

27 JULY 2023

## **ACADEMIC MASTER IN CINEMA AND NEW FORMATS PRODUCTION SCHOLARSHIP REGULATION – JAN 2024**

For the January 24 intake, RUFA is granting 1 scholarship to Italian and international students who are enrolling in the Academic Master in CINEMA AND NEW FORMATS PRODUCTION.

### **1. Brief**

#### Stories worth living, screening, and watching.

When it comes to films, series, documentaries, short videos, advertising, podcasts, we enjoy and engage with very different content.

Of course, different audiences require different strategies, networks, and funding options.

Different partners are interested in conveying different messages, hence choosing the appropriate distribution and communication channels, to hit the ideal target audience in an effective way.

The role of the production company is continuously evolving, and producers must always question their options: How can I distribute an independent film other than in movie theaters? How can I pitch this series to a streaming platform? How can I carry on the values of a heritage production house? How can I keep the budget within the expected amount? How to adjust a direction style depending on my client? Can I access public funding? Can I access broadcaster funding?

Global issues, niche topics, cultural shifts, intimate stories, and attractive brand experiences can all be valuable content for a documentary, a film, or a series. The script can already exist, entirely or partially, or it can be a rough idea, as long it means something for someone. The aim is to boost interest in the project and communicate value to potential investors and co-producers.

Participants should imagine and articulate a basic pitch deck to propose an idea to a production company. In developing an original project to address this challenge, participants should observe the following requirements:

- Present yourself by creating a 'self-portrait' to illustrate who you are and the world you live in (your city, your network, your belongings, etc.). Show us your passions, fears, and desires, as well as your loves and your hates. You may work via any technique you wish. As noted above, this includes words, images, videos, or a combination of different media.
- Conduct research on a topic that is of particular interest to you. You can either identify a n original script/storyline, or an adaptation from another work (as long as it is out of copyright which implies that the author(s) must have been dead for more than 70 years), or an issue that you would like to explore with an original direction.

- Develop your proposal. Choose the genre: feature or documentary film, feature or documentary series, commercial or branded content. Draft the synopsis. Outline your style inspiration and casting ideas. Explain who is the target audience and what channel you intend to use. Express your ideas through words, images, or a short video presentation.

## **2. Criteria of participation**

For the Master in CINEMA AND NEW FORMATS PRODUCTION, the call is open to graduates holding a University Bachelor of Arts degree or equivalent study in the field of Cinema, Photography, Fine Arts, Humanities, and Business.

Participation is individual – group submissions are not allowed.

## **3. How to participate**

Participation in the call is free.

To participate in the contest, please fill in the application form online and upload:

Attachment A: your Passport/ID (max. 1 Mbyte)

Attachment B in a single .pdf document (max. 5 Mbyte):

1. Copy of University Degree certificate or equivalent: if you haven't received your degree yet, you can upload a certificate on enrolment confirming you are about to graduate;
2. Signed Personal Statement (Letter of motivation) up to 500 words: you may explain why you wish to participate in the Scholarship, how would the Master help you develop your career, what are your personal and professional goals, etc.;
3. Curriculum Vitae;
4. English Language Certificate, min. B2 or equivalent.

Attachment C in a single .pdf document (max. 10 Mbyte)

Portfolio of works, or any works and documents that may be relevant for admission purposes. If it is available online, you simply add the link to the portfolio/reel.

Attachment D in a single .pdf document (max 4 Mbyte), including:

Your Project addressing the scholarship's challenge:

- Text of up to 500 words, introduced by the project title, which explains the overall proposal, stressing the critical thinking behind the proposed ideas.

- 1 slide with your self-portrait
- 2 slides to describe your research
- 4 slides with the proposed idea/s using both visual references and short statements.

#### **4. Calendar**

The deadline for the submission of the scholarship application is 10 September 2023 at 23.00 CET.

#### **5. Committee**

The Committee is composed of Livia Barbieri, Academic Coordinator of the Master, Francesca Romana Massaro and Fabio Mollo.

#### **6. Evaluation criteria**

Applications will be evaluated by the appointed Committee and ranked based on the following criteria:

Consistency of the Project with the scope of the challenge (0-8 points)

Reliability of the research supporting the Project (0-8 points)

Innovation and originality of the Project's proposal (0-8 points)

Quality of the visual and written presentation of the Project (0-8 points)

Overall academic and professional profile of the participant (0-8 points)

The Committee may require an interview with the candidates to complete the evaluation process.

