

# **ANIMOWEB CONTEST**

## **FAQ updated to 9/7/2003**

### **Questions of general interest**

#### Question 1)

Can I take part in the contest with a ready-made multimedia CD - ROM about the contest themes?

#### Answer 1)

In general, products with a packaging of their own cannot be accepted.

For all sections A, B and even C the contest requires films in swf (Flash) or dcr (Director Shockwave) format.

The section that could present more similarities with the interactive content of a CD - ROM is section B for games and highly interactive applications (see below the faq on what we intend for "highly interactive application").

Part of the content of a CD - ROM might possibly satisfy these requirements, provided that it contains at least 1 file in Flash or Director format, among other files.

Even if, theoretically speaking, we could accept products dating back to the period previous to April 2003, we remind participants that the proposed maximum (non obligatory) size is 1 MB, due to slow Internet connections (the contest is about web interactive animations).

Furthermore, as the regulation establishes, it is necessary to process at least one of the images of the guidelines, there must be consistency with the assigned theme Environment: Virtues and Vices and the reference text, as well as with the general indications. For this specific case, in order to participate in AniMOweb 2003 and to respect the regulation of the contest, the possible participant should modify the content of the CD - ROM to produce a new application that satisfy the requirements of the contest.

#### Question 2)

Do I have to use the films in mpg format in the guidelines?

#### Answer 2)

Absolutely not: the use of the mpg films in the guidelines is not compulsory and does not influence the decision of the jury. Such films are optional and are free from copyright, if used for the contest, since they are the property of Modena Province.

We remind participants that, as the regulation establishes, the use of at least one of the images of the guidelines (modified or rearranged in any way) is compulsory only for section A and section B.

#### Question 3)

Which version of Macromedia Flash is required for the contest?

#### Answer 3)

The films for the contest can be produced in any version of Macromedia Flash (4, 5, Mx). It is the site or CD-ROM viewer's task to install the latest version of Macromedia Flash Player, in order to be able to see all the films (independently from their version of Flash).

#### Question 4)

Do the texts for the contest have to be in the Italian language?

#### Answer 4)

For sections A and B each movie can be produced in one only version, either in Italian or in English.

If a participant wishes, he/she can send 2 equivalent versions (both alike as far as animations are concerned), one in English, the other in Italian. This choice will not influence the jury decision. It is only additional work for the participant and it is not required by the contest regulation. Both versions will be published on the Animoweb site.

However, the authors of the winning movies for each section of the contest, after the declaration of winners, might be asked to provide a bilingual version, if they did not it before.

In any case, participants can contact Cristina Poppi (poppi.c@provincia.modena.it) for the translation of their works from English into Italian or vice versa.

For section C each film can be presented in any language. If this language is different from Italian or English, the participant has to attach a text file with the translation in Italian or English of the dialogues or texts to make comprehension easier on the part of the jury.

#### Question 5)

If I use a free music loop from a site, is it sufficient to quote the name of the site and of the author somewhere in the animation? Or does the regulation establish that it is not possible to use other people's music?

#### Answer 5)

The music loop classified as free by their authors can be used freely from any site without quoting the origin of the animation. The mention of the name can anyway be included for moral reasons or if the author requires it.

The possibility that other participants use the same free music loop does not go against the contest regulation.

We remind participants that, when subscribing, the (compulsory) application form is signed by the applicant with the following declaration:

"I declare under my personal responsibility that the work submitted through this application form is in accordance with the copyright laws."

Therefore, we are not interested in the origin of music used by participants and we cannot know all the music composed in the world. In order to prevent abuses regarding copyright law, we require the participant's declaration, of which we will avail ourselves if there is legal action.

#### Question 6)

Accessories of the film. Is it allowed to include the trademark of the author in the film? Can I mention my e-mail address? Is it necessary to start with a preload? Does the animation have to conclude with a link to your site?

#### Answer 6)

There are no restrictions as to the insertion of a trademark, for instance, into a corner of the screen. However, a certain caution is advisable. It would be better to insert credits, trademark, e-mail address of the author in the preloading or in a final sequence together with the replay button.

The preloading phase is not compulsory, but it is recommended. In this way the film is more easily seen in the internet.

The animations must not end necessarily with the link to our site. The link to the site <http://www.animoweb.it> will not impress the jury more favourably, neither will its absence be a disadvantage.

### **Questions section A**

### Question 1a)

How do I have to relate the theme "Environment: virtues and vices" to the report on the state of the environment of Modena province? Do I have to develop the theme with respect to Modena province or in general?

