
Guidelines for:

Incubator 2011

Film Development Programme for Scottish Talent



DigiCult™

- Live Action Short Film Development & Production
- Animated Short Film Development & Production
- Live Action First Feature Development
- Animated First Feature Development

Deadline - 12 Noon Friday 29th April 2011

Principle Investment



ALBA | CHRUTHACHAIL

Festival Partner

**GLASGOW
FILM / FESTIVAL**

Training Partner



Individual Project Support



Online Support



CHAMPIONING UNDISCOVERED TALENT

Production Support



What is INCUBATOR?

- *Training in Storytelling for the Screen*
- *Screenwriting Shorts & Features*
- *Short Film Production*

INCUBATOR is a comprehensive drama development and short film production programme aimed at Scotland's finest new and emerging filmmakers.

With investment from Creative Scotland, INCUBATOR will foster a new wave of world-class writers, directors and producers, on occasion partnering with other UK nations and regions to maximize the resources available for film talent nationally.

Following an open call for talent, DigiCult and Creative Scotland will select a pool of 10 to 12 Scottish filmmakers to develop short and feature length LIVE ACTION and ANIMATED drama through the programme. Over 10 months (April'11- Feb'12), we will develop projects with:

- 5 or 6 Short Film Writers or Writer-Directors
- 5 or 6 Feature Film Writers or Writer-Directors

We hope to work with a maximum of two writers or writer-directors on BOTH short and feature length projects simultaneously. This decision will be made in consultation with the participating talent and Creative Scotland.

Creative targets for 2011/12

- Develop 6 Short Film Scripts - Spring/Summer 2011 (Live Action and Animation)
- Commission & Produce 2 Short Films - Summer/Autumn 2011
- Develop 6 Feature Film Outlines - Spring/Summer 2011
- Commission 3 Feature Film Scripts - Autumn/Winter 2011

To supplement Incubator's intensive 1:1 project development across shorts and features, the programme will also offer the participants:

- In-House Story, Script and Project Workshops
- Mentor Sessions (in Production, Development, Sales & Distribution)
- Industry Showcases of Short Films and Performed Script Readings at GFF 2012

Who are we looking for?

Incubator needs energetic, imaginative collaborators who are focused on making great films with DigiCult. And on top of your personal commitment, we need a unique creative vision plus great stories which say something definitive and revealing about the world we live in today.

If you're already making films - or you've sharpened your skills in another medium - we want to hear from you. Tell us what you have done in your career to date. Then tell us why it's going to help you make a fantastic film through Incubator.

Who can apply?

We welcome applications to the Incubator programme from across Scotland, and particularly applications from Scotland's Gaelic speakers, minority ethnic communities and disabled people.

At this stage, we are only looking for applications from

- Writers
- Writer/Directors

For further detail on eligibility, please refer to the criteria below.

Conditions on eligibility

To be eligible for **Incubator**, you must fulfil all the following criteria:

- Resident in Scotland.
- Over 18 years old and definitely not in full or part-time time education
- 24 months demonstrable experience in a relevant creative discipline as a writer, writer/director or director (eg film, commercials, promos, theatre, animation, photography or graphic design).

How does Incubator work?

Incubator will select a group of 10 to 12 new and emerging writers and writer-directors.

These individuals will need to demonstrate the vision required to author short films and feature film scripts that can surprise, challenge and delight international audiences.

All successful talent will enter a period of intense story, script and project development together from May 2011.

How do you apply to Incubator?

All applicants must complete the programme's official **ELECTRONIC APPLICATION FORM** and submit the application and a range of supplementary materials **BY EMAIL** and **ONLINE LINKS** only. The application is available to download from the **INCUBATOR PAGE** on DigiCult's website or by following this link [INCUBATOR 2011 APPLICATION FORM](#).

You must complete the application electronically and email to DigiCult with your supplementary materials. To complete the form, you need Adobe Reader on your PC or MAC. The software is provided free by Adobe and can be found here:

<http://get.adobe.com/reader/otherversions/>

If you have any problems filling in the application, please call DigiCult: 0141 221 5290

The assessment of your application will be based on the following criteria:

- Craft
- Product
- Imagination
- Vision (Audience and Market Awareness)

On the application you are asked to indicate whether you want to be considered for **SHORT FILM** or **FEATURE FILM DEVELOPMENT**. You will then be asked to submit the following:

1. **CRAFT: RESUME** detailing your track record in a relevant creative discipline (eg film, theatre)
2. **PRODUCT: LINK TO ONLINE SHOWREEL** of moving image work (drama, animation, documentary or experimental film). **LINK TO ONLINE STILLS**.
3. **PRODUCT: WRITING SAMPLE** (e.g. script, play, poetry or prose) **MAXIMUM 10 PAGES**
4. **IMAGINATION – ONE OF THE FOLLOWING PITCH PACKAGES**
 - a. **SHORT FILM DEVELOPMENT: 1 PAGE STORY OUTLINE** and **1 PAGE STATEMENT** describing how you see the film.

