



COMPETITION GUIDELINES

I. INTRODUCTION

1. The **ANIMAHENASYON 2017: 11th Philippine Animation Festival** is organized by the Animation Council of the Philippines, Inc. or **ACPI**.
2. **ANIMAHENASYON 2017** will be held at **Samsung Hall SMX Aura, Bonifacio Global City, Taguig City** and at the **Cultural Center of the Philippines, Pasay City** with the following dates:

Date	Day	Activities	Location
Nov 9	Thu	Opening Ceremony	Samsung Hall, SM Aura
9 & 10	Thu & Fri	Conference & Announcement of finalists	Samsung Hall, SM Aura
10	Fri, 7pm	ICT Creative Awards Night	Samsung Hall, SM Aura
11 & 12	Sat & Sun	Job Fair	Samsung Hall, SM Aura
17	Fri	Gala Night	Cultural Center of the Philippines (CCP)
18 & 19	Sat to Sun	Film Screenings	Cultural Center of the Philippines (CCP)

The festival aims to encourage the production of original content in Philippine animation, recognize the Filipino talents in the field of animation, give recognitions to industry professionals and business partners, and achieve local and international animation excellence and competitiveness.

3. **ANIMAHENASYON 2017** will be comprised of exhibits, animated films in competition and exhibition, conference, job fair, and the awards night.

II. GENERAL INFORMATION

1. The competition is open to **all Filipino student and professional animators**. The entrant may or may not be a citizen or resident of the Philippines. As long as s/he has a Filipino lineage, s/he is qualified to join the competition.
2. Since this is the eleventh of a series of continuing festival that ACPI will be organizing, only works completed from the year **2015 to present** are eligible for competition.

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3. Entry works shall be made **“frame by frame”** including **computer graphics** animation.
4. Entry works must be submitted with this technical specification: **the entry must be in full or high-resolution QuickTime, AVI files and mpeg4, with a frame size of 1920 x 1080.** It must contain a **color bar of 5 seconds**, and followed by a countdown leader at the beginning of the movie.
5. For all entries: everything should be an **original creation and all music should be an original composition or licensed to use.** In case copyrighted characters, scripts, music, etc. are used, the entrant cannot submit the animated work without securing agreement/permission from the copyright owner. An original certification from the copyright owner (artist/record company/producer) is required to be submitted together with the entry. Failure to obtain such agreement will result in the works being disqualified from the competition.
6. With regard to using copyrighted music, one may still use existing music as long as this is properly acknowledged/credited and preferably licensed, and the animated work submitted was done as a school project, capstone or thesis and was completed during the period when s/he was a student.
7. Participating **students** should attach a photocopy of their current school ID and school registration form together with the entry form. If the student is enrolled in a workshop class, a photocopy of the original receipt or certificate of attendance is required. Any work submitted as a school project or requirement will be considered for student division. Other than this, all entries will be classified under the professional division.
8. Entrants may submit as many entries as they want as long as it conforms to the current festival regulations.
9. The entry which has already been awarded or currently entered in other festivals are eligible. In this case, a listing of all awards and prizes received must be fully indicated on the entry form.
10. **All entrants must be present during the screening and announcement of the finalists. All finalists will be acknowledged and will be receiving a certificate after the screening.**

III. COMPETITION REGISTRATION/APPLICATION

11. No registration or application fee is required to enter the competition.
12. The entry form and regulations may be photocopied and reproduced, and may be downloaded from www.animahenasyon.com or www.animationcouncil.org. You may also email us at micah.ronquillo@animationcouncil.org or cris.meniado@animationcouncil.org
13. One entry form is required for each work submitted. The entry form **must be typewritten!** Filled out completely and accurately from the downloaded pdf ACPI shall not be held liable for the mistakes or misrepresentations indicated by the entrant.
14. Entrants must provide the **English title** of his/her animated work if the original title is in a language other than English.

