



**2025.7.20-7.28**

**The 19<sup>th</sup> FIRST International Film Festival  
Short Short Film  
Rules and Regulations**



## 1. General Information

### 1.1 About Short Short Film

Launched in 2020, Short Short Film is the first official competition section for short short films in China. This section is parallel to the Main Competition and establishing creative cultivation program 300s Short Project. Drawing on 19 years of experience in fostering short film ecosystems, this section advocates lightweight production using portable devices, empowering diverse creators to articulate contemporary perspectives on society, humanity and technology through equal cinematic expression. It seeks to innovative but narrative possibilities in cinematic language while expanding the boundaries of viewing within 5 minutes creation.

### 1.2 Eligibility

- As a basic rule, Short Short Film competition only accept films shot by portable/non-professional equipment including mobile phones, home video equipment, digital camcorders, etc. This section is not open to films shot entirely with professional video cameras. The aspect ratio is not limited. The percentage of device usage must be clearly filled in the entry form.
- The film is completed after January 1, 2024.
- The length of the film should be no more than 5 minutes.
- The section is open to narrative, documentary and experimental films. Commercial advertisements, music videos, showreels and trailers are not accepted.
- For films in animation form, the submission is only open to works that contains live action methods (i.e., stop-motion). Films entirely in hand-painted and digital-generated format are not accepted.



### 1.3 Submission and Registration Fee

The submission for Short Short Film is open from March 26 to May 31, 2025. (The website entry form will be closed at 23:59:59 of May 31, 2025.) Please register online and upload your film on the official website of FIRST International Film Festival

(<https://www.firstfilm.org.cn/en/annual/main/shortshortfilm/>).

Early Bird	Standard	Delayed
March 26-April 7	April 8-May 20	May 21- May 31
RMB 50	RMB 100	RMB 280

## 2. Program Structure

### 2.1 Short Short Film Competition

As an official parallel competition section, the Short Short Film Competition continuously establishes a pioneering value framework for works within five minutes. It focuses on promoting creative democratization and technological exploration arising from evolving production methodologies, while reinforcing the academic conceptualization and aesthetic benchmarks of short short film form storytelling.

Details regarding the awards for the Short Short Film competition are provided in Chapter 4.

### 2.2 Short Short Film Screening

Short Short Film Screening aims to present an ecosystem of works that embody a diversity of creative perspectives and innovative visual languages to the audience. It focuses on and encourages the dissemination to a broader array of creators, expanding the horizons of international views and the boundaries of visual storytelling about private history

Details regarding the selection process for the screening are provided in Chapter 5.



### 2.3 300s Short Project

300s Short Project, through its perpetual "REC Campaign", aims to select the year's most compelling 5-minute original scripts, the project provides production funding, professional equipment, and technical support. We encourage boundary-pushing cinematic practices while promoting a sustainable ecosystem for short short film production.

\*For the details of 300s Short Project, please refer to the "The 19th FIRST International Film Festival 300s Short Project Rules and Regulations" in Chinese version.

## 3. Submission Guidelines

### 3.1 Submission Period

The submission period is scheduled from March 26, 2025, at 12:00 to May 31, 2025, at 23:59:59 (Beijing Time). Applicants must complete the whole online registration procedure, including making payments for the registration fee, and submit all required application materials to the committee before the deadline. Films that arrive after the deadline, or submissions that are incomplete or do not meet the *Eligibility Criteria*, will not be considered for further selection.

### 3.2 Submission Materials

- Please click (<https://www.firstfilm.org.cn/en/annual/main/shortshortfilm/>) to sign up and complete entry form of Short Short Film Competition.  
Each film needs only to be registered once. By entering the Short Short Film Competition, it is automatically considered for accepting entry into the Short Short Film Screening.
- Please upload the video file in the registration form. The technical specifications are:
  - 1) The length of the video file should not exceed 5 minutes.
  - 2) The film must be offered with bilingual (English and Chinese) subtitles.



- 3) Limited to H.264 encoded MOV or MP4 format, at least 1920\*1080P (or 1080\*1920P) in resolution.
- 4) The video file size should not exceed 1G.
- 5) Please do not add any watermark that might affect juries viewing.

### **3.3 Material Replacement**

If replacement of information or material is needed after the submission, please contact through email: [shortshortfilm@firstfilm.org.cn](mailto:shortshortfilm@firstfilm.org.cn). At the discretion of the festival, submission materials can be replaced **ONLY ONCE** before the submission deadline. Please note, once the review process initiates, no replacements will be accepted.

### **3.4 Work-in-progress Version**

The festival accepts work-in-progress preview copies with a minimum requirement of being picture-locked (no editing adjustments). The preview copy of the work-in-progress film must explicitly indicate incomplete parts at the beginning (e.g., pending music replacement, no color grading) using subtitles or intertitles. If selected, a screening version is required before July 1, 2025.

### **3.5 Declaration of Copyrights**

Applicants must ensure the film's originality, affirming legal licensing for music, sound, archival footage, and texts from right holders. Permission for documentary footages from filmed individuals is essential. The applicant is solely responsible for any legal disputes related to copyright or filming permission. FIRST IFF reserves the right to reject films from competition in case of copyright infringement.



## 4. Awards

### **[Short Short Film of the Year]**

Selected by the jury from the shortlisted films. It is meant to encourage short film with good use of portable equipments and complete excellently in terms of theme conception, form exploration, creative narrative and so on. The director of the film will receive an award brick, the bonus of RMB 50,000 and an award certificate.

