

VICMOVIES FAKE AD CONTEST 2023 Guidelines

GENRE: Fake Ad. A fake ad is a short propaganda or advertisement for a product that DOES NOT EXIST. For example, if the ad is for a beverage, the beverage cannot be "Coca-Cola," but it could be something like, just making it up, "Angie-Cola." If the ad is for a hair salon, it cannot have the name and address of a real salon but rather an imaginary, made-up one. In the future, we will have Vic-Movies with real ads for deaf-owned businesses, but this time, we want them to be invented to make it more fun.

Duration: Minimum of 30 seconds and maximum of 1 minute and 30 seconds.

Language: The language of the fake ad must be LSC (Catalan Sign Language), LSE (Spanish Sign Language), or another sign language. A silent ad is also valid.

Subtitling: The fake ad must be subtitled, preferably in Catalan. The subtitle format should be .srt. You can use free tools like Aegisub or others to generate the subtitles.

The selection committee and the jury will not evaluate the subtitles of the fake ad; it is only a measure for reverse accessibility.

Format: Any video format and any quality will be accepted, although we recommend HD (1920x1080). You can send the ads using platforms like WeTransfer or MyAIBridge to cortomoviesvic@gmail.com.

Required Documentation: The following documents must be sent to cortomoviesvic@gmail.com:

- Registration form.
- Image release form, allowing the projection of the fake ad at the contest.
- A poster of the advertised product.
- Authorization for participation in case the participants are minors.

Deadline: The submission period will end on October 15, 2023.

Awards: The Best Fake Ad chosen by the jury will receive €275.

Attendance at the Award Ceremony: The presence of the participants is essential on the day of the prize collection. At least one member of the team must attend the event on November 18, 2023.

Please note that registering for this contest implies acceptance of the rules and the organization's final decisions.