

**SECOND ROUND SUBMISSION**

**18.10.24**

**DAY ONE  
CHALLENGE**

**TOOLKIT**

# WHAT IS IT?

## A

### THE CHALLENGE

Day One Challenge is a youth empowerment project to give filmmaking a go. With multiple deadlines throughout the year to submit your short films, you not only have your work celebrated but also stand a chance to win some cool prizes!

## B

### THE RULES

- Everyone in your team must be 24 years old or under, including yourself
- Make sure you have written permission from everyone involved in your film (team members, actors, etc.)
- You have permission to use any music or sound effects in your film
- You have permission to use any stock images or videos that do not belong to you
- You have an adult contact that is responsible for your entry, if you are under 16
- Avoid explicit content - your film should not exceed an M “mature” rating

## C

### JUDGING

The judges will be after the following:

**Message delivery** - Getting your message across, making an impact or telling stories for a better tomorrow

**Alignment** - Making sure your visual and audio elements match the theme and tone of your film.

**Originality** - Coming up with a unique and powerful view

**Engaging** - Leave a lasting impression.

# HOW DOES IT WORK?

## MARK YOUR CALENDAR

Film submission deadlines 2024

Round 1: **26 July**  
Round 2: **18 October**



## MAKE A FILM

Check out our different categories and give it a try!

## SEND IT IN

Visit our website to fill in your details and send us a link to your film. Make sure you have read our rules.

**Unlisted YouTube links are encouraged!**



## JUDGING AND VOTING

While the judges are deciding, we'll post the 10 shortlisted films on our socials from each round for People's Choice voting.

Follow us on [@dayone\\_nz](#)



## ROUND WINNERS

Judges' Choice Winning Film and Peoples' Choice Winning Film announced after each round.



## COMPETE FOR AWARDS

All 20 shortlisted films from both rounds are eligible for special awards and to compete to be the Standout Winner at our end of year awards!



**AND MOST IMPORTANT:** CELEBRATE! WHETHER YOU WIN OR NOT, BE PROUD OF YOUR WORK. IT'S AWESOME THAT YOU TOOK PART!

2ND ROUND SUBMISSION DATE

18.10.24

CHOOSE FROM FIVE CATEGORIES:

**IMPACT SHORTS:** FILMS THAT ARE “STORIES FOR A BETTER TOMORROW”. MAX DURATION: 10 MIN

**SHORT SHORTS:** WRAP UP YOUR MESSAGE IN 60 SECONDS IN A VERTICAL SOCIAL MEDIA STYLE REEL. MAX DURATION: 1 MIN

**PHONE SHORTS:** A SHORT SHOT ONLY ON A PHONE. MAX DURATION: 5 MIN

**“HOW TO” SHORTS:** SHARE THE KNOWLEDGE ABOUT SOMETHING THAT MATTERS TO YOU. MAX DURATION: 5 MIN

**MUSIC SHORTS:** MUSIC VIDEOS FOR A SONG YOU HAVE PERMISSION TO USE. MAX DURATION: 5 MIN



DAY ONE  
CHALLENGE

# WHERE DO I START?

**Find an issue** you care about and come up with a cool idea for how to tell a story about it.

1

**Make a plan** for shooting and make sure you have all the people and equipment you need.

3

**Edit your film!** Don't forget to include credits at the end. Have someone who hasn't seen your film before watch it after editing. If they don't understand it, you might need to edit it again.

5

**Upload** your film to Youtube (unlisted) and submit the link to Day One Website.

[www.dofilm.co.nz](http://www.dofilm.co.nz)

7

Make sure your film has a **beginning, middle and end!** If you start the filming process with a clear idea of what story you are telling your film will be a lot clearer.

2

**Shoot your film** - Woohoo! Make sure you get everyone to sign a release form (you can find it at the end of this document).

4

**Music!** You can use music in your film - music you've created yourself or other people's music - as long as you have the right to use it.

6

**Save your film somewhere!** If you are shortlisted we will ask you to send the film file.

8

# PERMISSIONS

## TIPS

So, you've got this awesome film project brewing, right? You're ready to dive into the world of filmmaking, but hold up – have you thought about the legal stuff? If you're using stuff that isn't yours – like someone else's tunes or epic drone shots – you need permission. Yep, that's right. Written permission.