### **[Short Short Film Jury Award]**

Selected by the jury from the shortlisted films. It is meant to encourage short films that explore creative visions and the value of academic research on media studies. and offer foresight and trend imagination. The director of the film will receive an award brick, the bonus of RMB 50,000 and an award certificate.

### **[Filmmaking Exploration Award]**

Selected by the jury from the shortlisted films. It is meant to encourage works that demonstrate exceptional cinematic expression and pioneering creation vision in digital moving image production. The cinematographer of the film will receive an award brick, the bonus of RMB 20,000 and an award certificate.

### **[vivo Award]**

Selected by vivo and the FIRST IFF Committee from the shortlisted films. The length of the film using vivo mobile phones to make needs to account for at least 80% of the overall time. It encourages films that express humanistic care, deliver universal emotions, present realistic perspective, and highly unified with the film's own aesthetics. The director of the film will receive an award brick, the bonus of RMB 50,000 and an award certificate.



## 5. Selection Process

The shortlisted films will be selected by the Selection Committee, the Shortlist Committee and the award-winning films will be decided by the Short Short Film Jury. The films selected for the Short Short Film Screening will be jointly evaluated by the Selection Committee, the Shortlist Committee, and the Committee of FIRST International Film Festival. Films chosen for Short Short Film Screening will not compete for awards in the Short Short Film Competition.

The members of the Selection Committee, the Shortlist Committee and the Short Short Film Jury will be invited by the committee of FIRST International Film Festival.

### ● The Selection Committee

The Selection Committee consists of 3 individuals, including filmmakers and press professionals who possess keen observational perspectives and innovative creative thinking, have technical execution experience and video creation mindset, as well as media communication insight. The results will not be announced.

### ● The Shortlist Committee

The Shortlist Committee consists of 3 individuals, including directors, press professionals, scholars, curators, and artists, who collectively offer broad perspectives, mature technical execution experience, and a strong sense of visual storytelling. The results of the selection will be announced in early July, 2025 and the applicants will be notified by email.

### ● The Short Short Film Jury

The Short Short Film Jury consists of 5 individuals, including industry experts crossover artists, and cultural scholars who come from the film and television industry, have interdisciplinary backgrounds, and are deeply involved in new media/pan-cultural studies, digital new media art or visual creation, or internet-based environments. The Short Short Film Jury decides on the



winning films among the shortlisted films, and the results will be announced at the Short Short Film Award Ceremony during the film festival.

## **6. Guidelines for Shortlisted Films and Screening Films**

### **6.1 Screening Copy**

A screening copy of the selected film is mandatory. Except for sound mixing, color tuning, and subtitles adjustment, the screening copy must match the submitted screener. No replacements are allowed during the review process. FIRST IFF, as a platform promoting new films and filmmakers, does not provide screening fees for selected films.

### **6.2 Required Publicity Materials**

Information and materials from selected films will be utilized on online media (websites, apps, and social media channels) and print products (festival publications), as well as by third parties for editorial coverage of FIRST IFF. The festival team has the right to edit and publicly use those information. Participants are obligated to submit any incomplete information or materials upon selection.

### **6.3 Presence in Xining**

The key cast and crew of shortlisted films will need to attend film presentations, Q&As, the awards ceremony. The key creator for Short Short Competition will be invited to attend the red carpet and the FIRST International Film Festival Award Ceremony. FIRST IFF provides subsidies for travel expenses and accommodation.

### **6.4 Screening Schedule**

All films selected in Competition and Screening will be publicly screened during the festival, including both offline and online screenings. The online public screenings will take place on



platforms including the official FIRST website/platform and other information network platforms in collaboration with FIRST. The dates, times, and venues for the screenings are to be determined solely by the committee of FIRST IFF, with the final schedule to be confirmed via written notice from the committee. By registering, participants agree not to charge any fees for the aforementioned authorized activities related to their work.

#### **6.5 Festival Laurels and Logo**

The filmmakers, producers and distributors of all films selected undertake to make mention in their publicity and advertising materials about the selection of the film at FIRST IFF, by featuring the official laurels and logo which will be supplied by the festival after the film is selected or awarded. The laurels and logo must not under any circumstances be modified or altered without the prior permission of the festival.

#### **6.6 Authorization**

If a work is shortlisted for the competition or selected for the special exhibition, the registrant authorizes FIRST to have the right, for a year following the conclusion of this edition of the FIRST International Film Festival, to conduct non-commercial public online screenings of the work on the official FIRST website/platform and other information network platforms in collaboration with FIRST, as well as to carry out Public Programming screenings by FIRST without the need to pay the registrant. The committee reserves the right to use the written materials, stills, posters, film clips, music, men resume and photos of the selected works to online and offline advertising, including but not limited to multi-platform publicity screening, brochures, posters, leaflets, media and other promotional channels, and the committee shall have the right to the work for publicity purposes or authorized third party to edit the work properly, interception, clip, assembly, etc.



If you have any questions, please call 86-10-85564221 or email [shortshortfilm@firstfilm.org.cn](mailto:shortshortfilm@firstfilm.org.cn).

\*The festival committee reserves the right to decide on any eventuality not foreseen in the guidelines and to modify the guidelines in due form. Participation in FIRST International Film Festival by submitting the work and/or accepting the invitation from FIRST IFF implies acceptance of the rules and regulations by the filmmaker, producers, and rights holders. The Chinese text of these Rules and Regulations is the authentic and binding version.