

Lookwild! Film competition – Guidance – Please read!

There are a few main aims of this competition:

- 1 To have fun! With modern smartphones and apps, filmmaking has never been more accessible and easy to do. We aim to point you towards some online resources for ideas, and set up a couple of virtual workshops to provide you with some basic skills.
- 2 To take a closer look at the wildlife that's around us, whether it's in our gardens, on potted plants on a balcony or even in our homes. But doing so in a responsible fashion that's aligned with changing government guidance on social distancing and lockdown measures. **For this purpose, please only capture footage in and around your own property.**
- 3 To introduce younger generations to wildlife. Kids have a lot of distractions in their lives – being spring, right now is a wonderful opportunity to discover the best that our wildlife has to offer.
- 4 To look after and encourage wildlife. **It goes without saying that any filming that you do should not harm, cause distress to or damage creatures or their habitats.**

Timelines

Monday 13th April - Saturday 16th May 2020 (midnight)

Winners announced – Saturday 23rd May 2020

Criteria and eligibility

Entry categories:

Up to 11 years (age as of 31st August 2020)

12 years and above.

Entries can be as an individual or family, and it's open to anyone resident within Maidenhead and it's surrounding villages and rural areas including Belmont, Bray, Bisham and Cookham, Boyn Hill, Cox Green, Furze Platt, Hurley and the Walthams, Oldfield, Pinkneys Green, Riverside and St Mary's – there's no need to be a member of Wild Maidenhead/Cookham.

How to enter

Please send an email to wildmaidenhead@gmail.com – notification of entry should be received by at latest midnight on Friday the 17th April.

Please title the email “Film entry”. The should include the entrant category, name/s (for example “The Brown Family”), postal address, contact email address and telephone number (for contact in case of media upload problems and/or prize notifications). For children, entries should be made by parents on their behalf.

These details will only be held for the duration of the competition and removed directly afterwards.

Competition Start

On the start date a simple theme will be announced on Facebook pages. This can be interpreted however you like! Try and think of novel and interesting ways of weaving the theme into the work and stories you produce.

Communication

We expect that through the process communication will be largely done publicly through the LookWild! Facebook page, including weekly updates, tips on filming and ideas and examples of activities you can do to encourage and attract wildlife in your surroundings.

It's not a requirement, but it would be great to see the progress of entries, perhaps each weekend. If we can encourage you to post short clips or photos from your work – or “behind the scenes” footage, others can take inspiration and give feedback. These clips can be posted directly to LookWild! Facebook pages or linked from a video sharing site such as Youtube or Vimeo.

Making your films

The main criteria of the film is that it must be a maximum of 2 minutes in length (including credits) and must include footage that you've

captured or created in and around your home/garden during the competition period.

There's a number of different approaches you can take – but a rough guideline would be:

Start by having a good look around your home/garden and see what wildlife you can capture – it could be still photos or videos, night or day, macro or micro, hi-speed or timelapse.

Think about your story – what do you want to show? Do you have a start, middle and end?

How do you want engage with your audience? 2 minutes can seem a very short time, but a lot can be packed in.

Build a simple storyboard, or list of shots that you want to achieve. These can be very simple stick diagrams – something that allows you to visualise the film.

Get out and film your shots over time, and assemble them in editing software to give you an idea of progression.

Come up with a final edit, apply voiceover and soundtrack if required, review with your teams and submit!

We'll provide links to useful resources on all of the above, and record a couple of sessions on simple (and very low budget!) film-making techniques.

Placing your entry

The deadline for entries will be midnight on the Saturday 16th of May. Final entries will need to be uploaded to an online storage site (details will be communicated via email/Facebook 1 week prior to deadline). A confirmation email will be returned for each successful entry. Please try not to share your final film publicly until the winners have been announced.

Judging

Judging will take place in the week after deadline, with the winners to be announced the following Saturday – possibly as a live Facebook film festival showing highlights and shortlist!

A panel of 3 judges with experience in wildlife and media will produce a shortlist and then come up with a winner and two runners up in each category. For each category the judging will be based on storytelling, quality of imagery and usage of the theme.

We'll also do a "people's choice" award where everyone selects their favourite from the shortlist.

- extra points will be given for including Wild Maidenhead biodiversity action plan target species

<https://www.wildmaidenhead.org.uk/local-biodiversity-action-plan>

At the end of the competition, all entries will be collated into a single film and uploaded to youtube for viewing at any time.

Rights and Ownership

You will retain the ownership of anything that you create. Wild Maidenhead/Cookham would request that any film produced as part of this competition may be held and used at events and on social media in future. If this is not desired we are happy to remove any content at request.

We cannot accept entries which include copywritten material – specifically music and imagery. Youtube have a great royalty free music library <https://www.youtube.com/audiolibrary/music?nv=1> which can be used in any of your films.

Safeguarding and Security

Any content will be freely visible on Facebook and video sharing

platforms, so please take a responsible approach to the sharing of personal information and places within your films.

Prizes!

In the coming weeks we'll announce some prizes for the winners – they will have a wildlife/filmmaking flavour to them.

If you're in a position to be able to donate something suitable, please drop us a line at wildmaidenhead@gmail.com

Just remember point #1 – HAVE FUN!