### Answer 1a)

To sum up, the terms of the problem for section A and B are the following:

- the theme for both sections is "Environment: virtues and vices"
- the photographs and the mpg films of the guidelines are about natural sights, yards, machines, activities and situations related to Modena province territory. All these objects can be classified under the title "virtues" or under the title "vices" and each of them presents positive and negative aspects with respect to environment.
- Both the intros of section A and the games and highly interactive applications of section B have as their principal destination the CD - Rom containing the third report on the state of the environment in Modena province, but also the aniMOweb site and the sites of other sponsors. Thus, though it is possible to use other images if free from copyright, it is advisable to use the images of the guidelines because they are about Modena territory.
- The reference text is about the main activities of international, European and Italian organizations on environment and sustainable development and focuses in particular on Modena Province. It aims at providing an instrument to get in touch with the environment themes also on the part of non-experts. It also endeavours to explain the third report on the state of the environment in Modena province. Its CD - Rom will contain the winning films (intros, games, interactive applications and short films).

There are several ways to produce intros, games or highly interactive applications:

- 1) to develop the theme "Environment; virtues and vices" in a general way without referring to the state of the environment in Modena province (and the report about it). The photographs and the films of the guidelines are anyway about the Modenese territory.
- 2) To underline the theme "Environment; virtues and vices" and give minor relevance to the state of the environment in Modena province (and the report about it).
- 3) To resort to compromise by taking into consideration both aspects.
- 4) To underline the state of the environment in Modena province (and the report about it) as described by photos, films, reference text and give minor relevance to the theme "Environment; virtues and vices".

Since the third report on the state of the environment will be ready by the end of 2003, when the contest is over, and it is not possible to get more information than what is contained in the last part of the reference text, participants could find hypotheses 1 and 2 easier than 3 and 4.

Furthermore, there is a general principle for all contests: it is necessary not to wander off the subject. On the basis of such principle, although all the above-mentioned four possibilities can be explored, it is advisable to keep to the subject "Environment: virtues and vices" as much as possible.

## **Questions section B**

### Question 1b)

How do I have to relate the theme "Environment: virtues and vices" to the report on the state of the environment of Modena province? Do I have to develop the theme with respect to Modena province or in general?

### Answer 1b)

To sum up, the terms of the problem for section A and B are the following:

- the theme for both sections is "Environment: virtues and vices"
- the photographs and the mpg films of the guidelines are about natural sights, yards, machines, activities and situations related to Modena province territory. All these objects can be classified under the title "virtues" or under the title "vices" and each of them presents positive and negative aspects with respect to environment.
- Both the intros of section A and the games and highly interactive applications of section B have as their principal destination the CD - Rom containing the third report on the state of the environment in Modena province, but also the aniMOweb site and the sites of other sponsors. Thus, though it is possible to use other images if free from copyright, it is advisable to use the images of the guidelines because they are about Modena territory.
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### Question 2b)

What is intended for "highly interactive application" in section B of the contest?

### Answer 2b)

In our opinion a highly interactive application should require (see the general indications in the guidelines) "an independent navigation system and imply an intense interactivity with the user, who will frequently make use of the mouse or the keyboard in order to get different types of response from the program."

The general indications in the guidelines also say:

"On the other hand, the highly interactive application implies no "challenge" and does not aim at amusing only. Its main purpose is to teach or inform, even if the experience should be memorable as well. So the amusing aspect is not absent."

Let us provide some examples:

- [www.secondstory.com](http://www.secondstory.com) -> see the portfolio and, for example, the following works:  
[www.moma.org/brucke/](http://www.moma.org/brucke/) and [www.thebanmappingproject.com](http://www.thebanmappingproject.com)

- [www.tongsville.com/city/index.html](http://www.tongsville.com/city/index.html) -> navigation in a virtual city
- [www.dubit.co.uk](http://www.dubit.co.uk) -> interactive ambience
- 2 examples in the 2002 edition of aniMOweb

[www.animoweb.it/documenti2003/games\\_test\\_2002.asp?movie=5](http://www.animoweb.it/documenti2003/games_test_2002.asp?movie=5) and  
[www.animoweb.it/documenti2003/games\\_test\\_2002.asp?movie=15](http://www.animoweb.it/documenti2003/games_test_2002.asp?movie=15)

There are plenty of examples, but we have mentioned only some for brevity sake.

As a consequence of that, if participants submit a swf file (or a group of swf files the total kbytes of which do not exceed the established limits) creating an interface with internal navigability, high interaction with the user, possible links with multimedia files (sound, video) and dealing with the assigned theme of section B, the contest requisites for participation (with a highly interactive application) will be respected.

## Questions section C

### Question 1c)

What is intended for "short animated films" for section C of the contest?

### Answer 1c)

First here is an extract from the guidelines document for section C on short animated films about pollution:

For "animated short film" it is intended a film of short duration (about less than 30 minutes) that develops the assigned theme through the use of animated images and graphics, sound or music, and possibly a narrator or some dialogues. It should present an original style and a narrative, according to an original screenplay or a storyboard. The on-lookers' role will have to be passive, that is they will not need to use their mouse.

