

## **FAIRPRICE GROUP “A LITTLE BETTER” FILM CONTEST 2025 ADDITIONAL TIPS ON FILM CREATION**

### **1. What To Consider In Your Submission**

**1.1** Draw inspiration from your personal experiences to tell a meaningful story. Reflect on the bonds you share with your family, the unexpected but heartwarming moments, or the small acts of kindness that have made your life a little better. Use these memories to create a narrative that feels both authentic and heartfelt.

**1.2** Get creative with how you bring your story to life! You don't need to use real parents or siblings in your film—feel free to engage talents or ask friends to portray these roles, giving your story a unique and fresh perspective.

**1.3** Submissions must be in a video format. Photo montages, audio-only recordings or VHS tapes will not be accepted and will result in disqualification.

**1.4** Ensure good lighting—whether natural or with lamps—and consider using a 3-point lighting system to achieve a well-lit, clear and high-resolution environment.

**1.5** Keep framing clean, with people or objects centered in the shot for clarity and focus.

**1.6** While using a tripod or stable surface is recommended for smooth, steady footage, you are welcome to film 'freestyle' (intentionally introducing movement or instability) if it enhances the creativity and flow of your story.

**1.7** Use a microphone to capture clear, high-quality audio. An external microphone is preferable to minimise background noise and improve dialogue clarity.

**1.8** Add variety to your shots by experimenting with different angles (e.g. close-ups, wide shots) to enhance the storytelling.

**1.9** You can use any equipment at your disposal—whether a smartphone, camera, or other video recording devices. The focus is on your creativity and storytelling, not the tools used.

## **2. What To Avoid In Your Submission**

**2.1** Avoid overly complex storylines with multiple subplots that might confuse the audience. Focus on delivering a clear and compelling storyline.

**2.2** Do not overcrowd your frame with excessive people or objects, as this can create a cluttered shot and draw attention away from the main subject.

**2.3** Refrain from overusing effects or cuts (e.g. jump cuts, pans) that can disrupt the story's flow or confuse viewers.

**2.4** Do not use copyrighted materials (music, images, etc.) unless you own the copyright or have secured a license. Written permission must be provided for all copyrighted materials, including self-composed music. Improper use will result in disqualification.