

### **What is Life in a Day?**

Life In A Day is a historic global experiment to create a user-generated documentary film shot in a single day, by you. On July 24, you have 24 hours to capture a glimpse of your life on camera. The most compelling and distinctive footage will be edited into an experimental documentary film, executive produced by Ridley Scott and directed by Kevin Macdonald.

### **Why contribute to Life in a Day?**

Every contributor to Life In A Day will be a part of cinematic history, participating in the largest crowd-sourced film ever made and creating a time capsule to show future generations what it was like to be alive on July 24, 2010.

### **Who is Kevin Macdonald?**

Kevin Macdonald is an award-winning filmmaker and the director of Life In A Day. His first feature film, ONE DAY IN SEPTEMBER, won an Academy Award for Best Documentary in 2000. His second feature, TOUCHING THE VOID, premiered at the Telluride Film Festival in 2003 before becoming the highest-grossing British documentary in UK box office history. Kevin's first dramatic feature, THE LAST KING OF SCOTLAND, starring Forest Whitaker, also premiered at Telluride before winning a BAFTA for Best British Film and Best Adapted Screenplay; Whitaker also won an Academy Award and a BAFTA for his role in the film. Kevin is currently working on his next feature, EAGLE OF THE NINTH, starring Channing Tatum, Jamie Bell and Mark Strong. In addition to being a filmmaker, Kevin is a journalist whose work has appeared in numerous publications including the Guardian, Observer and Telegraph.

### **Who is Ridley Scott?**

Ridley Scott is a renowned filmmaker who has received three Academy Award nominations for Best Director over the course of his distinguished career, most recently for his 2002 film, BLACK HAWK DOWN. Additional credits include GLADIATOR, which won the Academy Award, Golden Globe and BAFTA for Best Picture, and THELMA & LOUISE, which brought Scott his first Academy Award nomination for Best Director in 1991. Other films include AMERICAN GANGSTER, BODY OF LIES, A GOOD YEAR, the groundbreaking film BLADE RUNNER and the classic ALIEN. He most recently directed the hit film ROBIN HOOD. Scott, along with his brother Tony Scott, is the founder of Scott Free Productions, a company that produces a wide range of film and television projects. In 2003, Scott was awarded a knighthood from the Order of the British Empire in recognition of his contributions to the arts.

### **Is there anything I can do to help spread the word about Life In A Day?**

Absolutely! You can:

- Subscribe to the Life In A Day channel!
- Tell your friends and family about it

- Make videos about what you're thinking of filming on July 24 and post them to your YouTube channel
- Plan a "film up", during which you and your friends can meet up and film together
- Sign up for event information on YouTube's Facebook page.
- Post about the project on your own Facebook and Twitter accounts.

### **Questions about eligibility**

#### **How old do I need to be to participate?**

You must be at least 13 years old. If you are under the age of legal majority in your country and your video makes it through the first stage of our selection process, we will email you a release form which your parents or legal guardians will need to sign and return in order for your video to be considered further.

#### **Do I need a YouTube account to participate?**

Yes, you'll need a YouTube account in order to upload your footage. For information on creating a YouTube account, click [here](#). If you're just interested in watching the footage that's being uploaded, you don't need an account.

#### **Who can participate in Life In A Day?**

Anyone over 13 years old can submit footage except for residents and nationals of Iran, Syria, Cuba, Sudan, North Korea and Myanmar (Burma), and/or any other persons and entities restricted by U.S. export controls and sanctions programs.

### **Questions about submissions**

#### **Are there any rules for what I can or cannot submit?**

Your video(s) should be recorded between 12:01AM and 11:59PM in your local time zone on July 24, 2010 and you must respect YouTube's [Terms of Use](#) and [Community Guidelines](#) and the [Terms and Conditions](#) and creative criteria for the project. Please remember that this must be your own work and cannot contain any third party content that you don't have the rights to use. Other than that, we encourage you to film your world however you see it.

#### **How do I submit my video(s)?**

Between July 24 and July 31, just click the "Submit" tab on the Life In A Day channel and upload the footage directly from your computer. The "Submit" tab will become visible on July 24.

#### **Do I need to subtitle my video if it's not in English?**

There's no need to subtitle your footage, but if possible, please include a title card before the video denoting the language and country of origin. If your video is included in the film, it will be subtitled into multiple languages. If you would like to subtitle your video on YouTube so that more people can understand it, you can read about YouTube's captions feature [here](#).

**Do I need to edit my submission into a completed film?**

No. Kevin Macdonald is looking for raw footage (what the film industry calls 'rushes' or 'dailies') out of which he can create a single coherent film, so we'd like you to upload an unedited selection of your most compelling footage. Feel free to upload multiple videos if your submission breaks down naturally into different segments.

**Does my video have to be documentary? Can it be fiction?**

All we're asking is for you to document your world over the course of a single day; we expect most videos to comprise documentary footage, but if you think that your world is best captured through fictional storytelling or even animation, it is entirely up to you.

**Do I need permission to record other people in my video?**

Yes, you do need permission to include other people in your video. If your video makes it through the first stage of our selection process, we will email you release forms which you must send back to us signed by anyone who appears in your video.

**Can I use music?**

Please avoid the use of music within your submission.

