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Sri Hemkunt Foundation Inc.

Estd. 1980

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## PANTHIC DIGITAL VOICE 2015 SOUTHERN CA PILOT PROGRAM GUIDELINES

*Cultivating original Sikh-Centric short films  
that convey important Sikh messages through examples*

### A). TECHNICAL SPECIFICATIONS:

#### **Film Type and Length**

Films can be non-fiction (documentary), fiction (screenplay, actors), narrative or animated. Films must not exceed the given durations, based on age group. There is no minimum length.

#### **Film Opening**

Each film must include an opening, full-screen title card stating "A SikhLens/Hemkunt Foundation Production", which shall appear before the film's opening credits. Filmmakers (and parents of younger filmmakers) will receive the approved design templates from SikhLens.

#### **Music and Internet Restrictions**

Segments or **portions** of songs may be used in the film's soundtrack. However, **using entire songs is prohibited** unless the music is original and has been composed by the filmmaker or his/her team. Proof of music ownership rights may be required.

Films **cannot** rely on outside visual media. Using video snippets from YouTube and/or other online sources is prohibited.

#### **Technical Quality**

Using high-end cameras and gear **does not** automatically result in a higher score. Similarly, using lower quality cameras does not automatically result in a lower score. Films will be judged by the quality of the content, as well by the overall technical quality of the production.

#### **Language**

Films can be in English or Punjabi and will be considered irrespective of the language used. Films will be judged on their ability to creatively capture the given Sikh topic.

#### **Submission Process**

Filmmakers must fill-out and sign the Submission Form [ATTACHED] and email it to [EMAIL ADDRESS]. Then, the filmmaker must upload the film's digital file to [SOURCE].

#### **Technical Specifications**

1. Accepted video formats include: MPEG, AVI, MOV, etc.
2. Recommended resolution: 1080p or 720p HD

## **B). JUDGING CRITERIA:**

There will be a minimum of three (3) Judges (in-person and virtual/off-site), approved by SikhLens, who are familiar with Sikhism and the Sikh Ethos, understand and speak Punjabi and are qualified in filmmaking. Judges will critique the submitted films for:

1. **Relevance to Topic** – Does the film capture the optimism and hopefulness of Chardi Kala?
2. **Originality** – Does the film have its own personality, shooting and editing style?
3. **Emotion** – How does the film makes the audience feel? Is it from the heart?
4. **Storytelling** – Is the film merely a collection of images, or is there a beginning, middle and end?
5. **Drama** – Does the film make the audience wonder ‘what happens next’?
6. **Soundtrack** – Is it original? Does it complement the film’s visual elements?
7. **Technical Quality** – Overall, how well does the film look and sound?

Judging will be conducted at the Cluster/Digital Zone\* level. The winning films (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place) in each category will be declared winners from that Cluster/Digital Zone.

If the judges feel that the film is not primarily the work of the student in question, they will ask for a meeting to discuss various points, and may disqualify the film. Each judge should provide independent evaluation of each PDV Team’s performance and Judges shall not discuss any Team’s performance among themselves.

*\* Clusters/Digital Zones are grouped into around ten (10) teams submitting around ten (10) Sikh-centric films in an area.*

## **C). SCORING CRITERIA:**

Scoring shall be received and calculated by the Score Coordinator. If there is a tie, BOTH films will be awarded the same rank. The rankings from each judge shall be added to determine the final rank, rather than the Scores. Films are scored based on the following:

<b>Originality/Script/Creativity</b>	<b>25 points</b>	<b>Relevance to the Topic</b>	<b>25 points</b>
<b>Storytelling Strength</b>	<b>25 points</b>	<b>Technical Quality/Editing/Sound etc.</b>	<b>25 points</b>

**Total: 100 points**

## **D). PARTICIPATION CRITERIA:**

1. A film team (Digital Media Team) can have no more than three (3) members.
2. There is no limit to the number of people who may appear in the film. Participants may ask others or may appear in the film themselves.
3. Participants may only contribute to one (1) team. A lower age group (only 1 member) may join in a higher age group with special permission. However higher age group participants may NOT join groups of lower ages.
4. Only those members who have participated in the Cluster/Digital Zone may participate at the International Level.

### **Notes**

1. Digital Media Teams violating these rules will not be placed in the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> positions.