#### **7. Award**

RUFA awards 1 scholarship for the Academic Master in CINEMA AND NEW FORMATS PRODUCTION.

The first-place scholarship award consists of a 50% deduction on the attendance fee (enrollment fee is due) for the Master starting in January 2024 in RUFA.

According to the Committee's selection, other participants may also be awarded a lower scholarship amount.

Any scholarship allocated to the intake for which the student is enrolling (e.g. January 24) will NOT be automatically valid and confirmed for the next intake. RUFA's management will assess any reassignment.

#### **8. Communication of the Results**

At the end of the selection made by the Jury, the winners of the call will be announced via e-mail. The winner shall confirm his/her acceptance of the scholarship award by finalizing the matriculation process within 7 (seven) days from the date of the first communication. After that period has elapsed without receiving the necessary documents from the winner, the scholarship shall be considered

expired and shall be reassigned. The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee. The final project and the final news might be published on RUFA's official communication channels.

All candidates who will have a score of 20 and above will be informed about the result of their application and will be considered eligible for matriculation to their respective Academic Master's programs.

### **9. Rights and use of the delivered output**

The Participant acknowledges and accepts that the application to this scholarship initiative involves the implementation and creation of works of an artistic nature by the Participant, (created in any form and by any means including, for pure simplification and non-exhaustive purposes, texts, photographs, films, renderings, sculptures, paintings, drawings, layouts and design elements and projects of any kind), in the context of the application process that the Academy has intended for its participants (the "Works").

Therefore, the Participant acknowledges and accepts that by signing and sending this Application, if accepted by the Academy, the Participant grants the Academy the right to use, disseminate, reproduce, elaborate, modify, publish, transmit and communicate to the public the Works created by him/her as part of this initiative without time limits, to promote the Academy itself and its own activity and educational offer. He/she also yields all rights of any kind and nature existing regarding any type of support on which the Works may be contained (by way of example, images, photographs, slides, texts).

For the purposes described above, the Academy recognizes and protects the Participant's authorial right on the Works and therefore commits to quote the Participant indicating his/her name and surname and any necessary identification data, as well as to use appropriate credits and mentions on all occasions, none excluded, in which the works are used, disseminated, reproduced, transmitted, published and communicated to the public.

Any use of the Works by the Academy for profit reasons is expressly excluded.

The Participant expressly declares that he/she is fully satisfied and that he/she has nothing to claim for any reason or title from the Academy, its assignees and/or successors in title and/or in general by anyone who uses and exploits the Works for the purpose of promoting the Academy, its activities and the courses organized by it, committing also in the future not to raise any objection, claim, demand or dispute in this regard and, to the extent necessary, to irrevocably renounce to any right, action or claim in relation to the payment of a fee or compensation of any kind on the basis of what is indicated above. The Participant assures the Academy that the Works do not violate the rights of third parties and from now on indemnifies the Academy and/or its successors in title from any possible action and/or claim, including from third parties, related to the Works and their exploitation for which he/she is fully and solely responsible.

#### **10. Treatment of Personal Data**

The Academy collects and processes the Participant's personal data as part of the signing and implementation of this initiative, the Application, and the implementation and provision of the educational and training services for the Participant. The Academy processes the Participant's personal data in accordance with Regulation (EU) 679/2016 (the "GDPR"), with the provisions contained in Legislative Decree 196/2003 and subsequent amendments. (the "Privacy Code") and the provisions issued by the competent Authorities regarding personal data.

The personal data collected with this initiative and the Application, or in any case collected by the Parties and processed for it, are and will be processed by the Academy according to principles of lawfulness, correctness, transparency, and confidentiality and used or transmitted to other entities exclusively for the purposes of the implementation of this initiative according to the methods and conditions established in the information notice on the processing of personal data attached here.

#### **11. Applicable law and jurisdiction**

The Italian law will govern the Initiative and the relations between the Participants. Any dispute that may arise between the promoters and the Participants will be of exclusive jurisdiction of the Court of Rome (Italy).

#### **12. Exemption from the ministerial validation**

Pursuant to article 6, D.P.R. 430, dated 26/10/2001, this Initiative is not a prize competition or lottery: as a result, no ministerial authorization is needed.