



THE ISLC FILM FESTIVAL

What is the ISLC Film Festival?

Each team will create a short reel/TikTok that inspires more students to get involved with Operation Smile. These creative and inspiring videos will be featured during our Film Festival at the end of the conference. And while we'll also share these videos on our own @osstudpro social media pages, we definitely encourage you to share them with your schools, clubs and friends to inspire others to join in.

Why are we holding the Film Festival?

We are making these videos as a fun way to show off how meaningful – and fun – it is to be involved with Operation Smile. Our hope is that students will use these videos during the school year to help recruit more club members and rally support in their communities.

What are the prompts?

This year, we'll offer three prompts that your video can address. Your video must address one of these prompts:

- **Prompt one:** How can students like you help guide the next 10 years of Operation Smile?
- **Prompt two:** What lessons have we learned during ISLC that can help drive Operation Smile forward?
- **Prompt three:** What is the true impact of Operation Smile?

What are the rules? Your video must

- Address one of the prompts above
- Be shorter than 60 seconds, so we can post them on any social media platform
- Not use any copyrighted music – BUT you can use AI voiceover
- Not include any photos of patients that you wouldn't share of yourself (for example, patients with bloody stitches, just coming out of surgery, pictured at unflattering angles, or images taken without consent, so on). Put yourself in their shoes, and if you wouldn't post it of yourself, don't use it
- Involve every member of your team and highlight everyone's creative ideas

Violation of any of these rules will take your team out of the running for the top prize.

How is the winning team decided?

The film festival will be chosen by a panel of judges according to a rubric based on the guidelines and creativity.

Here are four ways you can use your team's video to help recruit new club members:

1. Show it at an interest meeting for your school's club
2. Post the video on your own social media for your followers
3. Share the video link in an email blast to club members
4. Hold a competition within your club! Send the video to your club members and see how many people each club member can share the video with. The member with the most shares wins a prize. This is a fun activity to do at the beginning of the school year which each club can organize in their own way.





Here’s how each video will be scored:

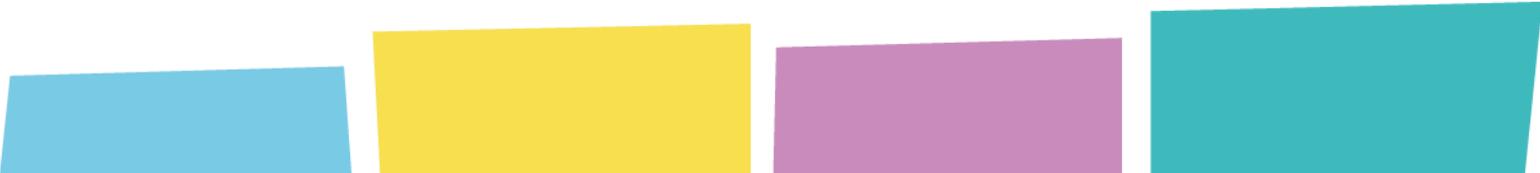
	10 points	8 points	4 points	0 points
Structure	The video is shorter than 60 seconds and no copyrighted music is used.	One of these elements is incorrect.	Two of these elements is incorrect.	The video cannot be used because guidelines have been violated.
Prompt	One of the prompts is used within the video in a creative way with original ideas.	One of the prompts is used within the video in a creative way.	One of the prompts is mentioned in the video.	One of the prompts is not mentioned or used creatively.
Editing	The video is neat, organized, easy to follow, and shows careful editing.	The video is organized and neat.	The video is somewhat organized but needed more attention to editing.	The video is disorganized.
Creativity	The video is extremely creative!	The video is very creative.	The video is somewhat creative.	The video shows little creativity.

What does the winning team receive?

- Your video will be posted on Operation Smile Student Programs’ Instagram and TikTok, @osstudpro (and maybe even @operationsmile!)
- Premium seating with Bill and Kathy at closing ceremonies.

Tips for success, by Student Programs Content Coordinator Juanchi Marin:

- Avoid shaky images (to avoid shaky images, anchor your elbow into your hip, lean against a wall for support or place the camera on a flat surface)





 #ISLC2022

- Record in good light (avoid at all cost dark areas, is always a good idea to record outside with the sun or in a room with the lights on)
- Do not use digital zoom (a good camera man always gets closer to get the shot, never use the digital zoom for a closer shot)
- Adjust the resolution to the maximum (every phone can record in HD now, just take a few seconds to check if your resolution is the best)
- Make sure you have enough battery and internal memory
- Take care of the frame (avoid cutting the heads or arms of you actors or actresses, place the camera and rehearse before you start recording)
- Record a variety of planes (to have a better result do not always record from the same place, be creative with your angles)
- Move the camera (static shots are useful but if you want to be different is always a good idea to move the camera, but be careful not to move it too fast)
- Watch the audio (before you start recording, be sure that there is no loud noises in your area that can affect the video)