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15. No entry will be accepted if the required information and materials are not included and/or complete.
16. Application period is from **November 25, 2016 to October 6, 2017.**

IV. PROCESS OF SELECTION

17. There will be a pre-selection committee appointed by the festival organizers, largely constituted by the people involved in the fields of animation, film, media, and generally from the arts. Their task is to select the **25 finalists** eligible for the competition. Pre-selection will be on **October 14 & 21, 2017.**
18. The festival organizers will appoint another set of jury who will handle the final judging and who also come from the fields of animation, film, media, and generally from the arts. Their task is to deliberate and identify the winners from the chosen finalists. The names of the jury will be published on the festival souvenir program and announced during the awarding ceremony. Final judging will be on **October 28, 2017.**
19. The jury will decide based on the guidelines established by the festival committee. The decision of the jury is deemed final and conclusive, and cannot be questioned, challenged or appealed against on any ground.
20. All entries will be judged based on the following criteria:
 - a. **CONTENT (30%)** This comprises originality of concept, script and direction. Great importance is given to coherence of idea, aesthetic and conceptual innovation and creative storytelling.
 - b. **TECHNICAL QUALITY (30%)** This comprises editing, sound, musical score and animation technique. We are looking for works with outstanding visuals, combining technical expertise with artistic talent.
 - c. **OVERALL IMPACT (40%)** This comprises both the technical and artistic aspect of animation. The works should have outstanding visual and aural creativity and should be innovative in its use of animation as a tool of communication. Above all, the work should be fun, compelling, and original.

V. AWARDS AND PRIZES

21. All cash prizes are subject to 10% withholding tax as governed by Philippine law. The cash prize for each award is as follows:
 - i. **GRAND PRIZE WINNER (STUDENT ENTRY)** This award is given by the jury to the **Best Animation made by a student.** Winner will receive a medal, a certificate and a PHP 50,000 cash prize.
 - ii. **GRAND PRIZE WINNER (PROFESSIONAL ENTRY)** This award is given by the jury to the **Best Animation made by a professional animator.** Winner will receive a medal, a certificate and a PHP 50,000 cash prize.

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- iii. **THE JOHN MARTIN AWARD** This is a special award sponsored by Fernando Ortigas to commemorate John Alexander Martin contribution to the Philippine Animation Industry thru his works with different animation studios. The award aims to recognize the Filipino talent who excels in **2D Traditional/Hand-drawn animation**. Winner will receive a plaque, a certificate and a PHP 20,000 cash prize.
- iv. **SPECIAL JURY AWARD** This award is given by the jury **based on their own criteria**. Winner will receive a medal, a certificate, and a PHP 10,000 cash prize.
- v. **BEST IN NARRATIVE (PROFESSIONAL ENTRY)** This award is given by the jury to the **Best Animation made by a professional animator exhibiting excellent story telling**. Winner will receive a medal, a certificate and a PHP 10,000 cash prize.
- vi. **BEST IN NARRATIVE (STUDENT ENTRY)** This award is given by the jury to the **Best Animation made by a student exhibiting excellent story telling**. Winner will receive a medal, a certificate and a PHP 10,000 cash prize.
- vii. **BEST IN PRODUCTION DESIGN (PROFESSIONAL ENTRY)** This award is given by the jury to the **Best Animation made by an amateur or professional animator with excellent over-all character & background design**. Winner will receive a medal, a certificate and a PHP 10,000 cash prize.
- viii. **BEST IN PRODUCTION DESIGN (STUDENT ENTRY)** This award is given by the jury to the **Best Animation made by a student animator with excellent over-all character & background design**. Winner will receive a medal, a certificate and a PHP 10,000 cash prize.
- ix. **BEST IN TECHNICAL** This award is given by the jury to the **Best Animation made by an professional or a student animator exhibiting excellent quality in animation or use of animation tools/techniques**. Winner will receive a medal, a certificate and a PHP 10,000 cash prize.
- x. **BEST ANIMATION MADE FOR CHILDREN** This award is given by the jury to the **Best Animation** produced for **Children ages 13 and below**. Winner will receive a medal, a certificate and PHP 10,000 cash prize.
- xi. **BEST REGIONAL ENTRY** This award is given by the jury to the **Best Animation** submitted by an amateur/professional or a student from the regions outside of Metro Manila. Winner will receive a medal, a certificate and a PHP 10,000 cash prize.
- xii. **AUDIENCE AWARD** This award is given by audience to the **entry with the highest vote**. Winners will receive a certificate and a PHP 5,000 cash prize.

