



School In Motion

First International
Festival of Educational Animation

Iniziativa realizzata nell'ambito del Piano Nazionale
Cinema per la Scuola promosso dal MiBACT e dal MIUR



Ministero
per i beni e le
attività culturali
e per il turismo



ROMA



SAPIENZA
UNIVERSITÀ DI ROMA



FONDAZIONE IIRI
CITTÀ DELLA SCIENZA

SCHOOL IN MOTION 2021 REGULATION

1. Subject of the Festival

School in Motion is the International Festival of Educational Animation, entirely dedicated to world of education, within the National “Cinema for the School” Plan promoted by the Italian Ministry for University, Education and Research (MIUR) and the Italian Ministry of Heritage and Cultural Activities (MiBACT). The Festival is part of a social project of EMI - Education Innovative Multimedia.

The event, in its second edition, was created to enhance cultural communication through the audiovisual language, research and experimentation of innovative educational formats and promote the collaboration between the film/art world and the school world. We ask artists to spend their social competence, dealing with educational content for the school; we also invite schools, teachers and students to try their hand at the art of cinematographic to tell in an original way cultural themes and topics of the scholastic world. School in Motion is the Festival in which film art addresses education, a Festival that bets on experimentation, creativity and the possibility of communicate culture through different registers.

2. Recipients

SECTION A - Cartoonists, CG artists, video makers, creatives, innovators and experimenters in the field of video animation, professionals or amateurs, who can participate individually or in groups are invited to enroll. The videos can be made with any animation technique (classical, stop motion, 2D or 3D computer graphics, motion capture).

SECTION B - The invitation to participate is aimed at schools, through groups of students and/or teachers, video makers, creatives, fans of special effects and experimenters in the field of video creation, professionals or amateurs, who can participate individually or in a group.

3. Beneficiaries

Beneficiary is the system of education, education and re-education, represented in primis by students and teachers.

4. Terms and conditions for participation

School in Motion will take place on 2021 (**date to be decided based on the emergency COVID-19**) at the National Museum of Arts of the 21st century, MAXXI of Rome. Membership of the Contest is free. The Festival provides the opportunity to participate with their works in two different sections:

- SECTION A - animated educational short film
- SECTION B - non-animated educational short film

The videos of both sections must necessarily be dubbed in Italian, have educational/didactic contents that can be used in schools, were made no more than five years prior the date of registration of the work to the Festival; works already presented on previous editions of the School in Motion Festival will not be allowed. To allow the widest participation in the Contest, each artist can enroll in more than one group, with a maximum of three videos with a maximum total duration of 30 minutes, with a minimum resolution of 1280x720 (720p).

Designing with a teacher may be the right choice!

Participants must send a registration request to info@emi4all.org following the instructions present on the website www.schoolinmotion.it, clearly indicating the "url path" and/or "link" from where to download the video (WeTransfer, Dropbox, Google Drive), accompanied by the required attachments. The Association is not responsible for the successful download of the video in the competition; the candidate can be contacted to resolve any technical problems that may arise and cause the eventual exclusion from the Contest. Registration can be made from 12.00 pm on November 4th 2019 until 12.00 pm on 19 February 2021, following the instructions on the website www.schoolinmotion.it.

The forms to be attached for registration will be available for download online; they must be correctly signed, with the addition of three representative images of the work, without logos or titles (resolution minimum 300 dpi, size 1200 x 1200 pixels) and the data sheet relating to the work, entirety compiled, also available on the site. In case of group participation, the names of all the competitors will be requested and only one subject must be identified as group leader, referent for registration and communications. Each subject can participate by joining other groups, presenting a maximum of three works in total.

In the event of a win, the EMI association will require the sending of identity documents from the winners. Participation requests wrongly compiled will not be considered valid.

The "Selection Commission" will express its unquestionable judgment by February 28th 2021. This judgment will include the selection of the ten audiovisuals for the screening (five per each section), which will be the subject of the subsequent evaluation by the Jury and audience in the hall. It is strongly hoped that the artists of the ten selected works can preside, directly or through a delegated person, at the award ceremony that will take place at end of the Festival. In case of delegation documents it is specified that the same must reach the EMI Association no later than (**date to be decided based on the emergency COVID-19**).