**Can I submit multiple videos?**

Yes, you're free to submit as many videos as you like, provided that all footage was shot on July 24, 2010.

**What do I need to know about recording sound?**

It's important to think about the audio on your video as sound recording often impacts the overall quality of a video. Good sound recording will probably increase the chance of your footage being chosen to be in the final film. If possible, it would be great to enhance your recording by using external microphones in addition to those built in to most cameras. There's a lot of helpful advice available on YouTube (search for "better sound on your video") or try these:

<http://www.youtube.com/watch?v=ujdhCw5u9Yg>

[http://www.youtube.com/watch?v=ZBKHQh5umWA&feature=watch\\_response](http://www.youtube.com/watch?v=ZBKHQh5umWA&feature=watch_response))

If you don't have any additional way of recording (and monitoring) sound, please be aware of the following:

- 1) The built-in microphone on your camera will struggle to record usable sound if your subject is any further than 3 feet away from the camera.
- 2) Be aware of the background noise - try and record somewhere quiet if possible.
- 3) Avoid touching the microphone, and think about where it's positioned in relation to your subject.
- 4) Watch out for wind when you're outside. The sound of wind will drown out whatever sound you are trying to capture.

### **What are the best specifications for uploading my footage to YouTube?**

YouTube accepts most digital video formats. However, for optimal playback, we suggest that you use the compressions listed [here](#).

### **Can I submit footage that is racy?**

All videos submitted to Life In A Day must comply with YouTube's [Community Guidelines](#).

### **Is “vlogging” OK? Can I talk to my camera?**

Vlogging is definitely OK and can sometimes be the best way to share exactly how you're feeling. That said, 'showing' is usually more compelling than 'telling', so we'd encourage you to complement vlogs with active footage.

### **Where can I view other people's submissions to Life In A Day?**

Beginning in August 2010, you will be able to browse submitted videos on the Life In A Day channel.

### **[Questions about the feature film](#)**

#### **Will you use footage from everyone who submits a video?**

No. The final film will be made up of a selection of the most distinct and compelling videos submitted; those which best contribute to the overarching narrative of the film.

#### **How will you determine which videos will be included in the feature film?**

After you submit your video(s) to Life In A Day, Kevin Macdonald and his team of editors will review the footage and, based on the creative criteria, decide which videos are the most compelling to include.

#### **What happens if my video is selected for the film?**

If your video makes it through the first stage of the selection process, you will hear from Life In A Day Films by email. You will be sent release forms that you will need to have signed by everyone who appears in your video, confirming that they gave you permission to film them. If you are a minor, you will also be sent a release form for your parents or legal guardians to sign. You will also be required to sign releases concerning the use by Life in a Day Films of your video in the film and related activities. If you are unable to get these releases signed and returned to Life In A Day Films, your video will not be eligible for inclusion in the film.

When you return the signed releases you will also be asked to send Life In A Day Films the raw, uncompressed files of your footage so that, if selected, the highest quality version of your content will be included in the final film.

As a contributor to the final film, you will be credited as a “co-director” in the credits that appear at the end of the film. You will also be eligible for consideration to attend the film's premiere at the 2011 Sundance Film Festival.

**Will I get paid if my footage is used in the feature film?**

No, there is no monetary payment for contributing or being selected. However, you will be credited in the film.

**Who owns my video if it's selected to be in the film?**

You will retain ownership, but agree in the [Terms and Conditions](#) to grant Life In A Day Films the right to include your video in the film and to exploit the film in all media forever. In uploading your video, you are also agreeing to grant certain rights in your video to YouTube, as set out in the [Terms of Use](#).

**What happens to my video if it's not selected for the film?**

All of the videos that are submitted will be featured in The Life In A Day gallery, which will be added to the Life In A Day channel later this year.

**When and how can I see the finished film?**

The film will be available on YouTube in early 2011. We'll keep you updated on the exact date of the film's YouTube premiere on the Life In A Day channel. Subscribe to the channel to make sure you receive our notifications.

**[Questions about the film premiere](#)****What is the Sundance Film Festival?**

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting dramatic and documentary films from emerging and established artists, innovative short films, filmmaker forums and panels, live music performances and film composer events, cutting-edge media installations, engaging community and student programs, the Festival brings together today's most original storytellers in a vibrant community.

**When is the Sundance Film Festival?**

The 2011 Sundance Film Festival will take place from January 20th to January 30th, 2011. The premiere date of Life In A Day will be announced closer to the start of the festival.

**Do I automatically get to come to the premiere at the Sundance Film Festival if my footage is selected for the film?**

Of all of the YouTube users whose work is selected to appear in the feature film, 20 will be invited to attend the 2011 Sundance Film Festival with all costs covered. Those 20 people will be selected by Kevin Macdonald based on the quality of the videos submitted and the amount of screen time each receives in the final film (for example, a user whose footage makes up 10 minutes of the final film will have a better chance of being invited to the Sundance Film Festival than a user whose footage makes up only 30 seconds of the final film).

**Can I attend the premiere at my own cost?**

Sure! If you're interested in attending the 2011 Sundance Film Festival, the website will be live in late August 2010 at <http://www.sundance.org/festival>. You can find information about registration for tickets and lodging starting in mid-September of 2010.