

## THEME

Create a "product placement" sequence within a fictional movie.  
The movie may be shown in movie theatres, on TV and on the web.  
Your movie should identify with one of the following genres:

- Horror
- Children's movie
- Super Hero
- Spy/Mystery
- Science Fiction
- Action/Thriller

## SPECIFICATIONS/RULES

- The "product" will be provided at the beginning of the competition
- A sequence of only a few minutes in length
- The finished sequence will be viewed from your computer
- You may include additional media (stills, graphics, audio) *but not* pre-prepared video.
- Use headphones when editing (whenever possible) in fairness to other teams.
- You may involve others in on-camera roles (actors/models/extras) but all production tasks must be undertaken by team members.

## JUDGING CRITERIA

*Movies will be judged on:*

- Prominence of the product in your sequence
- Entertainment value (humour, style, "subtlety")
- Camera work
- Audio quality and level (clear and consistent)
- Editing (consistency, flow, shot sequence selection, suitable length)