However, since the film will be inserted into a CD - ROM or in an Internet site, the works that require a non-passive role of the viewer will not be excluded from the context. The narrative and visual quality, in any case, should be prevailing on the interactivity of the film.

Who wants to see examples of animated short films can visit the following sites:

- 1) [www.my-tv.it](http://www.my-tv.it) and look for the films about Gino the Chicken, created by Joshua Held, one of the members of the jury of 2003 edition.
- 2) [www.iwantmyflashtv.com](http://www.iwantmyflashtv.com) and select t genre and movies
- 3) [www.flashtoons.org](http://www.flashtoons.org) and look for the movie collection
- 4) [www.flashfestival.it](http://www.flashfestival.it): the second edition is going on with prize awarding ceremony on the 22nd of May
- 5) [www.castellianimati.it](http://www.castellianimati.it) and look for the web contest of last edition
- 6) [www.futurefilmfestival.org](http://www.futurefilmfestival.org) and look for the section "Future web festival"
- 7) [www.annecy.org](http://www.annecy.org) and look for the Internet selection (in English or French)

Consequently, we expect to receive films in swf (Flash) format. Their content must be viewed in a passive way, as if one saw an animation film at cinema or a cartoon on TV.

Character animation has not to be necessarily present, like in Joshua Held's cartoons, but the style can be more abstract or without dialogues, while the films mpg can be used freely with or without the photos of the guidelines (that are obligatory for sections A and B). All these objects are the property of Modena Province and free from copyright if used for the contest.

The use of such mpg films or jpg images is simply an opportunity and is neither obligatory nor will influence the vote of the jury.

The only constraint for section C on short animated films is in the proposed maximum size of 10 Mb and the theme: air and atmosphere pollution.

Question 2c)

Can I send a film in AVI, MOV or MPG or any film produced for TV or cinema to submit for the contest?

Answer 2c)

For all sections (A, B and C), the contest is about movies in swf (Flash) or dcr (Director Shockwave) formats, since their primary destination is Internet or CDs.

Films in AVI, MOV or MPG can be imported with Flash MX to obtain swf films.

We remind participants that the compulsory theme is air/atmosphere pollution.

In addition, since section C deals with short animated films, some "animated" contents must be included (see faq nr. 1 for section C on what is intended for short animated films). If films produced for TV or cinema are imported in swf format, these "animated" contents can be produced with traditional procedures (cell animation, drawing on paper, decoupage, pixillation, etc.). If they contain live action contents with humans, these must not be prevailing, or anyway they have to be accompanied or overlapped with animation inserts.

Question 3c)

As for section C, there is a proposed size limit of 10 MB for the files. Can large size files be sent to the address [concorso.animoweb@provincia.modena.it](mailto:concorso.animoweb@provincia.modena.it) or is it better to send a CD-Rom?

Answer 3c)

A notification e-mail message is sent for all the submissions both in a CD - Rom and via e-mail. If a confirmation message is not received within a reasonable time, it is advisable to write a message without attached files to the address [concorso.animoweb@provincia.modena.it](mailto:concorso.animoweb@provincia.modena.it), asking for explanations. Otherwise it is possible to call 0039 059 209362 or to send a fax to the nr. 0039 059 209214.

Unfortunately, our mail server rejects messages with attached files exceeding 3,5 Mb. If the submitted file size is beyond that limit, it is necessary to send a masterised CD - Rom for PC Windows to the following address:

Provincia di Modena  
Ufficio stampa  
Concorso Animoweb - att. Andrea Cavazzuti  
Viale Martiri della Libertà ,34  
41100 Modena  
Italia

We advise participants to send the CD- Rom via registered mail.

Question 4c)

I'm not expert on air pollution. Is it possible to receive from you a simple text introducing that subject?

Answer 4c)

**The air we breathe**

The air we breathe is made of azoth by the 78.9%, of oxygen (O<sub>2</sub>) by the 20.9% and of carbon dioxide (CO<sub>2</sub>) by the 0,2%, of noble gases (helium) and hydrogen (H<sub>2</sub>).

Air is a raw material for the life of living beings: it is the source for the oxygen necessary to produce the energy at the basis of life and cellular activities.

The exchanges between air in the atmosphere and living beings take place through various organs and apparatuses. The breathing system is the principal way of contact with the atmosphere and everything contained in it.

### **Air pollution**

Air pollution is caused by undesired or alien substances, in such quantity and duration that they alter the healthiness of air and endanger human health. To cause pollution means both to introduce new substances in the atmosphere and to modify its composition as it formed in time (for example, an alteration in progress is the increase of the so-called greenhouse effect with a consequent rise in temperature of the atmosphere).

