

FILM CRAFT LIONS CATEGORIES 2010

The jury will reward the quality of Craft as demonstrated in the filmmaking process. This might take into account for example the quality of the direction, copywriting or editing; the skilful use of music or sound design, depending on the category entered. The idea behind the execution in relation to the client or brand should be of little or no consideration to the Craft jury, accepting, of course, that it is often integral to the ad and cannot be ignored completely.

If the film or ad gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories, even if it is not awarded in the product and services categories.

The jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

A. Film Craft Lions

A01. Production Design

A02. Direction

A03. Cinematography

A04. Editing

A05. Copywriting

A06. Best use of Music

A07. Sound Design

A08. Special Effects & Computer Graphics

A09. Animation