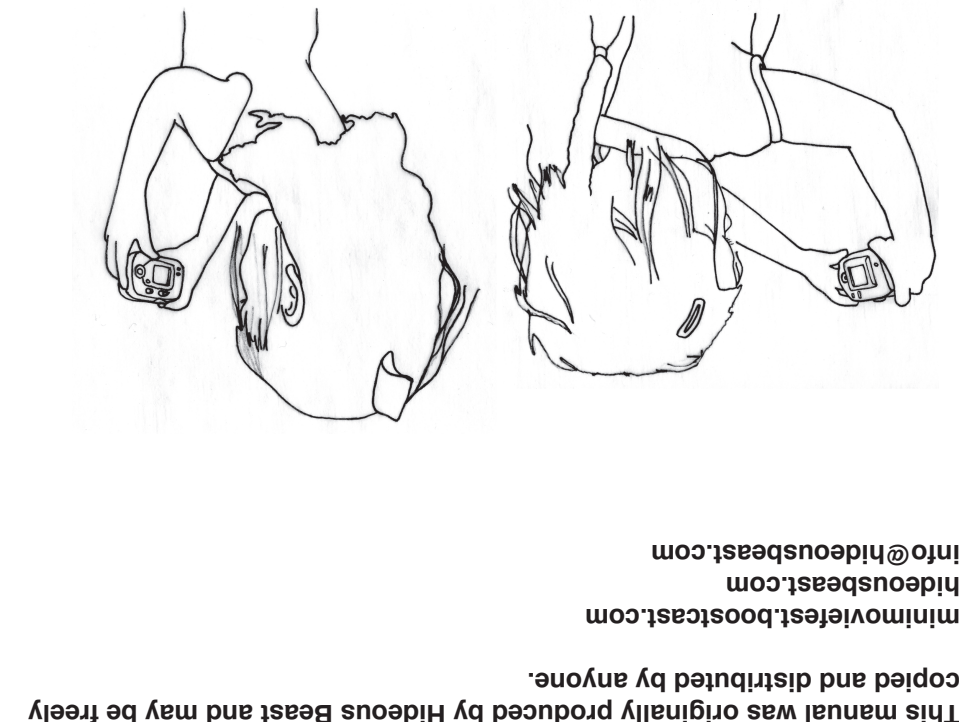
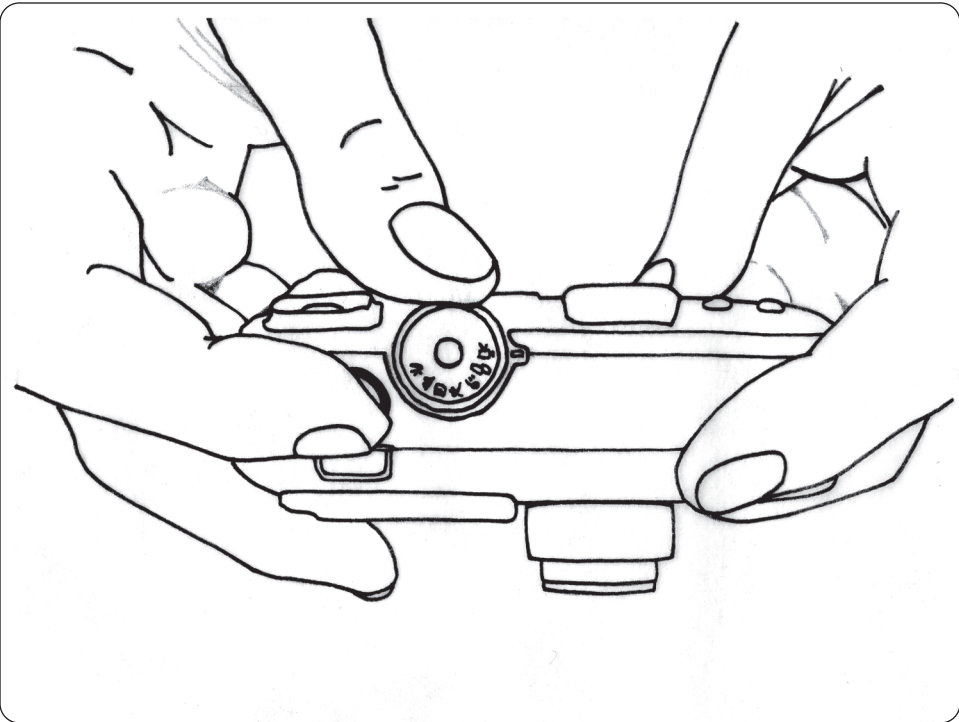




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mini movie fest



The purpose of this user guide is to explain the steps necessary to facilitate and host a Mini Movie Fest. Through a loose set of instructions and anecdotal commentary, we intend that users in diverse locations with varied resources be able to organize and execute this event. Though this guide attempts to provide a logical framework for realizing a Mini Movie Fest, the components and ideas presented can be expanded and modified to fit individual user needs.

