CINE ⚡ SPARK
Criteria and Assessment

<u>Scripts:</u>

Eligible scripts will be assessed by an independent panel of assessors, against 10 criteria in 4 categories as follows:

<u>STORY</u>

1. Is the premise or concept fresh, unique or original?

2. Is the story engaging, emotionally and/or intellectually (regardless of any preferences for genre)?

<u>VOICE</u>

3. Does the writer have a clear, distinctive voice, free of clichés and use an economy of language to best serve the plot and character arcs?

4. Does the writer show credible mastery of the subject matter in the story?

<u>CRAFT</u>

5. Does the story structure (linear or nonlinear) have integrity and make sense?

6. Does the action and dialogue 'show not tell' - i.e., minimal exposition; no 'on the nose' speech?

7. Are the main character(s) vivid and fully developed - i.e., each speak in their own voice consistently, sound authentic, have clear goals and story arc, and experience a change by the end?

8. Does the script appear feasible to produce within one calendar year?

<u>RELEVANCE</u>

9. Are the script's themes and/or ideas thought-provoking across genres?

10. Is there an indescribable "something" that elevates this script above the ordinary?

Points will be awarded on a 10-point scale, in each of the 10 categories, for a total score out of 100. The Top 5 will then move on to the next stage of the program: a pitch competition. After the Top 5 have been selected and announced, CineVic will provide assessors' comments in each category to all submitters upon request, regardless of final ranking.

Pitches:

The Top 5 pitches will be assessed by an independent panel of assessors, against 10 criteria in 3 categories as follows:

STORY

1. Does the writer present a distinctive voice, and/or an original, fresh concept?

2. Regardless of genre, is the story currently topical, thought-provoking, or engaging emotionally or intellectually?

PITCH

3. Does the pitcher confidently and convincingly cover all the essential points of a good pitch? Do they know their project inside-out?

4. Does the pitcher leave you excited to see this film?

5. Does the pitch give you confidence that this project will succeed?

6. Does this pitch stand out from the rest?

FEASIBILITY

7. Is the team passionate about and committed to this project?

8. Is the team ready to hit the ground running if they win?

9. Is the team capable of producing a high quality film within the time/prize/budget?

10. Does the team demonstrate enough resourcefulness or range of skills to succeed considering the complexity of the project versus the constraints?

Points will be awarded on a 10-point scale, in each of the 10 categories, for a total score out of 100. The one top-ranking pitch will be awarded the production package prize.