

CUT FILMS

Southwark Judging Criteria 2018

The overall Southwark Cut Films Winner is chosen by a prestigious panel of judges.

The judges are experts in their chosen field and include professional filmmakers, young people, media specialists and tobacco control experts.

In the spirit of this being a youth competition, judges will take into account the apparent level of input young people have put into the film.

The Process

1. Films are uploaded to the Cut Films website by **18th May 2018**, our judges watch all the films online.
2. They mark each film by a special set of criteria (see right). There are up to 100 marks that could be awarded for each film.
3. The top 20 - 25 films are then shortlisted and the judges meet over an afternoon to choose the top films and the overall winner.
4. Feedback can only be given on shortlisted films.

The Cut Films Judges' Awards 2018

- Overall Winner - Southwark Cut Films Awards
- Southwark Winner 20-25 Age category
- Southwark Winner 16-19 Age category
- Southwark Winner 12-15 Age category
- v Winner 11 and under category
- Young Judges' Choice - Southwark Cut Films Awards



The following criteria is given to the judges to judge each film:

Criteria

Relevance to theme

Does the film inform people about the dangers of passive smoking? Does it highlight the importance of smokefree place? Is the message clear? Is it easy to understand what the film is trying to say within the theme?

25 marks
in total available

Impact

Does the film have a strong effect on you? Does it grab your attention? Did the film make you think about it afterwards? Do you think that it shows an original way of thinking about stopping /not starting?

25 marks
in total available

Appeal to target

Do you think that this film would appeal or be interesting to young people in the age category? Do you think young people who saw this film would watch it again and share it with others? Does the film look like it has been youth led?

20 marks
in total available

Technical Expertise

What do you think about the quality of the filming, acting and the storyline? Is the storyline and structure logical? Is the sound quality good?

10 marks
in total available

Planning and review

Do you think the filmmakers planned it carefully? Is it clear what age group it is for?

10 marks
in total available

Research

Do you think that the film content shows that the filmmaker has found out information to help make the film? Evidence of information gathering / research relevant to theme?

10 marks
in total available

If your film does not feature someone imitating cigarette smoking, then you will get another 10 marks added to your total.

TOTAL MARKS OUT OF A 100

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Making a Short Film

Top Tips

Think about what you have handy - camera phone, webcam or handheld.
Use free archive footage or even photos to help you get the look you want.

1. Research it

- Start at www.cutfilms.org/badstuff and watch *Dance, Dance, Dance's* Will Best talk about smoking in his own unique way
- Download our fact sheets and watch previous entries
- Google the issues connected with smoking - advertising, health, chemicals, illegal cigarettes, cost, etc. and decide your take on them
- Visit www.ash.org.uk for more info

2. Script it

- It's got to be under 2 minutes
- You need a start, a middle and an end. What's the story?
- What characters are in it? What motivates them? Write it all down
- As you write the script, write down the actions the characters do throughout
- Keep it simple, remember you're making it for your friends so what style do **they and you** like?
- Advert/Comedy/Drama/Documentary/Animation/Music Video? What genre will you pick?
- Think about the type of language you might want to use

3. Make it

- Think about each shot. Draw a rough picture of what you think it will look like using the template storyboard attached
- Think about the camera angles and the locations

Tick off the list

- Script
- Storyboard
- Rehearse
- Camera
- Locations found and permission given
- Props
- Make-up

4. Edit it

- Use free software - Movie Maker for PCs and iMovie for Macs, download from our website
- Add music - why not make your own
- If you plan your shots and film them in order, you might not even need to edit much
- When you're shooting, film for 10 seconds before and after your shot has ended, this will help with the edit

5. Upload it

- Upload by **May 5th, 2017** at midnight
- Go to www.cutfilms.org, click the big button saying '**Enter the competition**'
- You can login through Facebook, Twitter, and many more
- It gets uploaded to <http://competition.cutfilms.org/> and then you can move onto step 6...

6. Share it and vote!

- Remember it's a competition, with prizes! Get your friends, family and community to vote by **May 22nd, 2017**
- Share the YouTube link of the film on your Facebook, Twitter, Snapchat, Instagram, Blog, Tumblr... anywhere!
- Tweet @cutfilms, link to Facebook.com/cutfilmsproject, or Instagram @cutfilms - Get your friends to comment
- Send it to your local paper by email. You can download a template press release at www.cutfilms.org
- Contact your local primary school and show it to the next generation

Cut Films Storyboard

Opening shot...

What happens now?

Middle story, what do you want to show?

Building up..

Nearing the end... What's happening?

Closing shot.