



**Faculty of Humanities and Social Sciences
University of Sri Jayewardenepura
Gangodawila, Nugegoda, Sri Lanka.**

Inter University Video competition.

1. Title: Heritage Plus: Short Video Competition

2. Introduction:

The Cultural Committee and the Japura Tourism of the Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura will be present the Short Video Competition aiming to preserve the Cultural Heritage and promote tourism industry in Sri Lanka. The theme of this competition is “Sri Lankan heritage” and it provides a platform for aspiring filmmakers, storytellers, and video enthusiasts to showcase their creativity skills through short videos. This competition not only encourages creative expression of the University community but also contributes to the growth of Sri Lanka's tourism industry. By fostering a platform for students to showcase their Video making skills and their perspectives on tourism, we aim to enhance awareness and appreciation for the country's cultural and natural treasures. This will be a call for innovative ideas that portray the essence of the country's tourism potential.

3. Collaborative Partners:

- Future Lanka Research & Development Foundation
- Sri Lanka Tourism Promotion Bureau (SLTPB)
- Asian Film Academy

4. Competition Theme: "Sri Lankan Heritage"

5. Objective of the competition:

The primary objective of the "Sri Lankan Heritage" video competition is to empower and encourage emerging filmmakers, storytellers, and video enthusiasts to produce compelling short videos that authentically capture the richness of Sri Lankan heritage. Through this competition, we aim to create a diverse collection of high-quality videos that showcase the unique cultural, historical, and natural facets of Sri Lanka, ultimately serving as potent promotional tools for the Sri Lanka Tourism Promotion Bureau. The successful accomplishment of this objective will not only elevate the creative talents of participants but also contribute significantly to enhancing the global visibility and appeal of Sri Lanka's tourism industry.

6. Expected Outcomes

- Preserve the Cultural Heritage in Sri Lanka by using Short Videos.
- Increased awareness of Sri Lanka's tourism potential among university students and the public.
- Nurturing filmmaking talent and creative expression in the realm of tourism.
- Strengthened collaboration between educational institutions and tourism industry.
- Creation of a collection of short videos that serve as promotional tools for Sri Lanka's tourism industry.

7. Sustainability

The success of this project will pave the way for future iterations, fostering a sustainable platform for university students to engage with the tourism industry and express their ideas through film.

8. Implementation Plan

Phases I

- I. **Registration for the competition:** All the interested applicants should register for the competition before the deadline. The registration link will be given in the poster and the registration portal will be available at the cultural committee website of FHSS.

II. **Collaborative Workshops:** The registered competitors will be given the support to bring their ideas to life through short videos. They will receive mentorship and guidance from the Asian Film Academy. Asian Film academy will organize workshops focusing on the concept, synopsis writing, filmmaking techniques, storytelling, and tourism-related content.

These workshops will enrich participants' skills and understanding of both the creative and tourism aspects of the project. **Participation in these workshops is not mandatory.**

III. **Call for Video Submissions:** registered participants can be submitted their original works along with the synopsis.

IV. **Selection Process:** A panel of experts will review the submitted synopses and the videos and select the finalists.

Phase II

V. **Post-Production:** Promoters will be chosen for the postproduction through the industry. During the second phase of the competition, the top 05 videos will receive sponsorship from industry experts to support their further development and promote Sri Lanka's tourism in global tourist markets. This sponsorship will be contingent upon the satisfaction of the sponsors with respect to the video and its content.

9. Eligibility:

- The competition is open to participants of University Undergraduates- Internal (State and Private, Universities), Undergraduates-External (State universities), Post Graduate Students.
- Collaborative entries are also welcome.

10. Prizes:

- Champion: SLR 75,000.00 and the certificate
- 1st runners -up: SLR 50,000,00 and the certificate
- 2nd runners -up: SLR 25,000.00 and the certificate
- Most Popular video: SLR 50,000.00 and the certificate
- Merit certificates will be provided to selected synopsis.
- Opportunity to showcase the top five videos for the promotion of Sri Lanka tourism.

11. Video Submission Guidelines:

- Videos must be original works created for this competition. Any copyrighted material (music, visuals, etc.) used must have proper permission.
- Videos and other relevant documents should be uploaded to a designated platform and the link submitted through the official competition website.
- Video Length: Videos should be between 1 to 4 minutes in length, including opening and closing credits.
- Submission Format: Videos should be uploaded to a designated platform and the link submitted through the official competition website.
- Format MP4
- Resolution: 1920x1980 Pixel/1280x720 pixel
- Maximum file size: 2000mb
- Language: English (Synopsis and other documents can be submitted in any language)

12. Important dates

- Deadline for registration: 25th of April 2024
- Workshops: 7th May - 30th May
- Video submission: All entries must be submitted by 30 July 2024

13. How to Participate:

Register on our official competition website.

14. Contact us:

For general information

Dr. W V P H Ranaweera – 0761916967/ Mr. Rasika Jayasinghe - 0772790044

For technical support

Mr. Muditha Arumawadu – 0773122356/ Mr. Lahiru Siriwardene – 0778554181

15. Organized by:

The Cultural committee and the Japura tourism

Faculty of Humanities and Social Sciences

University of Sri Jayewardenepura

16. For Registrations

<http://fhss.sjp.ac.lk/cult/2024/02/23/heritage-plus-short-video-competition/>