College of Fine Arts and Communication

Film and Digital Media Fund

Project Proposals Index

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CFAC Film and Digital Media Fund
Guidelines for Project Proposals

What is the CFAC Film and Digital Media Fund?
Under the direction of the College of Fine Arts and Communication, the Film and Digital Media Fund (FDMF) is a means by which students, faculty and departments receive support to conceptualize and explore, create and produce innovative and forward-thinking film, television and new media projects in support of BYU’s educational mission. The fund encourages proposals that are dedicated to exploring disciplinary ideas and stories through the application of cinematic language, forms, structures, and techniques.

What kind of proposals does the fund support?
The fund supports ideas in two ways: (a) provides development funding for experimentation and exploration of ideas, and (b) provides financial assistance for executing disciplinary driven ideas, form, and stories. Successful proposals will:

- Propose relevant and compelling experimental, visually driven ideas and stories that are shaped and enhanced through the use of cinematic language, forms, theory, techniques and tools.
- Facilitate mentored learning experiences that engage students with faculty and/or professional mentors.
- Facilitate interdisciplinary and/or intra-departmental collaboration at the conceptual, production, and/or exhibition stages.
- Demonstrate project and student learning excellence through quality disciplined media projects that reach intended audiences.

While the fund is supportive of faculty creative work, it encourages the student involvement wherever possible.

Who can submit proposals?
Proposals may be submitted by students, faculty or departments in the College of Fine Arts and Communications.

Who can participate? Participants may include students, faculty and other professionals who are committed to engaging ideas and cinematic expression. Faculty and professionals are encouraged to provide, where possible, meaningful student experiences in conceptualizing and executing the project.

What is the review and funding process?
The FDMF accepts proposals twice a year (see deadlines below). There are two different funding phases (development and production) and two distinct production applications, one for departments/faculty and one for students:

A. The Development Proposal phase provides resources to assist applicants in initiating and conceptualizing a project. It provides small amounts of funding for student and faculty applicants to shape an idea, concept or story. Depending on the sophistication or complexity of the idea or an applicant’s experience, the development process will vary from one project to the next and may require that the project go through multiple reviews to strengthen the idea and its cinematic expression before submitting a production proposal.
Depending on the quality of the proposal the FDMF may fund the project outright or request further conceptual and visual development before releasing or phasing the release of funds.

B. The **Production Proposal** phase provides funding and additional resources and/or connections to other resources. Depending on the size and scope of the project, the FDMF may not be able to fund the complete project.

### Development Proposal Process

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Consultation*  
FDMF Review  
Funding  
Production

*Note: For student proposals, the consultation step for both the developmental and production proposals requires a departmental review in advance of submitting proposals to the FDMF.

**Deadlines/Submissions**
Submission deadlines are February and October (Winter and Fall semesters) of each year. Check the College of Fine Arts website for due dates.

**Intellectual Properties**
The BYU Intellectual Properties Policy stipulates that projects developed with substantial use of university resources are the property of BYU. Where outside funding and other resources are of significance, the BYU Creative Works Office will arbitrate copyright and ownership issues.

For consultation or other questions, contact Tom Lefler, D-534 HFAC or email thomas_lefler@byu.edu.
Development Section

If you are seeking “development” funding only, complete the one-page proposal below.
Student and Faculty Development Proposal

Contact Information

Title of Project _________________________________________________
Primary Applicant Name __________________________________________
Phone _________________________ Email ___________________________

List all other potential participants including names and emails and their roles in the project. (Student proposals should identify faculty and professional advisors/mentors and be accompanied by the departmental letter of support, indicating that the proposal has been reviewed by faculty and the department chair.)
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

On a separate page, using a minimum of two typed pages, respond to the following questions. In your Letter of Intent please include the header for each question (see below) for reference purposes.

Proposal Letter of Intent:

1. What is your project idea? (The content of student proposals must be guided by the Aims of a BYU Education and LDS Church values.)
2. Provide a short synopsis or treatment of your project idea.
3. How will rendering your project idea in a cinematic form enhance and enrich its meaning and impact? What insights to cinematic possibilities does it offer? Why not write about it rather than make a film?
4. Considering your role at BYU, how will this project impact your research and/or studies or the academic mission of your respective department/unit? (Student applicants should address how this experience will facilitate their course of study and graduation plan.)
5. What other existing projects have you seen that are similar to the project idea that you are proposing? What cinematic elements do they employ?
6. Who do you see as its primary audience? How do you intend to reach it? How will it be distributed?
7. How will this project provide valuable experience for students? How will this proposal facilitate a collaborative student-faculty, team-mentored environment with professional expectations? If so, how? If not, why? (Student proposals should demonstrate wherever possible collaborative, inter- and intra-departmental participation.)
8. What is your intended schedule for the project’s production?
9. Explain your ability and commitment to seeing the project through.

