
2019 AFP Rules and Guidelines

1. The official kickoff of the 2019 Adrenaline Film Project is Wednesday, October 9 at 5:00 PM in the Clemons Library at the University of Virginia. All films must be finished and turned in at the Clemons G-Lab (3rd Floor of Clemons) by 5:00 PM on Saturday, October 12. An initial screening of the completed projects will be held at 9:00 PM on Saturday, October 12 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

A second screening of the films will take place in association with the Virginia Film Festival on Saturday, October 26th at the University of Virginia's Newcomb Hall Theater, which will also feature the following award and prize:

- 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. 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.

3. At the kickoff on Wednesday, October 9th, 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:
 - I. A title card with the words “Light House Studio Presents,” held on screen for three seconds
 - II. A card following with the words “The 2019 Adrenaline Film Project,” held on screen for another three seconds
 - III. 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 (Greenlight Meetings) on Thursday morning in the Clemons G-Lab. For the shooting phase, at least one set visit must be scheduled with the mentors on Thursday or Friday. For the editing phase, at least one session must be scheduled with the mentors on Saturday. Finally, on Sunday, there will be a general debriefing session in which the project experience is reviewed in full by both participants and mentors.

Workshops 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.

9. Each team must provide their own crew and equipment, with the exception of editing stations provided by the Clemons G-Lab. 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 at a Meet & Greet session on Tuesday, October 8 (the night before the competition begins). A database with a list of the actors who will be present at the Meet & Greet will be sent out the week before Adrenaline begins. These actors may only be cast in ONE of the team’s film projects. More instructions on how actors may commit to a film project will be provided at the Meet & Greet. Teams are encouraged to use their own acting resources as well.

11. All teams must edit their films in the G-Lab of Clemons Library at the University of Virginia. Computers will be provided and teams will be able to choose whether they want to use Final Cut Pro 10 (FCP X) or Adobe Premiere during the competition. 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.

12. All materials, including sound, animation, script writing, 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 (121 Water Street E., 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 2019 Rules and Guidelines and any verbal instructions given by the mentors. Whether or not a final film is screened is the sole discretion of the festival and mentors, and they reserve the right to pull a film from screening at their discretion.