Or

 - b. **SHORT FILM DEVELOPMENT: SHORT FILM SCRIPT (MAXIMUM 10 PAGES)** and **1 PAGE STATEMENT** describing how you see the film.

Or

 - c. **FEATURE DEVELOPMENT: STORY OUTLINE (MAXIMUM 10 PAGES)** and **1 PAGE STATEMENT** describing how you see the film.
5. **VISION (AUDIENCE AND MARKET AWARENESS): A SHORT STATEMENT (MAXIMUM 2 PAGES)** on the potential audience and market for your film project.

Your story rights and distribution commitments

Short Film Productions

As part of the terms and conditions for financing a short film through Incubator, all rights* including copyright and the right to distribute and sell the film, will need to be assigned to DigiCult Ltd. before production begins.

(*Except certain rights reserved to the writer including the right to adapt their script and all the characters, places, scenes or situations appearing in it for the purposes of making a television programme or a feature film).

All filmmakers participating in Incubator will be required to sign standard clearance agreements for the short films produced through the programme. These agreements will be provided by DigiCult prior to production. Failure to enter into these agreements could mean that any commission is withdrawn.

The right to distribute films commissioned through Incubator will belong to DigiCult who will also act as a collection agent in respect of all film rights sold.

DigiCult will work with you to tailor appropriate promotional strategies for your film, which may include submitting the film to festivals and/or other distribution and exhibition opportunities as appropriate.

DigiCult will enter into any sales contracts with third parties for your film. The costs of providing delivery materials for a sale and/or any legal fees may be deducted from income provided for that sale (subject to caps). Please note that, alongside this, Creative Scotland will also have a non-exclusive right to exhibit the film for promotional purposes.

DigiCult will seek to recoup an amount equal to 100% of the investment in each film from any income received from any sales of the film, and the remainder or upto 50% maximum (whichever is less) of any outstanding DigiCult finance invested in the Incubator programme overall.

DigiCult will reinvest any sums recouped into the current programme or any successor programme to Incubator.

Any further money received after these amounts have been recouped will be treated as net profit and shared equally 50/50 between DigiCult and the individual producer/writer/director (as negotiated).

Feature Outline, Treatment & Script Commissions

As part of the terms and conditions for financing the development of feature outlines and scripts through Incubator, DigiCult Ltd will enter into a 'first look' deal with each writer or writer/director bringing original story material to the programme.

A first look deal is an arrangement where you enter into an agreement allowing DigiCult the right of first refusal in relation to further developing and/or producing your project on completion of your activity in the Incubator programme. If DigiCult declines to take up the project, then the project can be offered to other potentially interested parties.

DigiCult's exclusive first look deal will extend for 6 months after delivery of outlines and treatments, and a further 6 months on delivery of any scripts developed through the programme.

Subject to agreeing the level of fee, length of engagement and level of participation by the talent in the programme, DigiCult's first look deal will provide standard turnaround terms including a repayment clause for any writing advance made through the programme. DigiCult will reinvest any sums recouped through this turnaround provision into any successor programme to Incubator.

Can I make more than ONE application to Incubator?

It's not advised.

Talent will be selected on the basis of their previous experience and creative work, the quality of the story idea they submit, and their understanding of the audience and market potential for their film. Applicants must decide which project idea is strongest and most suitable for the programme.

Our selection process

- Incubator applicants will be selected on the basis of previous experience (Craft), their previous creative work (Product), the quality of their story idea (Imagination) and their sense of audience and market potential for a film (Vision).
- Through the assessment and selection process based on these criteria, representatives from DigiCult and Creative Scotland will select between 10 and 12 people to develop film projects in 2011-2012.
- Immediately on selection, the successful applicants will begin an intensive period of story, script and project development, working with DigiCult's Head of Development Paul Welsh.
- On conclusion of the initial phase of short project development - if individual films are strong enough to be considered for commission - they will be presented to Creative Scotland who will jointly commission two shorts from the six projects developed.
- The Incubator Shorts will be delivered by October 2011.
- On conclusion of the initial phase of feature project development - if individual stories, outlines and treatments are strong enough to be considered for a script commission - the material will be presented to Creative Scotland who will jointly commission three scripts from the six projects developed through Incubator.

What is the time commitment for Incubator?

Whether short or long form, writing and producing good films takes a lot of time. Please be aware of the time commitment your involvement with the programme will demand.

- **Application Deadline: 12 noon, Friday 29th April 2011.**
- Please Note: Before the application deadline, DigiCult Ltd will **not** enter into a dialogue about the specific nature or details of individual applications. Any applications received after this deadline will not be considered for selection.
- **Selection Announcement:** Successful applicants will be informed by telephone and email at latest week commencing **Monday 16th May 2011.**
- Their names will be published on www.digicult.co.uk.