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VI. SUBMISSION PROCESS/REQUIREMENTS

22. Here is a checklist of all the requirements to be submitted (**PLEASE READ INSTRUCTIONS CAREFULLY**):

- a. Hard copy of the fully accomplished **typewritten entry form** (includes the attached **Authorization/Agreement/Waiver Conforme**).

NOTE: Authorization/Agreement/Waiver Conforme must be read, agreed upon & signed.

- b. Hard copy of **movie poster in portrait layout** printed on photo paper (12 inches x 18 inches).
- c. **USB Flash drive** (with the Animation Director's name written on the sticker label) containing all the following required files listed below in one main file folder (use the title of the film/entry as main file folder's name):
 - 1.) Soft copy in **PDF file** of the accomplished **typewritten entry form & the attached Authorization/Agreement/Waiver Conforme** on a separate file named **ENTRY FORM**;
 - 2.) Soft copy in **JPEG or PNG** file format with **300 dpi** resolution of **three (3) photos or screenshots** (Landscape orientation) from the animated work submitted, and also **one (1) recent photo (portrait orientation) of animation director at his/her best animated pose** (as long as face is still clearly visible and recognizable) on a separate file folder named **PHOTOS**;
 - 3.) Soft copy in **JPEG or PNG and PSD** file format with **600 dpi** resolution of **movie poster** for both **portrait and Landscape layout** [size must be in 12 inches x 18 inches] on a separate file named **POSTER**;
 - 4.) Soft copy in **PDF file** of the Animation Director's **brief biography/profile** (100-150 words) on a separate file named **PROFILE**;
 - 5.) Copy of the animation entry (put complete title of film/entry as file name) in **full or high-resolution, QuickTime, AVI files and MPEG4 file, with a frame size of 1920 x 1080**.

23. Entry forms and other entry requirements must be placed inside a 12" x 18" document envelope. This must be properly labeled as "**ANIMAHENASYON 2017**," and addressed to:

The Secretariat, Animation Council of the Philippines, Inc.
5th Floor, C2 Building, Bonifacio High Street Central, 7th Avenue corner 28th Street,
Bonifacio Global City, Taguig City, 1634, Philippines

The deadline for submission of entries is **5:00 p.m. of October 6, 2017 (Friday)**. The organizers will not be held responsible for entries received after the deadline thereby resulting in the exclusion from the competition and program.

24. Entries may be delivered personally to the secretariat or sent in by mail or courier but must be received on or before the deadline. Entrants shall shoulder the shipping or air courier costs of entries and materials.

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VII. FINAL ARRANGEMENTS

25. The submission of an entry implies acceptance of the current festival regulations.
26. **All submitted entries and materials required by the festival organizers shall remain in the ACPI archives, but the copyright of the material belongs/remains with the producer/ director/ creator.** The participants also grant ACPI the right to exhibit the winning entries in whole or in part, in print (publication), on any visual medium (TV, etc.), in public and private places (theaters, schools, etc.), and on the Internet for promotion and information both local and international.
27. The festival organizers will decide all matters not expressly provided for in these regulations and their decision shall be final.
28. For more information and inquiries on the submission of entries and contest rules, please call the ACPI secretariat at (+632) 817-2727 local 108, or email micah.ronquillo@animationcouncil.org or cris.meniado@animationcouncil.org, or log on to www.animahenasyon.com. or www.animationcouncil.org

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