

FAQs



How do I create a video treatment?

Director Ninian Doff takes you through an example treatment in this video:

<http://bit.ly/2gAPOKt>

Do I need any previous filming experience?

Yes. We're looking for filmmakers who can suggest a compelling creative idea, and then execute their vision with our support. Your experience could range from having done a filmmaking course, to interning at a production house, to creating your own films. Whatever level you're at, please provide as much detail about your experience as possible to help us best judge your entry.

Can I apply if I'm a professional director?

We're primarily looking for emerging and up-and-coming filmmakers, who want the chance for their work to be showcased on a global level. Previous film experience is certainly necessary – however, in the interest of fairness, we won't be accepting entries from seasoned professional Directors with more than 3 years' commercial experience as a signed Director.

Will I get production support to create my film?

Yes. Winners will be provided with full production support from Pulse Films – a world-class production studio and the talent behind Beyoncé's 'Lemonade' album – as well as the use of YouTube Spaces.

How much detail should I go into on production?

Keep your entry brief on production. You only have 90 seconds to get your ideas across, so focus on the creative idea first and foremost.

If my idea falls under two categories, what should I do?

Go with the category you feel strongest about. If you're struggling to decide, think about what's inspired your idea. Is it the narrative story? Is it the visual spectacle? Is it the musical style of the track?

Can I enter with a directing partner or as part of a directing team?

Yes, as long as your directing team number doesn't exceed:

Rocket Man (Animation) – 4 people

Tiny Dancer (Live Action) – 2 people

Bennie and the Jets (Choreography) – 2 people

Can I include virtual reality (VR) ideas?

Yes, feel free to include any tech or VR ideas in your treatments. We can then develop them at a later stage.

Will my treatment be shown on YouTube?

We will only share treatments on YouTube in the final stage of judging, and only with your permission.

Can I upload my treatment to YouTube after the competition has closed?

This is subject to the copyright holder's discretion.

Do I need any equipment to create my video treatment?

The only equipment you need is a laptop or smartphone, with video editing software. Simply film yourself talking through your idea in 90 seconds, and then cut your video with any visual references or sketches that support your idea.

Will I be provided with a budget to create my film? How much?

Yes, winning entrants will be provided with a budget that covers:

- Rocket Man (Animation): up to 2 months of animation production.
- Tiny Dancer (Live Action): 2 days of location filming, or 1 day of studio filming with 1 day set-build and lighting.
- Bennie and the Jets (Choreography): 2 days of dance rehearsals and 1 day of shooting (location or studio).

What if I'm having problems submitting my entry?

If you happen to encounter any technical issues when submitting your entry, please contact thecut-help@eltonjohn.com