Then, after the Festival, the video participants deemed suitable (with a score over 54/100), will be uploaded to the Festival's YouTube channel, on the site www.schoolinmotion.it and also on the website www.emi4all.org or on other institutional channels of MIUR and MiBAC to be freely enjoyed online by the educational community e from schools.

The video animation data sheet can be associated with a link to the authors, thus ensuring appropriate visibility to the filmmakers.

5. Video requirements

Can be sent to the contest a maximum of three audio-visuals for each participant or group, not necessarily unpublished but never proposed in previous editions of School in Motion, realized in the last five years starting from the date of registration and dubbed in Italian. The videos will be used on a non-profit basis on the internet, or in other public screenings, therefore it is required a minimum resolution of 1280x720 (720p), MP4 format, Video Codec: H.264.

Object of the video: educational contents of various kinds, suitable for themes, images, language and forms of communication to be used in the context of national school education. Maximum duration of the work: 30 minutes.

6. Judges and evaluation methods

The Preselection Commission, which will not receive any compensation for this activity, will be composed of representatives of EMI, school teachers and other external experts. This Commission will communicate through the site and the social media channels in advance, within the 28 February 2021 (see point 4), the results of the pre-selections of the ten videos for the screening during the Festival. The sending of an informative e-mail to the authors will be provided.

Part of the components of the pre-selection commission will also follow the operations of ballot of the votes of the public, decreeing the winner of the Special Audience Award. Both the preselection commission and the jury will evaluate the works by expressing a score of 100 points as shown below:

- Educational contribution (correctness of the contents and educational usefulness for the schools) - 50 points;
- Adopted language (adequacy and clarity of exposition) - 20 points;
- Originality and creative excellence - 15 points;
- Involvement capacity - 15 points.

At the end of the screenings, the Festival Jury will decide, on (date to be decided based on the emergency COVID-19), the two winners for each section of the Festival, while the public in the hall will assign a fifth prize through its own vote, the Special Audience Award.

7. Exclusion

All videos must be in Italian and in compliance with the current legislation on copyright. Videos that do not comply with the times and methods of presentation will not be accepted; all audiovisuals whose authors have not received an email of confirmation of registration will also be excluded.

Audio-visuals will be evaluated to verify compliance with the requirements of the Contest, especially in report on the correctness of the contents treated and the forms of communication adopted, so that the works are adequate for online publication and use in learning circuits, both scholastic and extra-scholastic. All works that do not reach the minimum score of 55/100 will be excluded and will not be published on the sites and on the dedicated channels. They will also be excluded or removed from internet channels destined for the event, even later.

The EMI organizing association reserves the right:

- a) not to proceed with the awarding of prizes in the event that no uploaded video is considered appropriate to the criteria;
- c) to proceed or not to proceed with the assignment in the presence of less than ten video participants for each section;
- d) to suspend the Contest or not to assign any prize in other special cases.

The cash sums allocated to any unassigned prizes will be directed to the Festival organization for the following year or the annual activities provided for by the statute of the EMI Association.

8. Selection of the short films of the two sections for the screening in the Festival

The first ten works, five for each section, decreed by the Preselection Commission in scoring terms will be projected during the School in Motion day. In such circumstance, at the end of the screenings, the Jury will unquestionably assign the first four prizes, two for each section, while the present audience will express the his own judgment by voting for his favorite work and assigning the Special Audience Award.

9. Awarding

At the end of the Festival, after the balloting of the votes, will be held the prize-giving ceremony.

SECTION A - First Prize Euro 3000.00

Second Prize Euro 1500.00

SECTION B - First Prize Euro 3000.00

Second Prize Euro 1500.00

SPECIAL PUBLIC AWARD Euro 1000.00

(Assigned by the audience to the favorite short film of one of the two sections)

The prizes awarded fall within the so-called "cultural awards", which should not be subjected to the withholding tax regime (see Resolution of 10/28/1976 prot. 1251 Ministry of the Finance - Direct Taxes).

