

MOBILE  
AND  
INTERACTIVE  
**60** SECONDS

INTERACTIVE CREATORS:  
EXPLORE THE SHORT FORM!  
THE VERY, VERY SHORT FORM.

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FEBRUARY 2017

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**CALL FOR PROJECTS**



**arte**

**idfa**DOCLAB

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# THE PROJECT

## 1.0 PROJECT DESCRIPTION

So here's the challenge: starting with a few rules of engagement and the theme of mobility, we're asking artist-creators to develop mobile and interactive experiences that are funny, moving, engaging or thought-provoking. You can be a designer, a writer, a creative coder, a digital artist, a musician or a game designer. You can be independent or part of a studio or collective.

Life is short, today more so than ever. We want it all. We want it now. And we want it fast. But just because something is bite-sized doesn't mean that it's lacking in depth or feeling.

In 2014, the National Film Board of Canada and ARTE launched *Interactive Haikus* to give digital artists the chance to create short-format experiences that pack a punch.

And now, the NFB and ARTE in collaboration with IDFA DocLab are calling on interactive creators to get in on the fun while it lasts.

For this edition, the theme is very much a reflection of our times: the mobile world. We're all on the move. And the mobile world is right there with us, helping us make and break connections, rethink social norms and reinvent the world. Ideas have never been so much on the move as they are right now. Mobility can be about migration, losing our cell phone or the loss of physical mobility ... occurring anywhere from everyday life to geopolitics.

And no platform better embodies the notion of mobility and the momentum of the digital world than the one we hold in our hands every day: the smartphone.

An international jury made up of artists, producers and journalists will select the ten best entries that meet our criteria, embrace the theme of mobility and respect the 10 rules of engagement.

Time is ticking. Send us your projects.

# 10 CREATIVE RULES

## YOUR PROJECT...

1

Is a 60-seconds experience.

3

Works in a mobile browser, no native apps.

5

Interacts with users intuitively. We don't need a navigation menu.

7

Uses sound.

2

Is about mobility and demonstrates it through the use of smartphone features.

4

Brings personal and social media data into the story.

6

Is not a film.

8

Is accessible to an international audience.

## YOU...

9

Own or have had all rights released on all creative and technical assets.

10

Break one of the creative rules (4 to 8) and explain why.

# TECHNICAL BRIEF

Your experience may use any of the technologies, API and assets compatible with standard mobile browsers (Chrome, Safari, Firefox).

You are also invited to make extensive use of the sensors and system information a mobile browser can access, directly or not (accelerometer, gyroscope, GPS, battery level, photo gallery, camera, multi-touch etc.). Please note that some sensors or information may not be accessible, depending on the platform.

Your experience has to be as accessible as possible, so having some specific additional features for some devices is fine, but you have to use a graceful degradation approach, from a technical standpoint. Accessibility for older devices will be highly appreciated by our Jury.

## BY ACCESSIBLE WE ALSO MEAN:

- For web-based experiences, try to limit data usage (be conscious of the “weight” of assets)
- For online experiences = have fallback solutions if some functionalities aren’t accessible (ex: GPS not functioning in subway, etc.)
- Needs to be supported on the following OSs: iOS (9.2+) + Android (6+)

Please note that you will have to integrate your project into a light framework / template provided by NFB / ARTE France including some mandatory assets and methods (logos, analytics, basic sharing and metadata, CDN).

Considering you will deliver a master version of your experience in one language, your project architecture has to support different languages by using geolocalization methods so please avoid hard-coded assets.

ARTE or the NFB will provide translations for all languages (English, International French, Canadian French, German) that you’ll have to integrate into the master version of your experience.

These technical elements and a wiki will be provided as soon as the selected projects are announced.

It will be tested on the following devices (this device list may change):

- > Iphone 5S / 6 / 7
- > Galaxy S6/ S7 / S7 Edge / S8
- > Galaxy Note5
- > Google Pixel
- > Moto Z
- > LG G5

Your project should support various screen sizes and resolutions.

A GitHub account will be provided to each team to deliver and update project sources.

Depending on each project's technical specs, a two (2) years maintenance plan could be established, which would be handled by the creative team.

If you have any question regarding the technical guidelines, please contact Stéphane Nauroy <[s-nauroy@arteFrance.fr](mailto:s-nauroy@arteFrance.fr)>

## 2.0 PURPOSE OF THE CALL FOR PROJECTS

With this call for projects, we will select the ten (10) best proposals of all those submitted. We will then give ten (10) creators, teams, organizations or creative companies a prize of ten thousand euros (10,000€) each, or the equivalent in Canadian Dollars (calculated on the date the winners sign the contract), to produce and disseminate their interactive experience.

# HOW TO PARTICIPATE

## 3.0 DEFINITIONS

**Candidate:** A creative individual or a team, an organization or a company made up of creative people who respect the eligibility criteria and submit a proposal in accordance with the present call for projects.

**Creator:** Any professional or student who is interested in the creative application of digital technologies and interactivity and who works in the fields of interactive content, programming, media and visual arts, video games, music, design or the like.

