



THE UNIVERSITY of EDINBURGH
Edinburgh College of Art



10X10X16

1.0 The Brief Brief

Over the ten working days between Monday February 22nd and Friday March 4th 2016 we want you to make ten individual new animated films, one a day, every day, and upload it to Vimeo for your fellow animators, film makers and composers (as well as the rest of the planet) to view.

This year, we also have to mark the passing of a dear colleague. Tsvetomira Nikolova, who ran the animation courses at NBU, and has been a very important contributor to this project. To commemorate Tsvetomira, and her passion for children's animation, and the fact that her last film was about one of her favourite animals, the elephant, we will be making the unusual step of specifying content for two days.

- Friday February 26th – Every piece of work made should be produced with an audience of children in mind.
- Friday March 4th – Every piece of work made should have an elephant in it somewhere, it can be an Easter Egg, or a more integral part of the piece...

1.1 The Precedent

This project was initiated by Edinburgh College of Art's Animation department as a project for 3rd year undergraduate students in 2010, Each year the project has become slightly larger, and moved more to the web as method of distribution, with increased collaboration from other programmes at Edinburgh University such as MSc Composition for Film, and from colleagues farther away such as the animation students from New Bulgarian University and NATFA in Sofia, University of Salford, and composers from ArtEZ Institut of Arts in Arnhem.

In 2014, our numbers looked like this:

- **5 Countries**
- **8 Institutions**
- **26 Composers**
- **41 Animators**
- **260 Individual pieces of music**
- **410 Individual animations**
- **461 Films.....**

In 2015 we managed to get 489 films completed...

This year we hope to get even more films made by opening participation up to anyone who wants to take part, be they student or alumnus, professional or amateur... Anyone brave, or daft enough can take part.

Previous films can be viewed here:

- <https://vimeo.com/channels/10x10x15>
- <https://vimeo.com/channels/10x10x14>
- <https://vimeo.com/channels/10x10x13>
- <https://vimeo.com/channels/10x10x12>

1.2 The Challenge

This may sound like a daunting task, and certainly it requires both hard work and creativity, but the advice that follows will help. Managing your time is of crucial importance, and one of the keys to this is the scope of your ambitions. You won't have weeks to design and redesign characters in an endless and always fruitless search for perfection. The same is true of narrative and plot; you will have minutes. So don't try to be perfect, try to be human, and make something small, but entire, within 24 hours.

1.3 The Benefits

When this project was first run it had a noticeable positive impact upon our students in terms of productivity, creativity, confidence, problem solving and animation skills. Every institution and department that has taken part has noted similar benefits. Some students have had films made for this project picked up by international festivals and competitions, so it can be a good way of raising profile via the web, students have also commented upon the opportunity to converse with their peers in other countries and to find collaborators for longer projects.

1.4 Registration (Compulsory)

As we have many different students and institutions taking part we will need each participant to fill in an online registration that just asks for a few basic details such as institution, course, name etc. This is in order to make sure that all attributions of your work are made correctly, and to try and have some documentation of overall numbers. The registration form is here EVERYONE taking part should complete it:

<https://www.surveymonkey.co.uk/r/M56BYSZ>

2.0 The Not So Brief Brief

The project this year maintains its previously established parameters. These are detailed below:

- We will not specify film duration, that is up to you.
- We will not specify subject, content or audience, that is up to you.

- Apart that is from the films/compositions you make on Friday 26th February and Friday 4th March, those are mentioned at the start of this document and are for Tsvetomira Nikolova.
- Your film must be completed in 24 hours.
- You must register online at <https://www.surveymonkey.co.uk/r/M56BYSZ>
- Your film must be uploaded to your host institution's Vimeo site.
- If you are not a student, i.e. an alumnus, professional, or amateur then you must create a Vimeo account and channel of your own if you don't already have one.
- Your film must follow the naming convention outlined later in this document.
- Your film must have a title and an end slate that includes your institution's logo.
- Your film must follow the technical guide for resolution, codec and format outlined later in this document.

2.2 Some Advice

From Alan Mason – Animation Lecturer, Edinburgh College of Art

"This project presents you with a chance to be experimental and spontaneous, and to try out some techniques and approaches that you may not have previously considered. You will have to ask yourself: what is a "film" or even more perplexing, what is an "animated film"? Further, you'll have to decide what makes an animated film - ideas, yes... but what else? Drawings, photographs, objects, things, places, people... and/or... what? Most films – even the shortest ones – have sounds as well as pictures and you will have to consider what part sound should play in each of your films, particularly in collaboration with music students.

In this instance the definition of an animated film is a loose and fluid one - and it's for you to decide exactly what it might be. Clearly, it can't be an extended work, because time will be too limited for that; but a film need not be incomplete, unfinished, or lack structure and purpose just because it is miniature in scale and scope.

Of necessity you'll be thrown back on your own resources and ingenuity in this project. From one day to the next your options will vary and may be quite limited at times. There may not always be access to a studio or equipment, for example, so you will have to be inventive and flexible in your response to what each day has to offer.