Development Budget Request

Prepare a standard one page budget request for financial assistance to include supplies, travel, hotels and meals, etc.
Faculty Production Application

If you are applying for production funding, complete and submit the information outlined on next two pages.
Faculty Production Application

GENERAL INFORMATION

DATE _____________________

TITLE ___________________________________________

PROJECT LEADER _______________________ DEPARTMENT ___________________________

OFFICE ADDRESS _________________________ TELEPHONE _______________________

OTHER TELEPHONE ___________________ EMAIL ________________________________

STUDENT PARTICIPANTS: ______________________________ EMAIL ___________________

______________________________ EMAIL ___________________

PROJECT INFORMATION

EST. PROJ. LENGTH _____________ EST. COMP. DATE __________________________

PROJECT ONE-LINE DESCRIPTION:

_______________________________________________________________________________________

_______________________________________________________________________________________

SAMPLE ON-LINE EXAMPLES (URLs):

PRIMARY PROJECT TYPE: Fiction Non-Fiction Other:

Please describe:

PRODUCTION FORMAT (describe the basic tools you anticipate using to capture/manipulate images):

FUNDING INFORMATION

EST. BUDGET _____________________

COLLEGE/DEPT FINANCIAL CONTRIBUTION ________________

FUNDING REQUEST ___________________

OTHER SOURCES OF FUNDING __________________________

DEPARTMENTAL INFORMATION

DEPARTMENT CHAIR ________________________________

APPLICANT _________________________________

Prepare Proposal Application Information (see backside of this form) and attach to cover sheet. Submit 1 (one) hard and 1 (one) electronic copy of the application to Tom Lefler, D-581 HFAC/thomas_lefler@byu.edu, by 5:00 p.m. on the due date.
FACULTY PROJECT APPLICATION INFORMATION

To complete the application, please prepare a project proposal and attach it to the Project Proposal Cover Page.

- **Letter of Intent** (letter must include: financial scope; impact on teaching and administrative duties/commitments; relationship to student experience; and how it furthers your personal creative/research activities and advances your department, college, and the university's interests).

- **Department/College Letter of Support** (applicant’s letter of intent must be reviewed by chair and supported by a separate departmental letter of support.) Departmental financial assistance is encouraged and reflects the department’s support of the project.

- **Project Purpose Statement** (give a short description of the project’s purpose). How is this project different or unique?

- **Cinematic Potential** (illustrate how cinematic, language, forms, structures, and techniques will be used in the project idea?). How will rendering your concept or idea in a cinematic form enhance and enrich its meaning and impact? What insights in to cinematic possibilities does it offer?

- **Mentor/Student Team** (one-page vitae or resume of principle team members). Teams should professionally reflect the level of experience required for the project's distribution plan; outline/illustrate how students will be positioned in meaningful experiences and mentored by the production team. If students are not included, please explain why?)

- **Treatment/Script**. Outline the elements that capture the narrative, tone, and visual approach. (The university retains editorial control, depending on subject matter and the project's distribution venue--e.g. broadcast, cable, educational, home video, etc.)

- **Budget** (detailed production budget to include development, production, and marketing/promotion costs if applicable). Who will pay for marketing and distribution costs? A standard industry budget format is preferred and will be provided.)

- **Funding** (sources or fundraising plan). What benefits/controls are promised to funding sources? The committee does not have the resources to fund large projects; rather, its contribution will be considered as seed or development funding. Depending on the overall project costs, other department, college or other funding support could be important considerations.

- **Distribution/Audience Survey** (outline the specific target audience). What is the final shape and scope of the project? How will the project reach its audience? Broadcast or re-versioning options; educational/outreach options; social networking opportunities, etc.)

- **Ownership/Rights** (overview and status clarifying content ownership and creators or other participants or financial interest in project). Applicants should be aware that the University retains interest in projects developed or produced with substantial University resources. Check with Creative Works on the university’s Intellectual Properties Policy.)