Use the release form at the end of the Toolkit. It's your golden ticket to getting the thumbs up from your actors, location owners, musicians, and anyone else whose work is starring in your film.

You can snag some seriously cool royalty-free goodies from websites like **bensound.com**, **purple-planet.com**, and **take-tones.com**. Need more visual flair? Check out **Prelinger Archives**, **Pexels.com**, and **Shutterstock** for stock footage and stills that'll make your film pop.

When using royalty free material, you still need a copy of the license. Make sure you download the Creative commons license .

When it comes to music, don't be afraid to think local. Reach out to talented musicians in your community through social media. You might just stumble upon the perfect soundtrack for your film!

# CHECKLIST

- **REVIEW THE CHALLENGE DATES & RULES**
- **CHOOSE YOUR CATEGORY**
- **PLAN AND SHOOT YOUR FILM**
- **GET THE RELEASE FORMS**
- **GET THE MUSIC / VIDEO LICENSE**
- **EDIT YOUR FILM**
- **SUBMIT YOUR ENTRY**
- **BACK-UP YOUR FILM SOMEWHERE SAFE**
- **STAY UPDATED**

## NEED HELP?

If you require assistance or have any questions while participating in the challenge, we're here to help! Get in touch at [contact@dofilm.co.nz](mailto:contact@dofilm.co.nz).

# FAQ'S

## **WHY DO I NEED RELEASE FORMS FOR MY TEAM, ACTORS, MUSIC, VIDEOS OR IMAGES I USE?**

If you've used music, pictures, or even people without getting permission first, you could face some serious copyright issues. That means your film might have to be taken down, and you could even get into legal trouble. It's crucial to get the green light from everyone you include in your film and make sure you have permission for any material you use.

## **DOES MY FILM HAVE TO HAVE BEEN MADE THIS YEAR?**

No! Any film you have made will count, as long as it fits the other criteria.

## **DOES THE MAX. TIME LIMIT INCLUDE THE TITLES?**

Yes.

## **CAN I CREATE MATERIAL THAT IS SHOCKING OR CONFRONTING?**

Under the broadcasting standards guidelines we need to be very careful about this. Avoid explicit scenes and obscene language - chat to us if you need some guidance.

## **WHAT DOES "STORIES FOR A BETTER TOMORROW" MEAN?**

A "story for a better tomorrow" is a style of filmmaking that encourages viewers to contemplate ways to improve the world. These films address important topics like fairness, environmental stewardship, and community support. They aim not only to entertain but also to provoke deep thought and emotion, inspiring viewers to take action for positive change. Through these stories, viewers envision themselves as agents of change, believing in the possibility of a better world and their role in creating it.



# RELEASE FORM

FOR APPEAREANCE, LOCATION, IMAGES, VIDEO, OR SOUND MATERIAL

(PLEASE USE CAPITAL LETTERS)

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FILM NAME

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FILM-MAKER OR FILM-MAKING TEAM

I, hereby confirm my involvement in the film above within the vicinity of  
(location) \_\_\_\_\_

**Shooting Authorization:** I hereby grant without reservation to the Team / Director and to Connected Media, their licensees, agents, successors, and assigns, the perpetual and global right, though not obligatory, to utilize (in any manner deemed suitable, and without constraints) within or related to the film, through any means of exhibition, advertisement, or exploitation:

- My appearance in the film production, still images capturing my image, recordings of my voice, any musical performances by me, and my real or fabricated identity; and/or
- The depiction of the site or property identified as: \_\_\_\_\_, over which I possess ownership and/or managerial authority to grant; and/or
- My creation and execution of the musical composition or performance referred to as \_\_\_\_\_ for which I possess the requisite authorization to grant\*\*, and/or
- Any photographic and/or video material captured by me, intended for use in the film.

\*\*The use of the musical composition or performance by the Team is strictly confined to the specified film/video context.

**Name:**

**Phone:**

**Email:**

**Address:**

**Signed:**

**Date:**

**Name of Parent Guardian (if under 18):**

**Parent/Guardian signature:**