- **Selection Announcement:** Unsuccessful applicants will be informed by email at latest week commencing **Monday 16th May 2011**.
- Please do not call DigiCult's office to find out the selection results for Incubator.
- **Development:** All **SHORTS APPLICANTS** selected to participate in Incubator must make themselves available for an intensive development programme running from **May 2011 through June 2011**.
- (The shorts programme will comprise of hour-long story, script and project development sessions, day and evening slots, on a weekly or fortnightly basis, along with occasional group workshops. These sessions will be conducted face-to-face and over skype.)
- **Development:** All **FEATURE APPLICANTS** selected to participate in Incubator must make themselves available for a development programme running from **May 2011 to October 2011**. A further significant time commitment will be necessary if a script is commissioned from your outline and treatment.
- (The feature programme will comprise of story, script and project development sessions, day and evening slots, on a fortnightly or monthly basis, along with occasional workshops. These sessions will be conducted face-to-face and over skype.)
- **Training:** Individual short and feature participants will be offered training through DigiCult's in-house story, script and project development workshops.
- **Shorts Production:** All commissioned writers and writer/directors will be expected to commit an appropriate amount of time to the development, pre- and post-production of their short films (up to 12 weeks between July 2011 and October 2011).

Application Check List: Electronic Submission Only

All application materials to be submitted by email to cult@digicult.co.uk

If you have any problems filling in the electronic application form, please call
DigiCult: 0141 221 5290

Each application must include the following:

ALL APPLICANTS:

1 copy of INCUBATOR ELECTRONIC APPLICATION FORM
1 copy of RESUME
1 copy of WRITING SAMPLE
1 link to ONLINE SHOWREEL

FOR SHORT FILM APPLICANTS:

1 copy of 1 PAGE STORY OUTLINE & 1 PAGE STATEMENT

OR

1 copy of SHORT FILM SCRIPT & 1 PAGE STATEMENT

FOR FEATURE FILM APPLICANTS:

1 copy of FEATURE STORY OUTLINE & 1 PAGE STATEMENT

Deadline for application:

12 noon Friday 29th April 2011

Any applications received after this time will not be accepted

Please note:

Before the application deadline, DigiCult will not enter into a dialogue about the specific nature or details of individual applications. Once your application has been received and logged on our system you will receive an acknowledgement by email.

Can I get some advice on my submission?

Here are some pointers to help your application create the right impression:

THINK ABOUT FILM

Deep down, what does film really mean for you?
What filmmakers inspire you?
What films move you?
Why do they work?

THINK ABOUT AUDIENCE

If you are honest, will people really want to watch your film?
What sort of experience do you want people to have?
What is the target audience for your film?
How will they choose to see it?

THINK ABOUT YOUR RESUME

Your resume is your chance to tell us about yourself. Please include information on the following:

- Your achievements in a relevant creative discipline
- Your performance, screening or exhibition history
- Your awards for creative work
- Your professional training
- Your relevant education

Please include accurate credits and dates throughout the resume. DigiCult will cross-reference credits as necessary.

THINK ABOUT YOUR SHOWREEL

A showreel should only include work you have made so please make it clear what role you played in each example you present. Overall, we would prefer to see complete films that prove you can tell a story, rather than excerpts or montages.

THINK ABOUT YOUR STORY OUTLINE

A good premise instantly suggests what a drama could be; its possible themes, tone, what could happen next and why. Building on this, keep your story outline clear, simple and affecting. Make it easy to read and nail the crucial details that help us understand the drama you are interested in exploring.

A good outline describes the story you want to tell in action (not dialogue), scene by scene. Reading a strong outline provides a great insight into any film, conveying something of the style and genre of the piece. It's a comedy? So does the outline make you laugh? A tragedy? Well does it make you feel sad?

Outlines are very hard to write. Take your time. Deepen and refine it. Test it.

THINK ABOUT YOUR STATEMENT

Your statement should tell me how you plan to express a story through pictures and sounds. A well-prepared statement creates a sense of confidence in the reader and gives them an overall feel for the film.

The statement should explore some key images in your imagination. It should focus on the style, pace and the way you will approach the subject matter of the film. It should make your project seem real. And above all, your passion and enthusiasm should come through in this document.

Please don't describe the film frame-by-frame. We don't need that amount of detail at this stage. Instead distil the essence of your film idea. Reveal the emotional forces driving the project.

THINK ABOUT YOUR FORMATTING

If you decide to present a script as part of the application, please take time to read professionally written scripts in advance. There are many sites online scripts where scripts can be downloaded for reference.

If you present a badly formatted script, with no precedent in modern cinema, it will not help your application (not unless it's absolutely inspired and redefines what we understand a script can do).

Where can I watch short films?

DigiCult's website features short work developed and produced in Scotland:
<http://www.digicult.co.uk>

BBC Film Network is a useful resource for watching shorts from all over the UK:
<http://www.bbc.co.uk/filmnetwork/>

BBC Film Network Filmmaking Guide is also a useful tool for filmmakers:
<http://www.bbc.co.uk/filmnetwork/filmmaking/>

The winners of Virgin Media Shorts have been nominated for BAFTA and BIFA awards in recent years. Watch all the short listed films on our supporters site:
<http://www.virginmediashorts.co.uk/>

DigiCult's Incubator development programme is supported with investment from Creative Scotland along with individual project support from UK Film Council and online support from Virgin Media Shorts. Other partners include Glasgow Film Festival and Screen Hi.

Thanks to all!