10. Use rights

Participation in the Contest implies the clear and precise will of the competing artists to let circulate their works for free and for strictly educational purposes. Therefore, the entire national education system and the learning community are guaranteed the free viewing of the works in the competition, in online mode, on the dedicated activity channels functional to learning, both in schools and in other contexts. Any different use is not allowed unless specifically authorized by the EMI Association.

It is also guaranteed to EMI association the use of the works in promotional events, fairs and conferences, exhibitions, seminars, training courses associated with the spread of culture and educational resources, programs for the school and extracurricular fields, including the introduction in texts in e-pub or in learning paths and platforms, always non-profit, in line with the objectives statutes of EMI and of the Festival itself. More specifically, participation in the Contest gives EMI the authorization to use the Audio-visual material in Competition for education purposes and school and extracurricular education, also through institutional channels or websites provided by MIUR and MiBAC; implies, therefore, the granting of a temporally unlimited use license in favor of EMI, for the use and issue of the material produced for educational purposes. This license is inclusive, and merely an example of the right of reproduction in any area and environment without any profit, electronic distribution right through the public network, institutional intranets, educational platforms, texts in e-pub format and social networks.

The videos will not be returned and cannot be deleted, even on explicit request, by communication channels used by the Festival. EMI reserves the right to insert at the beginning or at the end of each video a sequence containing its own brand, the Festival logo, references to sponsors, partners, sponsorships, and funding that allowed the realization of the event.

For anything not included in this regulation, please refer explicitly to L 633/1941 ("Protection of copyright and other rights related to its exercise").

11. Responsibilities of the participants

Contest participants guarantee that:

- a) the audiovisual recordings are original and free from copyright, images and sounds for which the rights of patent and publishing exploitation have been acquired, relieving EMI from any claim made by third parties;
- b) respond directly under the civil law of the contents and the form of the work, and that the audio-visual shots taken do not include any sound or visual element of advertising nature, according to the regulations in force, or in any case illegal under the rules regulations;
- c) any subject represented and/or portrayed and/or interviewed in the filming audiovisual media have granted the right to exploit their image for free, assuming that EMI is now guaranteed by then that the use of image rights does not will result in injury or damage to the honor, reputation and decorum of the subject portrayed;
- d) for minors who may be represented and/or portrayed and/or interviewed in the audiovisual filming it was provided the acquisition of the consent from the parents, be them natural or legal person, assuming that the right of exploitation image of the minor will be free of charge and

that is now guaranteed by EMI by then the use of image rights will not result in injury or damage to reputation or reputation and to the decorum of the minor;

e) that at the time of sending the realized audiovisual, all the subjects eventually filmed and/or present in the filming in any way, have given their authorizations based on the present participation conditions. Reference to Legislative Decree 8 196/2003 ("Code in matter of treatment of personal data") and to be able to provide, at the request of EMI, the relative documentation to prove within 10 days of the request, also made via e-mail;

f) they are legitimately authorized owners of the work and therefore allowed to participate to the School in Motion and so the possible use by EMI within the Festival and other initiatives connected to the EMI Association will not occur in violation of third party rights, expressly relieving EMI from any damage or claim, except for that which may derive from it, also as regards of the title of the work;

g) at the time of registration, they accept this Regulation in full respect of all the indications contained in it and in the additions on the Festival website www.emi4all.org, as well as the work and the unquestionable judgment of the Commission of selection;

h) full consent is given to the processing of personal data, pursuant to art. 13 of the D.L. n. 196/2003, by EMI.

12. Information and clarifications

All information and details of the Contest that are published in this regulation and other further additions can be published on the website www.schoolinmotion.it.

For more details you can write to the e-mail address: info@emi4all.org.

In the event that technical or organizational circumstances will prevent, in whole or in part, the School in Motion Festival to take place within the terms provided by the these Regulations, EMI will communicate via the website of the Festival all the necessary information and updates.

Participation in the Contest implies acceptance of each of the articles of the present Regulation.

Rome, 4 April 2020