



Student Competition, NFVF Proposal
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INTRODUCTION

Animation South Africa is holding its first ever student competition in Johannesburg at the end of this year. The aim of the competition is to serve the needs of our local Animation Industry, which is one of the most exciting and fastest growing in South Africa.

For the first time in the history of our country, we are producing feature films, TV shows and are taking our first foray into the largest entertainment industry in the world: video games. The pioneers who are heading up the initiatives here in South Africa are constantly pushing the borders of what we previously thought was possible, and they require exceptional animation talent to make the vision of a self-sustained, animation industry in South Africa possible.

Animation SA has already worked closely with government on a number of successful training and education related projects, including the Cape Town Animation Academy in Khayelitsha, the Animation Master Classes in Johannesburg and Cape Town with Pixar veteran Jessica Abroms as well as working with the Services Seta to establish a government standard in animation training and education on a national level.

This proposal will explain how Animation SA has identified that a competition for students will play an important part in building towards this vision, and how the NFVF can work with us to make this project another successful collaboration between Animation SA and the government.

MOTIVATION

After consultations with most of Johannesburg's leading animation schools and studios earlier this year, Animation SA identified that there are a number of key problems that are common to both industry and educators:

- 1) That there is a large gap between the expectations of the industry in terms of quality of work, and what the students are producing. The studios are having to spend a lot of their own time and money on in-house training for interns and new recruits.
- 2) That there is very little in the way of dialog between students and professional animators and therefore, very little mentorship is taking place.
- 3) There is currently no culture of healthy competition between students and schools, even though internships and positions in the animation industry are limited.

In addition to this, there is very little exposure for our local animation students, and their work as there is no South African animation festival. Many of the animation students at our schools come from previously disadvantaged backgrounds. NEMISA gives bursaries to a number of it's students, some of whom struggle to feed themselves during the duration of the



programme, and would not cope without the interest and support of individuals.

The Competition we are proposing will not only address the above concerns by creating a contact point between the industry and the schools, it will also serve as a vehicle for Animation SA and the NFVF to create a public interest around our animation industry, and build the brand of animation in South Africa.

CALL TO ACTION

Animation SA would like to invite the NFVF to become a key partner in the Animation SA Student Competition, both in the short term, and going forward as it becomes an annual event.

This event offers the NFVF a chance to share in the opportunity in cultivating new animation talent, generating exposure for our local industry and our schools, as well as showing South African animators that the government is invested in helping them build and develop their industry.

The event will be co-branded, and so partners have the opportunity to share in any media coverage and publicity associated with the event. One of the most exciting partnerships is with *Don't Look Down Productions* who have offered to screen films from the competition on DSTV's VUZU channel. This gives partners a unique opportunity to associate themselves with the brand of South African animation to a young and influential audience.

Though Animation SA is taking on a lot of the work and cost of the event, we are looking for contributions to make up the rest of our budget which is detailed in this document.

BACKGROUND TO ANIMATION SA

Animation SA is a non profit organization consisting of branches in Cape Town and Johannesburg made up of volunteers from the animation community. It is our belief that animation can play a vital role in helping our country define its identity by articulating our values and communicating them, not only to ourselves and our children, but to the rest of the world. In this way, our vision is to help build not only the brand, but the nation of South Africa through the medium of animation.

We are also dedicated to creating a self-sustained animation industry which provides South Africans with creative, challenging and fulfilling jobs.



PROJECT DESCRIPTION

Envisioned as an annual event, the competition will be broken up into three phases:

Phase1: Submissions

Any student registered with a South African animation school can submit projects in specific categories. These will most likely be exercises or short films created during their studies.

The deadline for entries is Friday the 26th of November at 12:00

Phase2: Judging

A panel of judges consisting of specialists from the local animation industry will spend a full day looking at submitted work and will decide winners for each of the various categories. For the technical award, students will have to attend a session in which they will display their work to the judges.

Phase3: Awards Evening

This will take place at a local cinema and have present representatives of the press, the schools, the industry, partners and sponsors.

The event will take place on Thursday the 9th of December at 19:00

Key Partners

The competition is to be run by the Animation SA Johannesburg board, with contributions from local animation studios, schools and additional partners and sponsors. So far we have had overwhelming support from every major animation studio that we have visited in Johannesburg, which includes:

Animate

Luma

Ministry of Illusion

BFX

Monster Animation Studios

Tennant McKay

Sphere Animation

Bugbox Animation.

9 Degrees

Jock Animation

The Schools that are officially participating are



*NEMISA
Wits School of Digital Arts
City Varsity Johannesburg
Boston Media House
AFDA*

Our Media Partners thus far are
Don't Look Down Productions for the VUZU Channel, DSTV.

In addition to this, Animation SA will use the competition as a platform to discuss the benefits for Animation Studios to register interns with the *Services Seta* to try to encourage animation studios to take on more internships in 2011.

Awards

Each of the prizes has been selected based on it's value in helping shape the students in their particular field of interest.

The director of the best film we are going to send to an international animation festival where they will be able to attend workshops, seminars and screenings that will give them a much needed global view of the animation industry. During this trip, they will also act as an ambassador for the South African Animation industry and help create awareness about our local industry on the world stage through a presentation of selected local works.

1. Best Character Animation

This will go to the student who has, using a combination of animation principles, posing and body mechanics, created the most entertaining animated performance, as voted by the judges. The character can be anything that the animator chooses, but the areas that the judges will be focusing on are: motivation, thought process, timing, staging, creative choices and entertainment value. Final Films, as well as acting oriented exercises, such as lip-sync projects will be accepted.

