

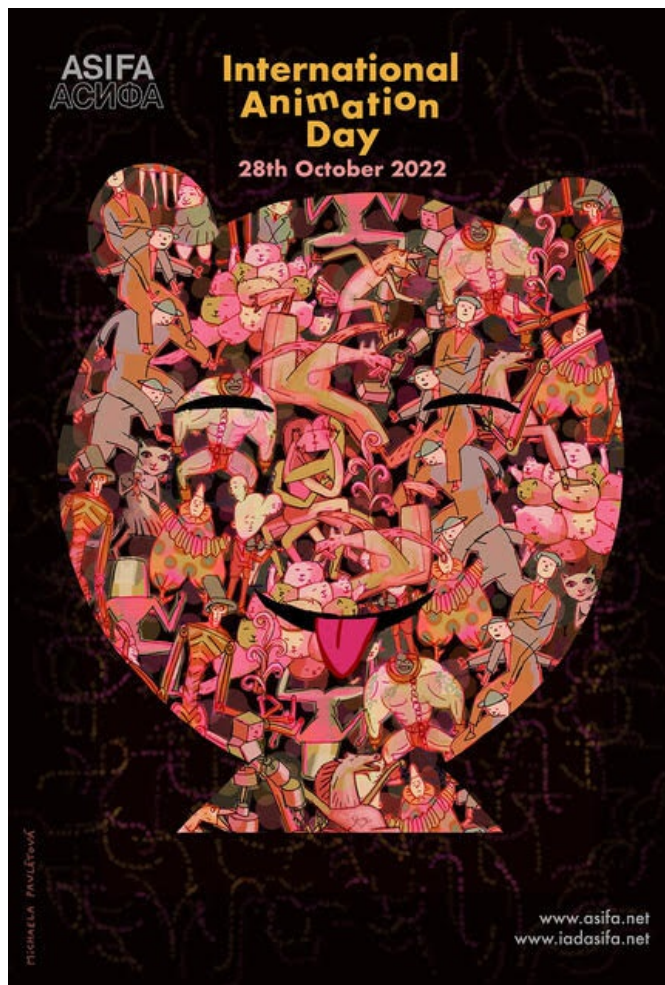


*The Month That
Just Keeps On
Giving!*

*Yet another ASIFA Central
Newsletter 2022
for IAD Information!*




The Retreat in July was so jam-packed with info and reportage that it will take a second installation to squeeze through the ASIFA Central bandwidth (coming soon!). In addition, the International Animation Day Celebration is approaching, and that means - *more film freeway instructions!*
And that's what we have in this notice!!!



Michaela Pavlátová

*Introducing this years 2022 International
Animation Day Poster!*

*Poster creator interview/press release: Michaela Pavlátová - press
release by Bob Swieringa*

 joyful menagerie from Michaela Pavlátová
The International Animation Day poster was designed this year by Michaela Pavlátová, animator and film director from the Czech Republic. The poster is vibrant, colorful, and

playful – an image of life, of motion.

“The inspiration for the poster was joy, a celebration of animation,” wrote Michaela. The variety of characters and motions are contained in the outline of a head, itself expressive and playful. “I like to draw people and animals... but there could also be other characters, other animals... But at the moment I drew the ones that are there – interesting, fun, crazy, diverse” she explained. This extended to how she also thought of the head, full of these characters and ideas: “And because I

wanted the head to be sympathetic, playful and also a little bit provocative, I gave it a small protruding tongue.”

Michaela notes that her path to animation was quite straight, attending the Academy of Arts and Crafts (UMPRUM) in Prague after completing art high school. Originally, she wished to study illustration, but given the competition for openings, she thought of animation, entering the animation department “and very soon I fell in love with animation itself.”

Undertaking animation can be demanding work, but she found that she had a right combination of “a certain amount of talent, discipline, strong will, enthusiasm, humility, diligence, patience,” that have continued to aid her in her career. After graduation she made a few animation shorts in the state studio Kratky Film Prague, a place rich in animation history.

After a period of time working in San Francisco, she returned to the Czech Republic, directing live action films and creating animated shorts and an animated feature film (*My Sunny Maad*, 2021), and would like to make another. “An important part of my life is also teaching,” Michaela said; she is currently head of the department of animation at FAMU Prague.


Michaela notes that working in animation is a unique undertaking. “Who else would want to spend life in isolation in our dark studios... working for ages on films... And still, we love it, we are obsessed with our work. Frame by frame we create new life, new stories which can be real, funny, sad, obscure, touching, alarming, poetic, you name it.”

Looking at animation broadly, she sees animation as “a distinct, unique art form with a long tradition that currently takes many forms... Animation is constantly getting a new face, new platforms and new possibilities” as it appears in expanding areas, such as games and virtual reality, as part of the mainstream and the indie art scene.

She sees the current state of animation in this range of approaches – both in form and content. “I hope that animation will continue to be so colorful, diverse and inspiring,” she says. And that creativity deserves recognition, embodies in her IAD poster: “The diverse yet strong community of crazy people creating new universes deserves to be celebrated!”



IAD - How You May Participate
(this may seem somewhat familiar)
Deadline for Submissions: September 1, 2022

 The IAD program is coordinated through the online festival broker, Film Freeway. It's free, but it is a multi-step process. If your intended film is already in Film Freeway, skip to Part Three below.

Note #1 - more information on the streaming version of IAD films will be coming soon!

Note #2 - and this is important to understand - *this is not a festival*. ASIFA is using FilmFreeway as a holding zone for films that chapter members want to make available for showing as part of the IAD celebration. *No prizes are awarded, and no laurels are "official" for ASIFA IAD*. Chapter representatives will pick among the submissions, and on IAD, will run them as part of that area's contribution to the international celebration!

PART ONE - Some basic requirements and Guidelines

Get your animation into a digital format (ie, mp4). This will make it possible to assemble IAD entries into a compatible program.

Here are the suggested criteria from the IAD Coordinator, Bri Yarhouse:

Film dimensions should range in size from: 1280x720 to 1920x1080

Use NTSC format

Video Compression: H264

Pixel Ratio: Square Pixels

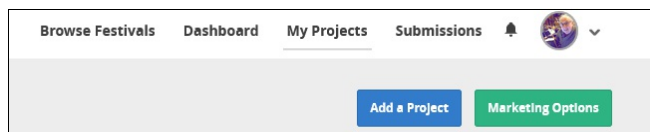
Try to keep the file size to 10 gigs or lower

PART TWO - Putting your masterpiece into the FilmFreeway portal

1. Go to <https://filmfreeway.com> and create a profile for yourself, if you haven't already done so (if you have a profile, log in!)

2. While in the same portal, create a profile about your project. To do this, look at the top of your newly created profile page for *My Projects* and click on that.

3. Then click on a blue button *Add A Project*



4. This opens up a series of sub categories - project info, then submissions info, then credits - fill up as many of the 5 fields as you can

5. THEN you get to upload your project file - the portal will take you to a new page and permit up to a 10G sized file (this is why we suggest a 10G file maximum!)

6. Repeat the process for each film you want to put into the Film Freeway library. No

restriction on the number of submissions into the IAD collection!

OK, now you're done with the file building in Film Freeway.

PART THREE: Contact the ASIFA Central Secretary, yr hmbl typst, Jim Middleton at jim.middletonrx@gmail.com for your entry code information!

If you entered a film in last year's IAD, the process will be identical, nevertheless, it is only being distributed on a person-by-person basis to keep extraneous activity from occurring!

And then in October, you can be an INTERNATIONAL STAR!