

# GRAPHITE 2007 : Electronic Cinema Submission Guidelines

## Welcome

GRAPHITE 2007 Electronic Cinema submissions are invited from computer graphics visualisers, including: scientific as well as artistic research groups, video and film makers, game developers, architectural and engineering visualisation, computer animators and computer graphics students. The Electronic Cinema program will showcase material that demonstrates innovative computer animation or image processing techniques or that explains technical details of research development. It will include material of scientific, artistic, entertainment and cultural value.

Subject matter may include any form of visual representation that employs computer-generated imagery :

- animation
- motion graphics
- entertainment technologies
- visual effects
- scientific and medical visualisation
- interactive technologies
- research and development
- education
- architecture
- art and design
- music and dance
- interactive performance
- narrative works
- non-narrative works
- experimental works
- game development and design
- commercial productions for film and broadcast
- student productions

## Important Dates

**October 31st 2007**      Electronic Cinema Submission Deadline  
**November 9th 2007**    Notification of Acceptance

## Process and Acceptance

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### Submissions

All submitters must deliver their submission packages by October 31st 2007. Accepted submissions will be announced on November 9th 2007 via email and via the GRAPHITE 2007 website.

Submissions must include a completed and signed GRAPHITE 2007 Electronic Cinema Acceptance Agreement. If we do not receive your completed, signed Acceptance Agreement, your work cannot be included in GRAPHITE 2007.

The Acceptance Agreement is a legal document. It explains the uses GRAPHITE 2007 makes of presented material and requires you to acknowledge that you have permission to use this material. This may involve seeking clearance from your employer or from others who have loaned you material, such as videos and slides. The agreement helps prevent situations whereby GRAPHITE 2007 presentations include material without permission that may lead to complaints or even legal action. In addition, this agreement asks if GRAPHITE 2007 and/or ACM SIGGRAPH may use your materials for conference and organisation promotional material in exchange for full author/artist credit information.

Contributors are responsible for securing necessary permissions and licenses for visual and audio material contained in entries for the Electronic Cinema. Contributors are encouraged to use original music. Small performing rights licenses must be secured for public performance of any commercial soundtrack or copyrighted musical composition. Synchronisation licenses must be secured for inclusion of copyrighted musical compositions in film or video presentations. The GRAPHITE 2007 Electronic Cinema Committee reserves the right to substitute the soundtrack if soundtrack performing rights are unsecured.

The works presented in the GRAPHITE 2007 Electronic Cinema will be documented in the GRAPHITE 2007 Catalogue and other conference media. Digital images must be submitted for printed publications.

### Content Formatting

Submitted video length must be no longer than **5 to 10 minutes**. Longer pieces will be considered if submitted.

Submissions shown in the Electronic Cinema will be mastered as **PAL D1** and projected in component RGB.

### Jury Review Process

All submissions are reviewed with identical selection criteria: content, technical implementation, innovation, artistic achievement, production values, creativity, originality, narrative, design, entertainment value, and advancement of visualisation in the artistic and scientific fields of digital technologies. Entries representing both technical excellence and innovation will be shown in the Electronic Cinema.

Submitted work will be considered by a jury comprised of experts from all areas of computer graphics and interactive techniques. Additionally, the Electronic Cinema chairs have curatorial responsibility and discretion to select, organise, and direct the review process and to ensure the quality of every aspect of the Electronic Cinema.

Jurors may not submit works to the Electronic Cinema.

## Submission Instructions

Please read the following detailed instructions carefully to ensure that you have properly completed all the steps to meet the submission requirements for the GRAPHITE 2007 Electronic Cinema. Submitted digital media and still images will **NOT** be returned.

Submitters must provide the following pieces to complete the submission :

1. **Signed Copy of the GRAPHITE 2007 Acceptance Agreement**
2. **Submission CD ROM** : Publishable Images, Details and Abstract
3. **Review Copy** : Video DVD
4. **Final Copy** : Data DVD(s) with Uncompressed Video

Review copy or DVD Video will **NOT** be accepted as the Final copy.

