

QUICK FLICK FOR HUMAN RIGHTS CHALLENGE

April 12 - 14, 2019

	DESCRIPTION
Project title	QUICK FLICK FOR HUMAN RIGHTS CHALLENGE
What is it?	Quick flicks are short movies that tell a story with a meaningful message.
How short is short?	The Human Rights Challenge will feature 3-minute movies (+ or – 15 seconds)
Why Human Rights?	The Tri-Cities Chapter of Amnesty International (AI) wants to use short movies to draw attention to human rights issues in BC, Canada and the world.
Who organized this?	
Who can participate?	Youth from the Tri-Cities between the ages of 16 and 19
Where is it promoted?	School District 43 schools and local colleges
Key elements that all quick flick <u>must</u> have?	<ul style="list-style-type: none"> • A 3-sec start-up clip – will be provided to participants • Clearly legible title showing for 5 seconds during the first minute • Basic storyline • An impactful ending that invites reflection about human rights • A 3-sec ending clip – will be provided to participants • Credits (5-sec) including names of actors, team members and name of school
How long will it take?	All movies must be completed in 48 hours. Each team will be given an image that must be visible, described or talked about in the team’s movie. There’s no point starting early...
When is it?	<ul style="list-style-type: none"> • Friday, April 12, 2019, 4 pm: teams pick up their image. • Friday night: script. • Saturday – Sunday: teams shoot, edit and produce their video. • Sunday April 14, 4 pm: all movies must be uploaded (web link to be provided).
How are winners selected?	A jury consisting of Human Rights activists will view all movies and select the Best Quick Flick for Human Rights + two runner-up teams
What are the PRIZES?	Winning team: \$ 300 + \$150 gift certificate for group meal at Pasta Polo 1 st runner up: \$ 150 2 nd runner up: \$ 150 All participants are invited to a Quick Flicks for Human Rights Awards night to view all movies. Free food & refreshments for participants, friends and family.
How will movies be used after?	After the Awards event, the Tri-Cities Chapter of Amnesty International will: <ul style="list-style-type: none"> • make all entries public and distribute widely on social media • forward the best 3 entries to Amnesty International Canada
Who will movies belong to?	All movies, including the winning entry, will be made available to the public and sharable. The ending clip will state <i>“Copyright: Amnesty International. No editing or modification AI’s consent.”</i>

The main goal of this challenge is to make people pause and reflect about human rights. You may expose human rights abuses and/or celebrate human rights achievements. Keep it simple and real. Shocking images can add value but they are rarely as powerful as well-scripted words and meaningful actions. Often a movie’s best scenes or images make people think about their own daily actions, not recoil in horror.

Remember that this is meant to be a fun activity, so be safe, respect private property and ask permission before pointing your camera at people. Record names of actors and helpful volunteers for your credits so you can share your success.