Suggested Prize: Animators Survival Kit, Full DVD Box Set
est. value: R7200.00

2. Best Visual Execution

This category address merits in a number of different areas, including: Modeling, Shading, Lighting, Compositing and Visual Effects. The award will go to the student whom the judges feel has stood out in one or all of these areas. Final films, as well as digital stills and "turn-arounds" of models will be accepted.

Suggested Prize: FXPhd DVD course
est. value: R5000.00



3. Outstanding Technical Achievement

This award will be the only one not judged on a final film or still. Candidates will have to demonstrate something personally to a judging panel for consideration. Students may submit: Tools, Rigs and scripts that they have built.

Suggested Prize: TD College DVD course
est. value: R 5000.00

4. Production Design

This award will go to the film the judges feel has the most unique, appealing, consistent and creative design. Students can submit a final film, as well as concept art, layouts and character designs which includes photos of sculpts.

Suggested Prize: Gnomon Workshop DVD series on Production Design
est. value: R 5000.00

5. Best Short Film

This award will go to the judges' favorite animated short film from the competing Institutions. It needs to be over 30 seconds in length and work as an isolated narrative. If the judges consider your submitted work as an exercise without a story, it will be disqualified. The film can be a work in progress, but the story needs to be complete, eg: if there are scenes not yet animated, a story-board reel needs to fill in the holes and the film needs to play from start to finish. Detailed animatics may be submitted.

Suggested Prize: Sponsored trip to Annecy Animation Festival 2011 for the director.
est. value: R 24 450.00

6. Audience Choice Award.

Will be voted for on the Animation SA website prior to the awards.

Suggested Prize: Book prize
est. value: R1000.00

7. Artistic Achievement

An award for animators working in an alternative medium (ie: not CGI) will be presented to the film that best uses that medium to tell an engaging story in a unique way.

The Prize for this is to be generously donated by Sariene Kersh.



EXPECTED OUTCOMES

Through the competition we are hoping to achieve the following outcomes:

1. An open dialog between the South African animation industry and the animation educational institutions.
2. To inform students about the local animation industry, their opportunities for employment, and the expectations of potential employers.
3. To decrease the gap between the needs of the industry and the skills of graduates.
4. That exceptional students are given motivation and tools to further their skills and careers.
5. That exceptional students are given exposure that may lead to employment.
6. That our most promising new animation director in 2010 is exposed to the international animation industry.
7. To create an awareness of South African Animation overseas.
8. To create public interest in South African animation at home.

BUDGET

The following budget is a breakdown of all the major costs in running the competition. Though Animation SA is taking on the bulk of the project, we are looking to our partners to cover the costs of the *event* and the *prizes*.



Fig.01 Animation SA's Budget for the competition

Animation SA's Contribution		
Item	Details	Amount
Event		
Animated Introduction Video	15 second animated movie with sponsors' logos	R 105,000.00
DVD Authoring	Includes all AV materials to be displayed at event	R 10,000.00
AV Operator		R 2,000.00
Master of Ceremonies		R 1,000.00
<i>Subtotal</i>		R 118,000.00
Judging Process		
Judging Time	6 people @ R 4000 per	R 24,000.00
Catering	10 heads @ R 40.00 per	R 400.00
Venue	Bugbox	R 2,500.00
<i>Subtotal</i>		R 26,900.00
General		
Administration Costs	Telephone /Fax /Fuel/Misc.	R 8,000.00
<i>Subtotal</i>		R 8,000.00
Total		R 152,900.00

Fig.02 Breakdown of 'animated introduction' to award ceremony.

Animated Introduction						
no. of secs		15				
at 12 frms		180				
2D:		per dmin/frframedays			rounded off	
Keys	every 5th frm	10	54	36	3.60	4.00
tweens		20	27	144	7.20	7.00
cleans		30	18	180	6.00	6.00
colour		80	6.75	180	2.25	2.00
background					1.00	1.00
animatic						0.50
design						0.50
days					20.05	21.00
rands					100250.00	105000.00



Fig.03 Budget for your requested contribution.

Required Contribution		
Item	Details	Amount
Main Event		
Venue Hire	Cinema Nouveau Rosebank	R 5,500.00
Catering	133 heads @ R 40-00 per	R 5,320.00
<i>Subtotal</i>		R 10,820.00
Prizes		
Best Film	Annecy Trip	R 24,450.00
Animation	Animator's Survival Kit DVD Box Set	R 7,500.00
Best Visual Execution	FXPhd Course	R 5,000.00
Technical Achievement	TDCollege Course	R 5,000.00
Production Design	Gnomon Workshop DVD Set	R 5,000.00
Audience Choice Award	Book Prize	R 1,000.00
Artistic Achievement	Sarienne	R 1,000.00
<i>Subtotal</i>		R 48,950.00
Total		R 59,770.00

Fig.04 Budget for "Annecy trip" prize

Best Film Prize - Annecy 2011		
Item	Details	Amount
Air ticket	Jhb to Geneva	R 7,000.00
Visa Costs	French Consulate	R 1,000.00
Per diem	7 days @ R 350	R 2,450.00
Travel Allowance		R 6,500.00
Accommodation		R 4,500.00
Festival Costs		R 3,000.00
Total		R 24,450.00



CONCLUSION

We hope that now, you are aware of the problems that the animation industry and our animation schools face regarding the gap in abilities, communication and competitive spirit, and also how our competition will address these problems. We hope too that you are excited about the opportunities that this competition affords the NFVF and we look forward to working with you to make this project of ours a reality.

Animation SA

In Partnership with:



nine degrees