## Submission Package Requirements

The following steps must be completed to submit your work to the Electronic Cinema by the submission deadline (October 31st 2007, 5 pm WST) :

Prepare your Submission Package and include the following four items:

1. **Signed Copy of the GRAPHITE 2007 Electronic Cinema Acceptance Agreement**
  - a. One paper copy of the signed GRAPHITE 2007 Electronic Cinema Acceptance Agreement
2. **Submission Information CD ROM**
  - a. One PDF document (no longer than 4 pages) which details the following:
    - i. Contact person's name
    - ii. Affiliation
    - iii. Address or Postal Address
    - iv. Email Addresses
    - v. Telephone Number
    - vi. Title of Work
    - vii. Running Time
    - viii. Time code (if appropriate)
    - ix. Description of the Work / Format :
      1. One brief description (five to 10 keywords) of the main point of your entry, suitable for showing with your piece for audience edification.
      2. One descriptive statement (100 words or less) that includes a brief description of the storyline, software, hardware, techniques, technology development, or other points of interest.
    - x. List of personnel (eg. Producer, Director, Programmer etc.)
  - b. Three key still images that represent the submitted work. These images are required for publications and pre-conference publicity. The images are will not be juried. Make sure to provide a brief caption for your image. Still images must be submitted in digital format.
    - i. Digital images must be of the highest quality possible, at least 300 dpi at ~8 x 10 cm, pixel resolution of at least 1200 x 1500, TIFF or EPS files, no compression, MAC or PC platforms. Digital images must be placed on the Submission CD-ROM only.
3. **Review Copy**
  - a. One DVD-R Video disc copy suitable for playback on a standard DVD player and PAL D1 4:3 Television. In English, label the DVD-R and it's container with :
    - i. Contact person's name

- ii. Affiliation
- iii. Address or Postal Address
- iv. Email Addresses
- v. Telephone Number
- vi. Title of Work
- vii. Running Time
- viii. Time code (if appropriate)

#### 4. Final Copy

- a. One DVD-R Data disc(s) with one or multiple Uncompressed Digital Video File(s) (QuickTime or AVI only). Video file(s) must be in PAL D1 format (720x576 pixel resolution at 25 frames per second). In English, label the DVD-R and it's container with :
  - i. Contact person's name
  - ii. Affiliation
  - iii. Address or Postal Address
  - iv. Email Addresses
  - v. Telephone Number
  - vi. Title of Work
  - vii. Running Time
  - viii. Time code (if appropriate)
  - ix. Video Codec (if appropriate)

### Submission Package Checklist

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Use the checklist below to ensure that your submission is complete and meets all applicable program requirements.

- I have included the completed and signed the Electronic Cinema Acceptance Agreement.
- I have included the PDF file as outlined in the Submission Package Requirements.
- I have included three high resolution images of the work as outlined in the Submission Package Requirements.
- I have included the Review Copy and Final copy as outlined in the Submission Package Requirements.

## Submission Conditions

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1. All Submission Packages must be received by **October 31st, 2007, 5pm Australian Western Standard Time.**
2. All submitted media and still images will not be returned.
3. Work in progress should only be submitted if 80 percent of the final version is complete. If the soundtrack is not complete, the GRAPHITE 2007 Electronic Cinema Committee requests the addition of a temporary soundtrack or reserves the right to substitute the soundtrack.
4. If the submission is longer than five minutes, please clearly indicate by timecode the selections of your work that you wish to be viewed by the jury or indicate whether the work should only be screened in its entirety. Deliver only **ONE** project per submission. Collaborative and group projects are encouraged but only **ONE** completed project per submission will be accepted. **ONE** submission package includes :
  - a. One Electronic Cinema Acceptance Agreement
  - b. One CDROM
  - c. One Video DVD
  - d. DVD Data disc(s)

Submission Packages containing more than one project or entry will **NOT** be reviewed.

### Do **NOT** submit the following:

Video tapes of any sort. VideoCD. Film. Flash discs. Flash drives. Hard discs. Floppy discs. iPods. Web sites or URLs. Stereoscopic images or other forms of display. Do not submit NTSC or HD video footage. Submissions that include commercial watermarks or "bugs" will not be reviewed.

## Shipping, Tracking and Receipt Notification

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Send the complete GRAPHITE 2007 Electronic Cinema entry submission package to:

GRAPHITE 2007 : Electronic Cinema  
Mailbag 202  
University of Western Australia  
35 Stirling Highway  
Crawley  
Western Australia, 6009  
Email : [graphite@bur.st](mailto:graphite@bur.st)

Send your Submission Package to the above address. You have sole responsibility for delivering your submission to GRAPHITE 2007. There is no special assistance available for tracking, fees, or damage claims as they pertain to shipment of your packages. GRAPHITE 2007 will not notify you that your submission package has been received. You must retain your shipping waybill number for purposes of tracking your package and confirming delivery.