The main cause of pollution are the combustion processes from natural sources, like volcanoes, or artificial sources with consumption of fossil fuels like oil or coal. Among human activities, high potential polluters are the thermoelectric power plants and the industrial plants. Heating and car traffic are further polluters in cities. In rural and suburban areas other industrial activities like, for example, steel and iron industry, the production of building materials and agriculture play an important role.

### **Fine particles and other pollutants**

Particles are among the most important pollutants in the air we breathe. Particles, especially the finest, cannot in general be seen. They can remain suspended in the air for a long time, as it happens for vehicle exhaust.

The particles derive from human activities, industry, heaters and above all vehicle traffic. In this case they are not only in exhaust, but they are produced from the erosion of road surfaces and the consumption of tyres and brakes.

The dangerousness of particles in the air depends on the dimension of the particles which they are composed of. The smaller they are, the deeper they penetrate into the respiratory tract. Their damage is due both to the direct action on the cells of the breathing mucous membrane and to their ability to surpass this barrier and penetrate into blood, as it happens for the finest particles.

The particles in the air endanger our health. As they increase the following events increase correspondently:

- Total mortality and mortality caused by heart - lung diseases and lung cancer;
- Asthma attacks
- Chronic bronchitis

All these phenomena are more serious for people at risk like children, elderly people or people whose health is endangered by chronic diseases.

What can everybody do to reduce the impact of fine particles production?

- To reduce the use of cars as much as possible
- To use public means of transportation, go on foot or by bicycle
- To heed all the measures for traffic limitation
- To control exhaust pipes
- To control emissions of central heaters

Apart from particles, other pollutants have dangerous effects on human health (CO, NO<sub>x</sub> [nitrogen oxide] benzene, O<sub>3</sub>, etc). In particular, CO damages the cardiovascular system.

In conclusion, evidence exists that air pollution, together with its direct effects, increases the sensitivity to allergens and asthma attacks.

### **Climate effects of air pollution**

The greenhouse effect is due to the presence of some gases in the air, like water vapour, methane and carbon dioxide (CO<sub>2</sub>). These form a filter permeable to some sun rays and at the same time able to retain part of the sun irradiation reflected by the surface of the earth. It is thanks to this screen that the planet offers a temperature suitable for life. Within certain limits, therefore, the greenhouse effect is necessary.

However, the population and industrial growth, and in particular the emissions of azoth oxide and of volatile organic compounds that derive from exhaust and industrial processes, have increased the

percentage of CO<sub>2</sub> in the atmosphere. As a consequence of that, the solar irradiation reflected by the surface of the earth and retained in the atmosphere by the blanket of gases causing the greenhouse effect has increased and the temperature of the planet has risen in the last 100 years much more than in the previous centuries. This trend does not hint to decrease.

Among the serious consequences the scientists foresee, there is a growing desertification (that will produce changes in the agriculture of the planet) and, on the other hand, the rise of the sea level caused by the melting of ice in the polar regions: this rise could bring about serious flood in many countries.

In addition, the rise of temperature causes direct and indirect effect on human health, like the increase of allergies to pollen in the air. During summer the highest temperatures enhance the chemical reactions that produce ozone. This often goes above the security limits.

Ozone is an invisible gas with an acrid smell. Because of its high oxidising power, it is an irritating factor for the respiratory tract and damages vegetation.

The Kyoto Protocol commits the most industrialised 38 countries to an average reduction of the greenhouse gases of about 5% (in comparison with the level of 1990) by the year 2010. The hypothesis of the reduction of greenhouse effect gases and of air pollution in general includes the following directions:

- enhancement of less polluting engines and fuels in transportation
- increase of efficiency of final uses (industrial and private plants)
- larger use of methane instead of oil and carbon in thermoelectric power plants and new power plants with more efficient gases (water vapour combined cycle)
- doubling-up of the use of renewable energies with no emissions (solar energy)
- production of methane from organic waste and water treatment.

#### Question 5c)

Since the subject of the contest is air pollution, can gags be considered insulting?

#### Answer 5c)

The subject is liable to be treated as a serious matter, but humour can be a good idea.

As for the problem of offensiveness, here is what the regulation says:

'... the contest organizers retain the right to exclude from the contest with incontrovertible decision the works considered offensive or damaging the image of the sponsoring institutions'.

So gags are welcome and the only limit is common sense, even if it is difficult to define it and establish its boundaries. We would enter the field of censorship. We don't want to censor anyone, neither did we ever do such a thing. If you have doubts about a joke or a gag write a message to the address [info.animoweb@provincia.modena.it](mailto:info.animoweb@provincia.modena.it).