**Jury:** The group of people responsible for evaluating the proposals and choosing the winners.

**Winner:** The candidate(s) selected by the jury at the end of the call for projects (maximum of ten (10) winners).

**Organizers:** National Film Board of Canada and ARTE France.

**Proposal:** All of the documents submitted to the jury by the candidate.

## **4.0 ELIGIBILITY AND REGISTRATION**

### **PREREQUISITE**

No purchase is required to participate in this call for projects.

## **4.1 CONDITIONS FOR ELIGIBILITY**

### **PARTICIPANTS CAN INCLUDE:**

Any creator, organization, team or company made up of at least one creator who fulfills the following criteria:

- Demonstrates an interest in the creative application of digital technologies and interactivity, and works in the fields of interactive content, programming, media and visual arts, video games, music, design, or the like
- Has reached the age of majority in their country of residence (for each of the participants if more than one is participating in the proposal) upon submission of the proposal
- Submits a proposal that respects the present terms
- Submits a proposal online by April 10th, 2017, before noon (Montreal time) and before 6 pm (Paris time)

Employees and members of the NFB and ARTE France are not eligible to participate in this call for projects, nor are their representatives, the members of their immediate family, or the people with whom they live. The employers of jury members as defined in article 8 below are not eligible to participate in this call for project, nor any of the jury member's immediate family.

## **4.2 ONE SUBMISSION ONLY**

A candidate cannot submit more than one proposal.

## 5.0 QUESTIONS AND COMMUNICATIONS

Any questions or requests for clarification must be addressed directly and by email only to [doclab@idfa.nl](mailto:doclab@idfa.nl)

Questions may be written in French or English.

Proposals must be presented in French or English.

## 6.0 PROPOSALS

### 6.1 CONTENT OF THE PROPOSAL

The proposal must supply a descriptive document delivered as a PDF and made up of five (5) pages arranged vertically in letter format. The content can be presented in French or English and must reflect the following structure:

**Page 1:** Cover page with the name of the project, the name(s) of the candidate(s) and their full contact information (address, email and phone number).

**Page 2:** A written description that includes the following:  
(a) a summary of the proposal in five hundred (500) words maximum, which will present the essence of the concept and clearly outline how it will be brought to life;  
(b) a presentation of the subject and how it will interact on mobile platforms; and (c) the answers to the following questions: how does the proposed experience relate to the subject of mobility, what artistic rule will be broken, and why?

**Page 3:** An image or visual that captures the concept. Words or short descriptions can be included on this page.

**Pages 4 and 5:** Presentation of the creator(s) who will develop the proposal and their respective roles in order to evaluate the capacity and feasibility of delivery. This will be followed by the presentation of a few previous projects that the candidate deems relevant with respect to the challenges of the present proposal and that show the candidate's expertise.

## 6.2 SUBMISSION OF PROPOSALS

Proposals must be submitted by email by April 10th, 2017 before noon (Montreal time) and before 6 pm (Paris time) at this address : [veryveryshort@idfa.nl](mailto:veryveryshort@idfa.nl). Proposals submitted by any other means will not be considered. The organizers reserve the right at all times to extend the participation period and to postpone any dates previously announced.

## 6.3 EVALUATION METHODS

The jury will evaluate candidate proposals subject to their conformity with the call for projects. After a discussion about the respective value of the proposals, the jury will designate a maximum of ten (10) winners. To the extent possible, the jury will favour diversity with respect to the country of origin and will be sensitive to parity between men and women.

The jury's decision will be final and irrevocable. Candidates will be notified of the results as quickly as possible.

## 6.4 EVALUATION CRITERIA FOR PROPOSALS

Each proposal will be evaluated against the four following criteria:

**Conceptual quality:** Responsiveness to the theme of mobility and respect of the creative rules; an effective narrative arc; depth in the artistic approach.

**Coherent use of the short format:** Relevance of the form to the intention of the proposed project; richness and integration of sound where applicable.

**Interactive innovation:** Relevance and originality of the proposed experience.

**Experience and expertise:** The experience of the creator(s) in interactive and artistic creation; relevance of previous works to the challenges inherent in the proposed project; ability to bring the project to fruition.

## 7.0 PRIZE

The ten (10) winners will receive a sum of money to produce their proposal. It will be in the form of a licence for ten thousand euros (10,000€) or the equivalent in Canadian dollars as calculated on the date that the winner signs the contract. The jury reserves the right to hand out fewer than ten (10) prizes or no prizes at all if the quality of the proposals is deemed inadequate.

## 8.0 JURY

The jury is made up of nine (9) members.

**Caspar Sonnen** – IDFA DocLab

**Ziv Schneider** – New media artist

**Jouke Vuurmans** – MediaMonks

**Julia Kaganskiy** – New Museum

**Myriam Achard** – PHI Center

**Florent Maurin** – The Pixel Hunt

**Jepchumba** – African Digital Artist and Creator

**Marie Berthoumieu** – ARTE

**Hugues Sweeney** – NFB

## **9.0 MOVING FORWARD WITH THE CALL FOR PROJECTS**

### **9.1 DISSEMINATION OF THE RESULTS OF THE CALL FOR PROJECTS**

In the event that they win, all candidates accept that their identity be publically disclosed. Incomplete or incorrect contact information will disqualify the candidate, and the winner will lose their prize, which will remain in the possession of the organizers. What's more, the organizers will not be held liable if they cannot get in touch with the winner. The winners give the organizers permission to use their name and their image, notably their photo or their voice, for promotional purposes related to this call for projects and the dissemination of the proposals, without any remuneration.