### Customs

Submitters located outside of Australia should note that customs delays of up to two weeks could occur. Customs labels should bear the words: "Educational material with no commercial value." GRAPHITE 2007 will not pay any customs fees, duties, or tariffs incurred by your submission. Submissions delayed past the submission deadline will not be accepted for review.

## Conclusion

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For some submitters, meeting the GRAPHITE 2007 Electronic Cinema deadline is a difficult and sometimes a frustrating challenge. Generally, the frustration increases as the deadline draws near. We encourage you to prepare as many of the submission requirements (written descriptions, still image, and final videotape/digital file) as early as possible. Do not wait until your project is complete before you begin the submission process. If you have any questions, please email the Electronic Cinema Chairs. We will look forward to seeing your submission. Good luck!

## Frequently Asked Questions

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### **I will not have my work finished by the submission deadline. Is it possible to submit a teaser or a trailer / promo piece as a placeholder until the actual footage is complete?**

No, the jury specifically reviews the quality of the work that is submitted. The work done in a trailer or promo piece may be submitted on it's own merit, but it cannot be submitted as a placeholder for another submission.

### **May I submit my unfinished work as a "work in progress" if it is not complete by the submission deadline?**

A work in progress may be submitted if it represents at least 80 percent of the final version. If the soundtrack is not complete, the GRAPHITE 2007 Electronic Cinema Committee requests the addition of a temporary soundtrack or reserves the right to substitute the soundtrack.

### **We are an art school hoping to send in several pieces of student work. We had planned to include four or five student pieces on one reel, as one entry from our school. Is that OK?**

No, students must submit separate submission packages. Each piece is judged on its own merit and often pieces are viewed multiple times. We can only effectively track and review individual submissions so only one submission package per entrant will be accepted.

### **Can group or collaborative projects be submitted?**

Yes, absolutely. In fact, collaborative and group projects are encouraged, but only one project may be submitted per submission package.

### **What criteria does the jury use to select pieces for the Electronic Cinema?**

All submissions are juried together and based on identical selection criteria: content, technical implementation, innovation, artistic achievement, production values, creativity, originality, narrative, design, entertainment value, and advancement of visualisation in the artistic and scientific fields of digital technologies. Entries representing both technical excellence and innovation will be shown in the Electronic Cinema.

### **Can you tell me if there is a time limit or general suggested length that will help my submission's chances for acceptance in the Electronic Cinema?**

There is no fixed or ideal time limit for submitted projects. Ultimately, technical excellence and innovation are the deciding factors. Sometimes, the jury asks submitters of longer pieces to edit for time or create a trailer for the Electronic Cinema.

Because the Electronic Cinema has a fixed run time, shorter pieces (up to three minutes) do have an advantage. If your work is longer, it needs to be that much better as well. Exceptional work will not be rejected because of its duration. Please note that for the jury review, submitters of pieces that are longer than five

minutes are asked to indicate by timecode a shorter selection that they want to make sure the jury will view. This is an attempt to control the total time required to complete jury review.

If there is editing to be done, we would prefer that it be done pre-submission and by the submitters in order to maintain the most artistic integrity possible.

**Will GRAPHITE 2007 have the capability to show digital files in the Electronic Cinema?**

If your work is accepted, we will discuss the display options at that time.

**"Affiliation" is a required field on the Electronic Cinema Submission & Authorisation Form, but I am not associated with any organisation or school. What do I do?**

You may use "Self" to indicate you are independent. There is no requirement that you be associated with an organisation or school.

**I would like to submit a Flash animation to the Electronic Cinema. Will you accept my animation on a CD?**

No. For jury review, your animation sequence must be on DVD Video PAL D1 (720x576 pixel resolution at 25fps). The Final Copy must be in the format outlined in the Submission Procedure.

**How do I get tickets for the Electronic Cinema?**

If you are a registered GRAPHITE 2007 attendee, you can attend the Electronic Cinema at no charge. A public screening of the Electronic Cinema for non-delegates will charge a ticket fee.

**What kind of feedback can I expect to receive about my submission?**

Unfortunately due to the time constraints created by submission volumes, it is impossible for us to respond with any project-specific critiques or suggestions in our responses.