sent out to all Adrenaline teams. These actors may only be cast in ONE team's film project. More instructions on how actors may commit to a film project will be provided at the Orientation. Teams are encouraged to use their own acting resources as well.

11. Technical Requirements:

1. Teams must provide their own equipment (cameras, microphones, lights, sound recorders, storage media, card readers, hard drives, etc.) Light House Studio will not provide any film equipment.
2. Editing workstations will be available for use at the AFP headquarters. Teams must edit their films in the AFP headquarters location during operating hours. If teams want to continue editing after operating hours, they will need to bring their own external hard drive and continue editing at an offsite location of their choosing on their own provided workstation and editing software. Light House will provide Mac workstations with the latest versions of Final Cut Pro and Adobe Premiere. We highly recommend the use of an external hard drive for backup and storage; Light House is not responsible for lost data and will delete all files after AFP concludes.
3. A technical director will be available to answer questions and help with issues during the editing phase, but teams are expected to be familiar with the programs and be able to edit on their own.
4. Teams must deliver their final projects in the format specified by the technical director by the deadline (5:00 PM on Saturday, November 11). Films not completed by the deadline may not be screened pending the mentors' ultimate decision are not eligible for screening.

12. All materials, including sound, animation, script, and special effects, are to be generated within the 72-hour project time period. This means no stock or found footage outside of that time period may 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 can be utilized in the films.

13. 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. The Adrenaline staff will provide location, acting, and music release forms for teams to use.

14. Teams must film within a 30-mile radius of Light House Studio in Charlottesville (220 West Market Street, Charlottesville VA 22902). The Adrenaline staff will recommend locations to out-of-town teams upon request, but teams are ultimately responsible for finding locations for themselves.

15. All films must conform to the 2023 Rules and Guidelines and any verbal instructions given by the Mentors. Whether or not a final film is screened is the sole discretion of Light House Studio and Mentors, and they reserve the right to pull a film from screening at their discretion.

16. Light House Studio owns the copyright of films created during the Adrenaline Film Project. Filmmakers are welcome to keep their own files, but may not post the completed films on their own YouTube/Vimeo/other social media pages or websites for a period of one year, during which time Light House will be submitting the films to festivals. Sharing clips from your film for portfolio purposes is allowed, as is sharing your film as a private/unlisted screener. Do not submit your film to festivals yourself.

All rules and guidelines are subject to change at the discretion of the mentors.