The candidates will be notified of the jury's decision within days of their deliberation.

### **9.2 MANDATE GIVEN TO EACH WINNER**

If the organizers decide to move forward with project proposals, they will entrust each winner with creating and producing the proposal that they envisioned as part of this call for projects.

ARTE or the NFB will pay a lump sum of ten thousand euros (10,000€) to each winner for the production phase of their proposal (or the equivalent in Canadian dollars as calculated on the date that the winner signs the contract).

In return for this amount, winners will seek a licence granting the rights to the work produced for this proposal (this licence must be obtained before production begins).

Under the conditions of the licence, the winner understands that they will give the NFB and ARTE exclusive rights for the first year of the licence and non-exclusive rights thereafter.

The financial, legal and production terms will be set out in a separate document between the winners and the organizers.

The winners will be responsible for the production of their proposal. Each winner must have a competent and available team that they can count on to fulfill their obligations.

During the production phase, winners must take the organizers' comments and recommendations into account.

**Each winner will be responsible for:**

- Transmitting a detailed synopsis of the experience (version 1)
- Transmitting a modified version of the synopsis (V2) for final approval, as well as a document of technical and functional specifications for the project
- Validating the alpha version
- Validating the beta version
- Delivering the final version of the files on the host servers of the National Film Board of Canada (NFB).

Notwithstanding the above, nothing in the call for projects can be interpreted as a formal engagement on the part of the organizers to move forward with the present call.

## **10.0 LEGAL CONDITIONS**

### **10.1 COPYRIGHT AND EXCLUSIVITY**

The candidates retain copyright of their proposal. By participating, all candidates grant project exclusivity to the organizers. The candidates also agree not to present, submit or adapt their proposal for another project until the winners are publicly announced.

### **10.2 GUARANTEES**

All candidates and winners declare and guarantee that they have all the necessary rights to apply for the call for projects and that the content of their proposals and the work that will be produced from the proposals, should that occur, is original and doesn't violate any law, including, without limitation, intellectual property rights. They also declare and guarantee that the proposal and the work produced within the framework of the proposal will not violate the right of privacy, image, property or the rights of an individual or legal entity, and will not contain elements that are defamatory, obscene or offensive.

Candidates who are not selected can do as they wish with their proposals once the organizers have announced the winners.

### **10.3 RESPONSIBILITY**

The organizers shall not be held liable for the malfunction of any computer component, software or communication line, with respect to the loss or lack of network communication or any transmission that is faulty, incomplete, incomprehensible or deleted by any computer or network, and which could limit or prevent anyone from participating in the call for projects.

All candidates shall indemnify and defend the organizers, as well as any current and future representatives, administrators, directors, employees, assignees and licencees against third-party claims, responsibilities, lawsuits, losses, damages, judgments, fees and

disbursements (notably reasonable attorneys' fees) that arise from a violation (or from an allegation of violation by a third party) of an above-mentioned declaration and guarantee.

As well, participating in the call for projects or in the production of the winning proposals does not imply an obligation on the part of the NFB to produce, carry out or develop the said proposals. The participant waives the right to any recourse or legal action in the event that their proposal is not developed.

The NFB and ARTE reserve the right, at any time and without prior notice, to modify or interrupt, momentarily, sporadically or definitively, access to the call to projects, without being held liable in any way and without having to indemnify the participants.

#### **10.4 CONFIDENTIALITY**

Given the time lag between the dates for the production and the online dissemination of the work stemming from the proposals, the winners also agree not to announce their participation in the project before their work goes live online.

#### **10.5 COMPETENT JURISDICTION**

Additions and amendments to the present call for projects may be published during the call for projects and the selection phases. They will be seen as annexes to these guidelines.

For issues that are not resolved in the present call for projects or are open to interpretation, Canadian legal provisions will be applicable.

Any litigation resulting from the interpretation or execution of the present call for projects that is not settled in an amiable fashion shall be taken before a court of competent jurisdiction in Canada.

Participants agree to maintain absolute confidentiality with respect to the selection procedures and the production of their proposal in the event that they are selected.

## 11.0 CALENDAR

**CALL FOR IDEAS**

**FEBRUARY 10TH 2017**

**SUBMISSION DEADLINE**

**APRIL 10TH 2017 @ NOON**  
(MONTRÉAL TIME)  
AND 6PM (PARIS TIME)

**COMPLIANCE ANALYSIS,  
TRANSLATION OF  
PROPOSALS,  
ANALYSIS BY  
JURY MEMBERS  
AND DELIBERATION**

**APRIL 10TH  
TO MAY 1ST 2017**

**PRODUCTION**

**JUNE TO OCTOBER 2017**

**LAUNCH**

**NOVEMBER 2017**

Dates are subject to change.