

SPLIT SECOND

FILM 2019
COMPETITION

45 SEC FILM // \$50K BUDGET // \$5K CASH

THE BRIEF

BACKGROUND

Mobile phones are increasingly present in our lives; they dominate the way we communicate, consume entertainment and source information. But unfortunately for all of us, our phones have become a primary source of distraction behind the wheel, having a profound effect on road safety.

People aged 18-25 are twice as likely to make a phone call, four times more likely to text and they are more likely to read emails or use the internet while driving. Shockingly, 12 percent have admitted to updating their Facebook status and 14 percent have admitted to taking a selfie and uploading it while driving.

Understanding the role of distraction in car crashes is a key component of the Transport Accident Commission (TAC) Towards Zero strategy which is driven by four guiding principles:

1. We all make mistakes, but no one should die because of them.
2. Our bodies can only withstand so much crush force before being seriously injured or killed, with some people being more vulnerable.
3. Everyone shares the responsibility to make our road system safer.
4. Together, we can move towards zero lives lost on the road.

THE CHALLENGE

Submit an idea for a 45 second film designed to get people thinking about their attitudes and behaviours around using phones while driving. The idea for your film must incorporate a road safety message, and as your film will be screened just prior to the feature, it must also include an announcement for MIFF attendees to turn off their phones. As a mandatory, your submission must include a synopsis no longer than 300 words. To help get your idea across, you can also include:

⊕ Script ⊕ Storyboard ⊕ Visual references

Get creative! But remember, this is about educating the audience as well as entertaining them.

ENTRIES CLOSE
MAY 06



TIPS



NO CLICHÉS

Think of something that's unexpected for a road safety ad.



NO BLOOD OR GORE

We know shock tactics don't work, so don't use them.



KEEP IT IN BUDGET

Avoid Hollywood explosions, CGI or car chases.



KEEP IT

Storyboarding will help ensure your idea fits in 45 seconds.



THINK ABOUT YOUR AUDIENCE

How would you convince your mate?

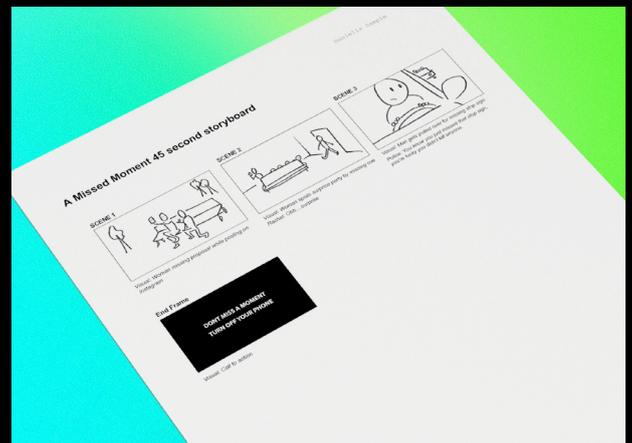
MANDATORY 300 WORD SYNOPSIS

Explain your idea in 300 words or less. It should include a short description of your film, highlighting the main character/s and what happens to them during the film.



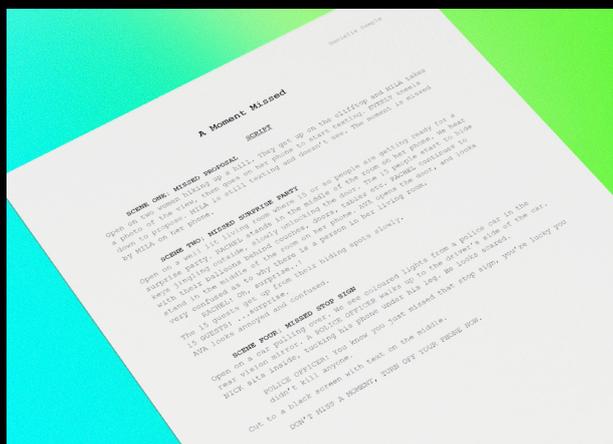
OPTIONAL STORYBOARD

This is your chance to visualise the story, scene by scene, and start crafting the message.



OPTIONAL SCRIPT

Although not a mandatory, scripts are one of the best ways to clearly articulate your idea. Keep your dialogue short, sharp and to the point.



OPTIONAL VISUAL REFERENCES

Mood boards are a great way to further bring your idea to life. Especially if there's a specific theme, style or genre you are trying to convey.



ENTRIES CLOSE MAY 06