



UNIFEST
#ORDINARIOSTRAORDINARIO 2022
university contest

COMPETITION NOTICE

Project

#ORDINARIOSTRAORDINARIO is the second edition of the UNIFEST contest, a university video festival born from an idea and with the scientific direction of the Audiovisual Storytelling Laboratory-LABSAV of the Department of Political Sciences and Communication-POLICOM, and created in collaboration between the University of Salerno and Linea d'Ombra Festival.

Concept

The usual and immediate surroundings - as Wittgenstein and Vittorio Sereni used to say - can suddenly show us unexpected depths and make us discover poetic or unknown aspects of the world, of others and of ourselves. Without having to go far and look for oddities and surprises at all costs and inexpensively, in an image taken and shared with a mobile phone, the familiar can become wonderful or disturbing, and the banal look more beautiful, or uglier, make us smile, or make us think. Even more today, in a hyper-connected world of globalized events and consumption, the extraordinary can reveal or distort the ordinary in which we live, it can enlighten and seduce us, strengthening the sympathy with other living beings and things, or it can put us under the eyes the dark sides of ourselves and disturb us, hurting the sense of belonging to a place, a story or nature. An unstable and two-faced epiphany, the extraordinary is in short a positive or negative possibility of the ordinary, and it is with this conflicting and multifaceted potential that the contest invites us to confront in a creative and critical way thanks to audiovisual tools and languages.

Competition

Audiovisual products made with amateur or professional digital devices (mobile phone, tablet, video camera) by fe/male students/PhDs of a university based in Italy or abroad, are admitted to the competition.

The audiovisual story, lasting no more than eight (8) minutes, must relate to the guiding concept / theme #ORDINARIOSTRAORDINARIO.

There are no technical, thematic or genre limitations (fiction, documentary, video essay, video clips, commercials, found footage, editing films, animation).



How to participate

Each work - individual or collective - must be submitted by the author or one of the authors, who will act as the only point of contact for the subsequent stages of the contest through the institutional email address of the home university.

The application, to be sent by email to unifest@lineadombrafestival.it no later than September 15, 2022, must contain:

- link to view the work available on a web platform, such as Vimeo, YouTube or similar (file max 2gb). The link must be private or password protected. For works in a language other than Italian, subtitles in Italian or English are required;
- completed registration form;
- brief synopsis of the work.

Registration for the competition is free.

Sending the registration form implies full acceptance of this regulation. For matters not covered by these regulations, the organization of the Festival reserves the final decision.

By participating in the contest, Linea d'Ombra and LABSAV are authorized to use the selected works for educational, research and promotion purposes, even in locations and situations other than the Festival context; any commercial use is excluded.

Evaluation criteria and winners

A commission of university professors, scholars and subject matter experts, coordinated by the Audiovisual Storytelling Laboratory-LABSAV and the artistic direction of Linea d'Ombra Festival, will choose the best works at its sole discretion.

The selection of the works will take place according to the following evaluation criteria:

- consistency with the proposed concept;
- originality and communicative effectiveness with respect to the privileged visual language;
- creativity with respect to technologies, tools, contents and media devices available and used.

The shortlist of the selected works will be communicated by 15 October 2022.

Starting from 22 October, the selected videos will be presented online on the MyMovies.it platform, in the section dedicated to the cinema programming of the XXVII edition of Linea d'Ombra Festival, where they can be voted on by users by 27 October 2022.

Award ceremony

The winner will be selected by the jury of experts and will win a prize of 500 euros.

The work that will receive the greatest number of preferences expressed by users of the Festival's web platform will receive a special mention MyMovies.



The winning work and the 3 most voted online will be screened during one of the final evenings of the Linea d'Ombra Festival (22-29 October 2022, Salerno).

Info

This document and the registration form are available on www.lineadombrafestival.it, www.labsav.unisa.it and on www.dispc.unisa.it.

For information or clarifications, you can write to: unifest@lineadombrafestival.it

Privacy and accountability

By participating in the competition, unconditional consent is given, pursuant to the Italian law legislative decree 30 June 2003, 196 on the protection of privacy and the GDPR - General Data Protection Regulation - EU regulation no. 2016/679, to the use of personal data for all initiatives related to the event. The participant declares to have the legal availability of the work, to authorize its public screening without claiming any compensation, freeing the organization and the rooms intended for screenings from any present and future liability.

scientific direction by Filippo Fimiani