You will also have to learn to make the most of your ideas, some of which may appear modest or unpromising at first sight. It is unlikely you will have time to sit around for hours waiting for the next brilliant idea to materialize miraculously. You may just have to go with what you've got and make something interesting of it as you go along. On some days other obligations may intrude and your time will be restricted: this needn't be a hindrance. Treat it as an opportunity to show that you're capable of thinking - and responding - on your feet. You may not be able to refine and polish your ideas as much as you would like, but - ironically - that may produce a film that possesses edginess and vitality that would otherwise be lacking. This is a chance to try something different: if today's film doesn't work, there's always tomorrow.

If you want to think of your ten films as a "suite" - connected by more than the happenstance of each being completed in a day - that's fine. You can give them a theme or an on-going plot if that appeals to you, or start with a single sound that triggers ten different films - but it may be more fun to take each day as it comes and see how you're feeling and what you feel able to achieve as you tumble out of bed. Don't burden yourself

with unrealistic expectations. This is as true of a film made in a day as in a year. You have to use your time realistically, and even over a short period put a schedule in place that keeps you on track..."

2.3 Collaboration

There are students generating music for films working to the same 24 hour parameters as the film makers. Read the Vimeo and Dropbox section below. You will all be working in isolation for the first 24 hours, composers making scores, animators making films, the films will be uploaded to Vimeo, but the audio can't be uploaded without film, so the audio files should go in the appropriate folder on Dropbox, everyone should be able to hear your files on there so long as you use an appropriate file format such as a .WAV.

3.0 Technical Specifications

1. Please master films in HD Quality 1920 x 1080 (square pixel) with Apple Pro Res in 422HQ compression
2. For uploading to Vimeo re-render the film in SD Quality 1024 x 576 (square pixel) with (none) compression, but still keep original HD version.
3. Log on to your college or university department's Vimeo Account at <https://vimeo.com/> with the contact details provided by your host institution.
4. Naming Convention. Make sure you follow these name format conventions when naming your film on Vimeo: your college or university acronym first, e.g. ECA, NBU or UoS, then a dash, then surname, then a dash, and the number of the day the film was made that you're uploading - ie, if you are an Edinburgh College of Art student and your name is Paul Smith and you are uploading your film from day 3, it would be called ECA-Smith-03. Then your film will be identified in Vimeo as:- ECA-Smith-03 by ECA Animation
5. If your film is a collaboration then include the acronym of each institution, and each student, but leave the day of the film as is.
6. In the settings for your video (the little cog icon in Vimeo) you can add it to the appropriate channel, in this case, for ECA students it would be...
<https://vimeo.com/channels/10x10x16>
At the time of writing there are no videos in there, so it looks a little sparse, please be aware that your institution will have its own channel that will have a different URL from the one above if you are not an ECA student.
7. If you are operating outside ECA then your film will be linked to from your institution's vimeo channel, if you are a student, or your own if you are NOT a student, but ultimately ALL films made will be viewable at:
<https://vimeo.com/channels/10x10x16>
So please make sure that in Vimeo's privacy settings for your film that it can be linked to by others...

3.1 Vimeo & Dropbox

We are using Vimeo for the hosting and sharing of video files, but the collaboration with music students necessitates the use of a file sharing site. For this we will use Dropbox.

Your host institution should be able to provide you with log in and password details for

your VIMEO site, Dropbox has been set up with a folder, that you should be able to access to download files at this link, ie. View and download:

<https://www.dropbox.com/sh/e0aydn8063lkpwj/AABxgUKoCNSV7dFR0jKygZWUa?dl=0>

If, however you want to add a file to this folder you will have to ask your tutors (who will have been given admin access), or me, (jared.taylor@ed.ac.uk) to create and a folder in the root of 10X10X16 and invite you to collaborate rather than just share the folder with you.

Within this folder "10X10X16" is a folder labelled "ECA" that contains two further folders "Films Looking For Audio" and "Audio Looking For Films". If you have a film you want someone to score put it in the first folder (in the folder with your name on it), if you have a score that you hope will inspire a film then put it in the second. Hopefully this convention can be adopted for other institutions.



★★★ In order to avoid reaching the 2Gb limit that new Dropbox accounts have too quickly, those of you that want to upload files will do so via an individually named and shared folder. The only people who can upload to that folder will be the person whose name it was set up with. This should avoid the effects of aggregation that happens when a folder has multiple users... ★ ★ ★



ECA Animators, there are already folders in there with your names on them that you should have received an email from Dropbox about inviting you to share that folder...

All work produced will be viewable online at:

<https://vimeo.com/channels/10x10x16>

THIS YEAR. THIS PROJECT IS OPEN TO ALL, ANYONE BRAVE ENOUGH, OR DAFT ENOUGH TO TRY IS WELCOME.

ALL QUERIES SHOULD BE ADDRESSED TO:

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