

unsweetened TV Manifesto

The project

- To create unique visual literature using Unsweetened content for online distribution through UNSW TV
- The original writing should be seen as central to the audio-visual piece, however creativity is key
- Authors should be consulted and work collaboratively where possible, though this is not essential for time-poor writers!
- There is no minimum or maximum words for source text - but 50 words is a good guide
- Have fun, be playful, and - most importantly - be imaginative!

The style

- Ultimately, style should be guided by literary tone, e.g. a bold, colourful piece of writing deserves an equally strong, graphic-heavy visual assault; a simple elegant text lends itself to similarly clean, graceful visuals.
- Text that requires reading must be legible, e.g. minimum 2 point Arial
- Avoid using clip-art and 'themed' fonts, e.g. Comic Sans

Specifications

- Maximum 2 minutes, minimum 15 seconds
- Dimensions: 320x240 (30fps)

Limitations

- All content must be original unless copyright permission is obtained
- Release form for talent must be obtained
- It is recommended that all work be licensed under Creative Commons
www.creativecommons.org