



Melbourne Queer Film Festival 2018 Festival Creative Competition

MQFF is offering an opportunity for creatives, artists and graphic designers to submit a creative theme that will be used across all MQFF marketing material for the 2018 Festival. The winning creative will be showcased across all MQFF assets including social media, the 2018 Festival program, posters, the MQFF website, program launch collateral and much more, all in the lead-up and during the vibrant 11-day festival.

GOOD LUCK!

1. COMPETITION AND PRIZE:

The winner will receive:

- A \$1000 cash prize
- An exclusive invite to the MQFF Program Launch
- Two free tickets to Opening and Closing Nights
- Showcase the winning concept in the MQFF Festival Lounge
- 12-month membership to the 2018 Melbourne Queer Film Festival

This competition is open to anyone from beginners with a unique concept to graphic design gurus and amazing visual artists to create a powerful symbol that represents MQFF. No matter what your experience, it's the creativity and passion for the Festival that counts.

Submission

- You may submit up to 3 concepts and 3 variations of each.

2. ABOUT MQFF:

Melbourne Queer Film Festival is a not-for-profit organisation and Melbourne's most loved queer arts community event with more than 21,000 patrons attending each year.

MQFF educates, challenges and entertains by delivering a curated festival of the best of LGBTIQ-themed film content. We stimulate and encourage discussion of LGBTIQ and film issues through panels and Q&As. We support queer filmmaking through advocacy and filmmaker awards. And we proudly support Australian filmmaking talent by offering industry days and programs.

MQFF films and events are held at ACMI, Palace Kino and Nova cinemas.

A curated festival the size of MQFF takes considerable planning and resources. MQFF is staffed by a small and committed team and supported by extraordinary volunteers. MQFF has consistently delivered a world-class event, and as a non-profit organisation relies on the support of private donors, community and corporate sponsors.

Our values:

- Quality - We expect to succeed. We work hard and deliver our best at all times.
- Fun - We are bold and creative and strive to bring fun to our community and to our staff, supporters and volunteers.
- Diversity - We value difference. We seek to bring out the best in each other and respect everyone's contribution.
- Community - We are a part of, and work for, the benefit of our community.
- Integrity - We are professional. Trust, respect and collaboration are essential. Our success depends on positive interactions with others.

3. BRIEF ESSENCE

The winning image will be instantly recognisable, relevant, dramatic and engaging as a poster and the cover of the MQFF Program. The winning design will be one that speaks to the MQFF tag line:

Proudly Different

Your design **must** include:

- Our tagline, 'Proudly Different'
 - Our website URL: www.mqff.com.au
 - Our logo as the 'lock-up' with the words Melbourne Queer Film Festival
 - Any colour combination of your choosing
 - A creative proposition that creatively connects to 'Proudly Different'
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- Provided in Illustrator File
 - 1500px x 800px with no copy in the outside 20% of the image

Designs can be in any medium or art form such as digital, illustration, painting, sculpture or photography, but the final entry must be two-dimensional.

Things to consider when creating your Festival concept

We want our audience (community members, friends and family) to attend the 2018 MQFF Festival and just LOVE the experience. It's more than just going to the movies. It's an experience!

All cinemas at ACMI screen queer content for 11 days and nights with extra sessions at Kino and two 'northside' weekends of programming at Carlton's Cinema Nova. The audience can spend time in the ACMI bar/restaurant where they can mingle with other Festival fans. DJs play across the evenings, Q&A sessions are held to encourage discussion and debate, our sold-out Opening and Closing Nights see audiences packed to the rafters, filmmakers and actors attend the Festival and spend time with audiences and so much more.

We want our audience to be engaged, entertained, and challenged by its content, to talk about their Festival experience during and after the event and to return each year. We want them to consider becoming a member of the Festival. We want them to experience more than 'just going to the movies' to see some queer content.

Please note: The final creative may have changes and minor adjustments made in consultation with the MQFF team. The creative will also be modified or cropped to suit various usages as required. Please read the terms and conditions for full details

4. 2018 JUDGING PANNEL:

A panel consisting of members of the MQFF Board and staff will select the winning creative.

The winner of the 2018 Festival competition will join the judging panel for the 2019 competition.

Two runners-up will be chosen along with the winning design and all submissions will be available to showcase on the MQFF website and displayed in the MQFF Lounge for the duration of the 2018 Festival.

5. THE WINNING CREATIVE WILL BE USED AS:

- Printed Program cover and will influence the program design
- Website assets – page tiles across the site
- Social – Facebook, Twitter and Instagram
- Posters
- Postcards
- Volunteer T shirt
- MQFF Lounge 'gallery' along with two other finalists

6. TIMINGS

Competition opens: 20 October 2017

Finalist Submissions: 10 November 2017

Winning image revealed: 13 November 2017

7. TARGET MARKET

Who are we marketing to?

- 21,000 attendees
- Tertiary educated (92%)
- Interested in restaurants, going out, arts, the gym
- LGBTIQ (95%)
- 54% male, 41% female
- 51% aged between 25 and 44

8. HOW TO SUBMIT YOUR CONCEPT:

Submit your concept:

SUBMISSIONS can be uploaded in PDF, JPG, PNG or TIFF format at 300DPI, with a maximum file size of 5MB EMAIL SUBMISSIONS must be sent to competition@mqff.com.au with 'MQFF 2018 Festival Competition' in the subject line.

Final submissions must be sent to competition@mqff.com.au no later than:

5:00pm Friday 10 November 2017.

Please see the below Terms and Conditions for more details

Important details:

- Images that represent or incorporate violence, pornography, alcohol consumption, homophobia, gambling or anti-social behaviour will not be considered.



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Previous Festival Creative References:

