



**smile  
for  
london**

# smile for london

## **We love London.**

It's a breathtaking city overflowing with creative talent from all corners of the globe. Our mission is to bring some of this talent and creativity to the weary commuters on the London Underground, reminding them how great it is to be a Londoner.

For two weeks in January 2011, we're taking over the CBSO platform screens on weekday mornings with a programme of film, video and animation, showcasing the best of London's emerging and existing artistic talent. If you love London too, and have the talent, read on to find out how your work can make it to the screens and help make this a permanent London feature.

## **Flagship brief**

Create a **twenty second** piece of animation, moving image or film for the digital screens with the ultimate aim of inspiring, exciting or amusing Londoners as they make their way into work. We want you to really push the boundaries of this exciting and underexploited medium. Keep the message positive, inoffensive and remember commuters are looking for an escape from their Tube journey.

Take into consideration that there is **no audio** – so you should be able to draw an audience with visuals alone. Bear in mind that animation and scrolling copy works better than static copy on these screens and that over-elaborate animation adds very little in terms of impact.

In a well-lit environment like a Tube platform, low lit or dark-coloured video can look washed-out. but dark animation will work with high contrast. With all colours it is advisable to increase the contrast by around 20%.

Some interesting surveys on the psychology of the commuter can be found at: <http://www.cbsoutdoor-alive.co.uk/insight>.

# smile for london

## **Whats in it for you?**

Should your piece be one of the fifty selected by online voters, you'll be invited to the launch at the Museum of London where you'll have the chance to network with industry leaders and other talented Londoners. The overall winning entries will be announced and showcased at this event, with a showreel space dedicated to presenting the winners' showreels. The pieces will then be broadcast on the CBSO screens on the London Underground over our flagship two weeks which will include work by leading animators, directors and artists.

We want to make sure that as many people as possible know about Smile for London. So we'll be enlisting the powers of the blogging network, industry and national magazines, newspapers and the radio to spread the word. Even if your work isn't selected, as soon as you upload you'll be showcasing it to a wide, online audience.

Submitters should note, that from early November Smile will profile creators of our favourite submissions. These profiles will be showcased on our site, newsletter and other promotional activities ensuring maximum industry exposure. So get moving! The earlier you submit your work the more chance you'll have to get additional exposure.

## **Selection process**

Once uploaded, all content will be assessed to see if it's suitable for publication. Our criteria primarily focusses on the specific needs of the medium, commuter psychology and whether this has been explored and played with. Quality of craft, concept, innovation and overall impact will all play a part in considering whether a piece is appropriate.

Once your piece has been approved to our Vimeo Submission Pool, we will then consider it for showcasing on either the Student or Professional Vimeo channels. The fifty most popular submissions from the channels (decided by the number of votes they receive) will go through to the next round. In this final round, four legends from different creative industries will select four pieces to go forward for our flagship event.

# smile for london

## Guidelines

You can submit as many pieces as you like, old or new, however avoid nudity, sexually explicit scenes, swearing and violence. Your piece must be non-commercial, all your own work, and you should have obtained copyright or relevant permissions for all images and films used in your piece. Filming on the Underground is illegal, and LU have restrictions on how the Tube and the underground environment is represented, so any reference to this needs to be avoided.

By submitting your work online, you give us the right to broadcast the piece on your behalf. Wherever your work is positioned, online or on the Underground, at subsequent screenings and DVD's, you will always be credited and you retain ownership of the piece. However, we reserve the right to use your piece in all promotion for Smile for London.

## Deadline

The final day for submissions is **3rd December 2010**. Upload your work to our **Vimeo** Submission Pool and if your work fits the brief we'll publish it in the pool, and if we think it's exceptional, we'll showcase it on either our Student or Professional Vimeo channel.

## Spec for upload

- Resolution of 1280 x 720
- 16:9 aspect ratio
- QuickTime file format (.mov)
- Video codec: H.264
- Data rate: 5000 kbits/sec
- Should be 20 seconds long.

# smile for london

## **Spec for the Underground CBSO XTP Screens**

Should your piece be chosen for the screens you will have to deliver it in the following format:

- Resolution of 1280 x 720
- 16:9 aspect ratio
- QuickTime file format
- Using either of the following video codecs:
  - Animation
  - Uncompressed 8-bit 4:2:2
- File size no larger than 2GB
- Containing a silent digital audio stream at 48KHz (2 Channel)
- Should be 20 seconds long.

Though all the screens display the full image, we advise using standard action and title safe for the screens so that all images and text are clear for viewing: [http://en.wikipedia.org/wiki/Safe\\_area](http://en.wikipedia.org/wiki/Safe_area)

Action safe - 10%

Title Safe - 20%

**Good luck!**  
**From Smile x**

For any questions, please email [hello@smileforlondon.com](mailto:hello@smileforlondon.com).