

mtv + onedotzero

competition creative brief

bloom

background

mtv and onedotzero have combined to run a competition to search for the best new talent across the world to express themselves through a series of short one-minute films designed to seek out innovative new visions exploring the contemporary world.

the idea is to gather fresh visions on global and local identities to procure and present personal views of the world seen through young talent's eyes, highlighting both similarities and differences in this new world of communication.

the world is getting smaller in some ways; through internet community, media exposure and the way we are entertained. in other ways this also serves to highlight the many differences between our cultures. there are new ways to see and experience other parts of the world that were previously closed to us. we want to celebrate the differences and this new community that is growing across the world.

technology has also allowed creative people to explore new production techniques with the advent of dv cameras, better access to software and computers and even using mobiles phones to record, edit and share experiences, stories and ideas. we want to give all this creativity a place to be heard and express itself.

the challenge

new up-and-coming directors, filmmakers and animators are being invited to enter the competition by submitting ideas for a film which represents their environment, local country and community as seen through their eyes, using innovative techniques to reveal their perception of their place.

the focus of each entry should be on representing the local city, country or / and community but also how it connects with the global community. the challenge is to give an outsider a view of their country that others would not normally see, but to also show how it relates to the rest of the global community.

the winning treatments for a film will be commissioned by onedotzero to feature in onedotzero's festival as it tours across the world, with the chance to be shown on mtv channels worldwide. they will also be featured on a website gallery, complete with credits and contact details for the winning directors.

the entries will be judged by a top panel of experts from mtv networks international and onedotzero.

the full competition terms & conditions are available at [hyperlink www.mtvonedotzero.com](http://www.mtvonedotzero.com).

some useful tips for competition entries

submissions should be made in the form of a written treatment (maximum one page) setting out your vision for the film. you want to convey your ideas as succinctly as possible. the treatment must be for your own new and original film.

the techniques used are completely open and could include animation such as stop frame, cell and digital techniques, also motion graphics, 3d, photography, film and video. we are looking for impressive responses, both in terms of mood and emotion, but also in terms of technique and exploring new angles that challenge conventional perception.

music is also open to interpretation, there may or may not be music, there may or may not be sound effects. whatever works for the piece.

submissions must be accompanied with at least one of the following:

- *mood boards with visual references
- *storyboards
- *test films
- *animatic

your idea for the film may feature narrative and storyline, but should not rely on language as the piece will be shown around the globe without any subtitling or dubbing.

the film should be 1 minute in duration exactly and end with the mtv logo.

you should also submit a guideline budget for your film of approximately £2000 uk sterling but final budgets will be finalised once winners have been selected. note: this is a guideline only and you should consider local currency exchange rates when submitting budgets.

be radical. be bold. be inventive.

if you are one of the 5 winners and are commissioned

you will be commissioned to create the film set out in your winning submission and enter into a specific agreement with onedotzero for the work.

all images and music submitted in the final commissioned piece must be cleared for worldwide use on all media platforms, which will be your responsibility.

the music and sounds that accompany the piece should also be sourced, produced and directed by you to support the film.

for more information please log onto www.mtvonedotzero.com.