



ripple effect

FILM PROJECT

2021/22

more information

www.rippleeffectfilmproject.org

ACC Water Conservation Office

706-613-3729

savewater@accgov.com

getting started...

Research and preparation are crucial to your film! Check out these websites for efficient and responsible water stewardship.

rippleeffectfilmproject.org

thinkatthesink.com

keepathensbeautiful.org

accgov.com/stormwater

epa.gov/watersense/fix-a-leak-week

view films from previous years

www.rippleeffectfilmproject.org



Public Utilities



Stormwater
Athens-Clarke County



KEEP AMERICA BEAUTIFUL AFFILIATE

\$1000 IN CASH PRIZES!

2021 official rules

eligibility

This contest is open to Pre-K through 12th grade filmmakers of all experience levels in Athens-Clarke County and surrounding counties.

Entries can be submitted by an individual or team.

Films must be submitted no later than 11:59 p.m. on January 31, 2022 (extended). There is NO entry fee.

requirements

CONTENT REQUIREMENTS

1) The overarching theme is *Healthy Water, Healthy World*, with suggested storyline themes as follows:

- Healthy Water, Healthy People (handwashing, hydration, hygiene, etc.)
- Healthy Water, Healthy Environment (water quality, litter, stormwater, pet waste, etc.)
- Healthy Water, Healthy Community (economy, water professionals, recreation, etc.)
- Healthy Water, Healthy Home (fix leaks, conservation, WaterSense label and products, etc.)

2) Film should be engaging, fun, clever, and thought-provoking.

3) Film must be rated G.

SUBMISSION REQUIREMENTS

- 1) Film must be at least 30 seconds and no more than 1 minute 30 seconds in length including credits.
- 2) Film must include 5 seconds of black at beginning and end (this will not count towards the total running time of your film).
- 3) Film and completed submission form must be submitted electronically using FilmFreeway.com. filmfreeway.com/festival/RippleEffectFilmProject
- 4) High definition videos are strongly encouraged (1920 x 1080, or 1280 x 720 resolution). Suggested frame rates are 24fps (23.98) or 30fps (29.97).
- 5) Include all filmmakers' names when submitting to FilmFreeway for inclusion in festival guide.

Film must comply with OFFICIAL RULES. Failure to comply will result in disqualification. Rights are reserved by the Unified Government of Athens-Clarke County to disqualify a film that is deemed to be offensive, libelous, slanderous, inflammatory or otherwise inappropriate in any way for this contest. The Athens-Clarke County Unified Government is not responsible for entries that are lost, late, misdirected, damaged, incomplete or in violation of copyright laws. Films will not be returned. They will remain property of the Athens-Clarke County Water Conservation Office and may be reproduced.

evaluation criteria

Films are evaluated on 1) Strength of Message: content, encourages action or increases knowledge, 2) Originality: creativity and design, originality, 3) Artistic Expression: organization, techniques, and 4) Production Quality: sound and audio, video production and lighting. A rubric can be found at www.rippleeffectfilmproject.org.

prizes

The finalists' films will be shown and winning film(s) announced at the "Ripple Effect Blue Carpet Premiere" on Saturday, March 19, 2022. Up to \$1,000 in cash prizes will be awarded for winning films. Finalists will be featured on the Athens-Clarke County Water Conservation website and Lily Anne Phibian youtube channel.