INTRODUCTION

What is a Mini Movie?

A Mini Movie is a low quality digital film clip taken with a digital still camera, videophone, or any other device in which the creation of moving images is not the primary function. To create a Mini Movie with a digital still camera, the device must be set to the “movie” mode, frequently indicated by an icon that resembles a motion picture camera or filmstrip. Some digital still cameras offer different settings such as higher and lower resolution and faster and slower frame speed. Often formatted as a QuickTime, .mov or .avi, Mini Movies are viewable through the apparatus that produced it and a number of other output devices, such as a computer, LCD projector or television.

What is a Mini Movie Fest?

A Mini Movie Fest is an event for screening a selection of Mini Movies before a live audience. Event organizers secure facilities, solicit entries and promote the event to provide an evening of entertainment for a group of people. The Mini Movie Fest attempts to place or give a home to these films outside of private collections. The relative ease of creating and presenting Mini Movies (compared to mainstream film and television) makes it possible for a Mini Movie Fest to provide a critical alternative to other forms of entertainment. The low quality, limited duration and often-candid nature of the Mini Movie can present a construction of subject and narrative resistant to commercial entertainment. As a collection of visual media from a specific group of persons, this event may also bring about certain understanding of community and place.



USER GUIDE

HOW TO ORGANIZE A MINI MOVIE FEST

Finding a Space

Secure a space for presenting and viewing Mini Movies. The space may be any size, depending on available resources and the number of people expected to attend. Electricity should be accessible, as most presentation devices require a source of power. There ought to be room enough for the audience to sit or stand without obstructing a view of the Mini Movies.

Depending on the size and makeup of the audience, it is possible to imagine a Mini Movie Fest occurring in diverse locations such as a bedroom or a movie theatre. Each location may provide a new set of meanings or associations connected to the audience and place. Organizers are encouraged to consider the location of the event in relation to the projected audience and participants. In our case we promoted the event to an art school community and consequently generated an audience limited in age, class and ethnicity.

Given the ubiquity of video sharing websites like youtube.com or vimeo.com, consider using these as a space for archiving your movies. This will allow you to share your movies with a larger community, where they can be remixed or recombined according to subject matter through the use of tags. See our video sharing site for an example at <http://minimoviefest.boostcast.com>

Solicitation of Participants

Solicit participants to submit Mini Movies to be shown at the event, assembled in a compilation and published on a video sharing website. You can use word of mouth, telephone calls, email, posting online with a social networking site, and public advertisements. We have also created a device called Mini Cine. It is a portable way to solicit Mini Movies in multiple locations (see our Mini Cine Instructional Guide). The device is cardboard box, ideally fashioned after the architecture of a local movie theater, and large enough to hold a laptop computer. A Mini Cine displays examples of Mini Movies, provides participants the opportunity to transfer files from their camera to your computer, and becomes a advertisement for the event.

Describe parameters for the event, including number of submissions, length and file format. Designate a place for delivering and receiving entries, which could include both a physical drop off spot, an email address for receiving files, and/or a (dedicated) video sharing web site (see Presentation Devices). There are many free web based services like yousendit.com or megaupload.com that can be used to send larger files. It is important to inform the participants that all submissions will may be uploaded to a video sharing website or become part of a compilation that may be distributed by the organizers.

Promotion

Promote the Mini Movie Fest by publicizing the time, location and description of the event. A description of the event must include a detailed definition of a Mini Movie. As with solicitation, promotion can be done through word of mouth, telephone calls, email, posting online with a social networking site, and public advertisement.

Another interesting way of promoting a Mini Movie Fest is to host a workshop for creating Mini Movies. This will allow people who may not have access to the technology to participate in your event, while providing incentive to attend. It may also be possible to find or create a digital camera donor who would rent cameras to participants. Many communities have camera shops that provide a rental service for such equipment. Provide options for willing participants.

