**IDCARE x Stuffit Film Festival – Filmmaking Tips & Criteria**

We’re excited to see your creativity in action! Whether you’re making vertical short-form content for social media or a horizontal short film for the big screen, here are some essential tips and criteria to guide you.

**1. Vertical Short-Form Content (Social Media Focused)**

Format: 9:16 (Vertical)

Length: 15-60 seconds

Purpose: Engaging, high-impact storytelling related to cyber safety, online identity, or digital resilience

**Criteria:**

Strong hook in the first 3 seconds

Clear message, visually compelling

Engaging captions or subtitles for accessibility

Best entries will be uploaded & boosted on IDCARE’s social media

**2. Horizontal Short Film (Cinema Screening Potential)**

Format: 16:9 (Horizontal)

Length: 3-10 minutes

Purpose: A well-crafted short film that explores themes of cyber awareness, digital identity, or online challenges

**Criteria:**

Strong narrative arc (beginning, middle, and end)

High-quality visuals and sound

Engaging storytelling that resonates with audiences

Potential to be screened in a cinema

**Tips for Effective Filmmaking**

🎬 Plan Your Shots – Storyboard or sketch your scenes before filming.

📸 Lighting Matters – Use natural light or extra lighting to enhance visuals.

🎤 Clear Audio is Key – A good microphone makes a huge difference.

📱 Mobile Filming Hacks – Use stabilizers or tripods for smooth shots.

🎭 Authenticity Wins – Make sure your message feels real and relatable.

🎞 Edit Smart – Use free tools like CapCut, DaVinci Resolve, or Premiere Rush.

📢 Engage Your Audience – Think about what will grab attention fast.

💡 Need inspiration? Check out:

* [Film Riot – Filmmaking Tips](https://www.youtube.com/user/filmriot)
* [No Film School – Indie Filmmaking Guides](https://nofilmschool.com/)
* [ShotDeck – Cinematic Reference Library](https://shotdeck.com/)