

# 48 Rizzle Reformat Project

## Content/Quality Requirements

### Instructions for reformatting your 48 Hour Film:

Your goal is to reformat your 48 Hour film to make a **vertical (9:16)** series in **one-minute episodes** that grabs the viewer's attention.

The constraints of the reformatting are:

- The video must be vertical
- The content must be delivered in 5 episodes or more
- Each episode must be between :30 seconds and :60 seconds
- The content must have a maximum rating of PG-13 (bleeping out f-bombs is acceptable)

For the 48 Rizzle Reformat Project, you are permitted to use footage not in your original film. Was there a scene you cut? Do you need to shoot something more to make the story perfect? Either of these is acceptable here.

### Best Practices:

- Attention spans on vertical platforms are short - **so start your first episode by grabbing the viewer's attention in the first 3 seconds.**
- Do not include opening titles.
- Remove long establishing shots (those work well in a theater, but here you want to introduce the story or t/he character immediately).
- **Make sure each 1-minute episode feels like an episode.** I.e. wherever possible, identify a strong beginning, middle and end. Do not cut in the middle of lines of dialog or music cues, or between a setup and a punchline.
- Medium shots (where possible) work better than extreme close-ups or wide shots.
- NO BLACK BARS. Make sure you are reformatting to a true 9:16 (not 5:4, not 16:9 with bars on the bottom on top, and not 16:9 that requires you to turn your phone horizontal to watch it).
- **Pan and Scan** can work to get more information in the frame, if needed. Just take care that the scanning isn't too abrupt or blurry.
- **Tighter cuts** (i.e. turning a 2 or 3-shot into singles) are viable.
- Please do not simply convert the video to vertical without adjusting; i.e. characters should not be speaking when they are off the frame unless this is a directorial choice from the original film.
- NO watermarking on the videos
- When possible, videos should be optimized for the vertical format - fit characters with the proper distance from the camera so that 2/3rd to 3/4th of the body is visible in the frame.

Final Note: One great tool is [Auto Reframe](#) from Adobe Premiere Pro. This ensures that the vertical cut does not have important scenes or characters cut-off

## **Video Quality**

If the input is a horizontal video (say, originally shot for YouTube), the input quality of the 16:9 video may have the following parameters:

- 2560x1440
- 30 fps
- 12 Mbps bitrate

Videos submitted to Rizzle must meet minimum standards

- 720p
- 5Mbps bit rate
- 9x16 format (vertical)
- 30fps

## **Audio Quality**

- Stereo, 2 channels
- 48 kHz sampling rate
- 256 Kbps bitrate preferred (128kbps minimum)
- Please ensure that there are no audio-video synchronization issues in the final vertical videos