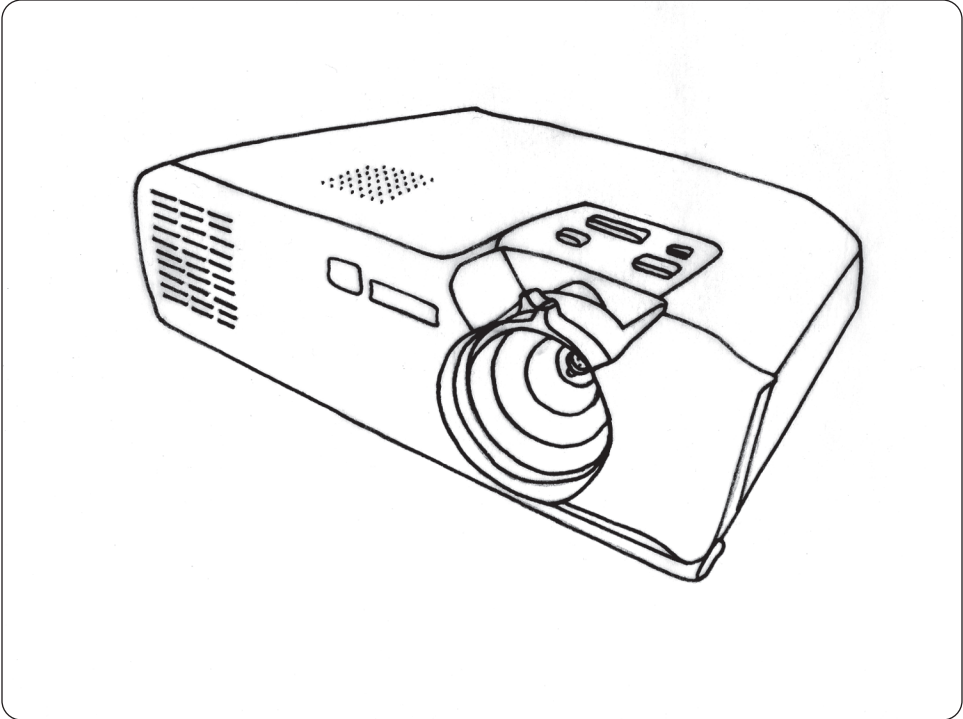
As discussed regarding the selection of a space, the participants’ sociological makeup can be a significant aspect of the Mini Movie Fest. Accordingly, organizers should consider whom they solicit in relation to the location of the event. We solicited college students and hence, many of the entries we received portrayed some aspect of “college life”.



Presentation Devices

Obtain devices for presenting Mini Movies. Using a computer connected to an LCD projector is an effective way of presenting movies for a larger audience. If an LCD projector is not available, you can also use a television, computer screen or even an overhead projector with an LCD screen attachment. Universities, community centers and other public institutions often provide access to equipment. Some commercial establishments may also rent equipment.

Aside from the physical event, a great way to share Mini Movies is through a video sharing web site. Options for producing these sites are becoming more widely accessible, dedicated and independent. Our site, <http://minimoviefest.boostcast.com> is modeled after YouTube, but uses web based content management that allows you to create your own video sharing site without knowing how to do any difficult coding. Like many other social networking services online, users create individual accounts to become members of your site. Startyourtube is a limited free service that should provide plenty of space for the scale of most Mini Movie Fests. If this site doesn’t suit your needs, look for other options—similar sites are continually being developed.



The Event

On the day of the event, ready the space to receive the audience, compile all the submissions and test the viewing equipment. It is also nice to provide food and beverages of some sort. It is also always a good idea to send out a friendly reminder to your network(s).

Ideally you will have received all submissions prior to the day of the event. As we found, this does not exclude the possibility of people arriving at the event with their submissions. Allow some time before the screening begins for these participants. Depending on your interests, you may choose to present Mini Movies in a number of ways. They can be played randomly or in sequence (as a mix tape or playlist). As options for presentation, we tried compiling our entries in a video editing program and playing one after the other in single file, or opening each file and having an organizer open, play and close each one for the duration of the screening. The first option allows for tighter control of the sequence and timing of the Mini Movies. The second permits the audience and organizers a space for commentary and feedback creating a more participatory environment.



The Compilation

Make a compilation for the Mini Movie Fest. It should include all the submissions, a description of the event, the location and time and possibly some documentation. Depending on how the Mini Movies were screened, you may want to create a file containing all the entries in sequence. Regardless, a compilation must contain individual files that can be accessed by future users in a variety of ways. Compilations should not be sold for profit. Any proceeds should cover cost of production and facilitate future events by the organizers.

Documentation

Document your Mini Movie Fest through video, photographs or any other means. We are interested in seeing how others carry out this event. We also will help promote your Mini Movie Fest, just contact us.

For documentation of previous Mini Movie Fest, visit us online at: hideousbeast.com
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