



The Film & Video Institute

THE IAC BRITISH INTERNATIONAL AMATEUR FILM COMPETITION 2012

Judges' Comments

Title: Hip Hop International
Number: 58169
Award: 4 stars

This film is a vibrant pop video - well planned, well filmed and very well edited. It is full of life and energy. It kept us entertained throughout its five minutes length.

Of course the music sets a strong rhythm and provides a lot of the energy. However the visuals easily keep pace due to the fine editing with rapid intercutting.

The only problem we had with this film is due to the subtitles. We are grateful that you took the trouble to include subtitles – without them we would have entirely missed the 'message' of the song. However there are difficulties. First the font is too small, so that we had to strain to read them. Second the song is very fast and the subtitles are very long. They only remain on screen for a short time. We found we could not watch the images and read the subtitles at the same time – it had to be one or the other. Our recommendation is to have no more than 30 – 33 characters in a line, and no more than two lines of subtitles. Depending on the complexity of meaning, a subtitle should remain on screen for between 1 and a half and 3 seconds. Usually subtitles are a précis of film dialogue – it is very rare even in dramas to have room to provide an exact translation. In this situation we suggest you either provide subtitles that summarise the important thoughts and messages of the song or have a caption at the beginning describing what the song is about.

As far as we did follow the lyrics, we liked the positive message of spreading friendship and co-operation around the world through Hip Hop. The film reflects this message with the wide range of faces and voices taking part.

Jan Watterson on behalf of -

Judging Panel: John Astin LACI, Christine Collins FACI, Jan Watterson