



REGULATIONS
on the International Art Project
"FESTIVAL OF AUDIOVISUAL ART
«GOLDEN FRAME»"

APPROVED

by the Faculty Council of Film and Television Art
of the Kharkiv State Academy of Culture
Minutes No. 1 of August 27, 2019

UPDATED AND APPROVED

by the Faculty Council of Audiovisual Art
of the Kharkiv State Academy of Culture
Minutes No. 1 of August 21, 2025

Chairperson



Nataliia MARCHAICHUK

SECTION 1.
GENERAL PROVISIONS

1.1. “Festival of Audiovisual Art “Golden Frame” (hereinafter referred to as the Festival) is held with the aim of identifying and supporting talented students and young artists in the fields of audiovisual art and photography, promoting their creative growth and professional development, as well as popularizing contemporary audiovisual art and photography in Ukraine and worldwide.

1.2. The founder of the Festival is Kharkiv State Academy of Culture (hereinafter referred to as KhSAC). The organizer of the Festival is the Faculty of Audiovisual Art of KhSAC.

1.3. The Festival’s Organizing Committee is the responsible body. The composition of the Organizing Committee, as well as the location and dates of the Festival, are approved by the Order of the Dean of Audiovisual Art Faculty of Kharkiv State Academy of Culture.

1.4. Main Objectives of the Festival:

- to create a platform for creative communication, exchange of experience, and ideas between higher education students of various levels, university teachers, and professionals in the field of audiovisual art and photography;
- to popularize contemporary audiovisual art and photography;
- to stimulate the creative potential of young artists;

- to expand international cultural ties;
- to enhance the prestige of Ukrainian audiovisual art and photography on the international stage.

1.5. The Festival is held biennially in the city of Kharkiv, with the possibility of involving remote venues (subject to agreed by the General and Official Partners of the Festival).

1.6. Participants of the Festival can be higher education / professional pre-higher education students of various levels and young emerging artists. Works created within the two years prior to the start of the current Festival are eligible for participation. Works can be submitted to the Festival directly by authors / author collectives; creative supervisors; higher education students of various levels; or the educational institutions where the authors of the competition works are enrolled.

1.7. Festival Categories:

- Screen Work
- Photography
- Short Screen Form
- Experiment
- Vlogging & Digital Media

1.8. The official languages of the Festival are Ukrainian and English.

CHAPTER 2.

PURPOSE, TASKS, STRUCTURE OF THE FESTIVAL

2.1. The purpose of the Festival is to identify and support talented students and young artists in the field of audiovisual art, promote their creative growth and professional development, as well as popularize contemporary audiovisual art in Ukraine and abroad.

2.2. The objectives of the Festival are:

- to create a platform for creative communication and exchange of experience and ideas between participants and industry professionals;
- to present and promote the best examples of contemporary audiovisual art and photography;
- to stimulate young authors to develop their own style and improve their skills;
- to foster international cooperation in the cultural sphere;
- to contribute to the growing prestige of Ukrainian audiovisual art and photography worldwide.

2.3. Festival Structure. The Festival consists of a Competition Program and a Non-Competition Program.

2.3.1. The Competition Program includes viewing and evaluation of entries by the Festival Jury in the categories specified in clause 1.7 of these Regulations. Works that meet the requirements of Section 4 “Terms of the Competition Program” of these Regulations are eligible to participate in the Competition Program.

2.3.2. The Non-Competition Program may include:

- masterclasses by leading industry professionals;
- creative meetings;

- roundtable discussions;
- exhibitions;
- presentations;
- non-competitive film screenings;
- retrospectives of works by distinguished figures in audiovisual art;
- other events aimed at promoting audiovisual art

CHAPTER 3.

FESTIVAL ORGANIZATION

(ORGANIZING COMMITTEE. DIRECTORATE. JURY)

3.1. An Organizing Committee (hereinafter referred to as the “OrgCommittee”) is established to organize and conduct the Festival.

3.1.1. The OrgCommittee consists of:

- **Chairperson** – the Dean of the Faculty of Audiovisual Arts of KhSAC or a person authorized by them;
- **Deputy Chairperson** – a leading academic staff member of the Faculty of Audiovisual Arts of KhSAC, whose candidacy is approved by the faculty's staff upon the Dean's proposal, or a representative of the co-organizer (if a co-organizer is involved in the year the Festival is held);
- **Committee Members** – representatives of the KhSAC administration, representatives of partner organizations, and specialists in the field of audiovisual art and photography.

3.1.2. The tasks of the OrgCommittee are to:

- develop and approve the Festival program;
- determine the date and venue of the Festival;
- approve the composition of the Festival directorate;
- secure funding and resource support for the Festival;
- make decisions on key organizational matters related to the Festival's execution.

3.2. The Festival Directorate coordinates current matters with the OrgCommittee.

3.2.1. The Directorate consists of:

- Heads of departments of the Faculty of Audiovisual Arts of KhSAC;
- persons responsible for creative, educational, international, and career guidance work at the faculty;
- specialists in the field of audiovisual art, engaged (by agreement).

3.2.2. The Festival Director is appointed for each year the Festival is held, during the first planning meeting, upon the proposal of the Festival President (or in their absence, by the Chairperson of the OrgCommittee).

3.2.3. The Directorate:

- receives and registers applications for participation;
- forms the jury panel and submits it for approval to the OrgCommittee;
- organizes the technical and logistical support for the event;
- provides information and PR support for the Festival;
- interacts with partners and sponsors;
- prepares necessary materials for the jury;

- organizes the opening and award ceremonies;
- performs other tasks assigned by the Organizing Committee.

3.3. The **Festival Jury** is formed from leading specialists in the field of audiovisual arts, including film directors, cinematographers, screenwriters, producers, critics, faculty of art higher education institutions, and representatives of partner organizations. Jury members at all levels (professional and category-specific) must possess high qualifications, relevant work experience in the audiovisual arts, objectivity, and impartiality.

3.3.1. The *Professional Jury of the Festival* consists of no fewer than five (5) members. The Jury Chairperson, who is not a member of KhSAC academic staff, is elected at the first meeting by open vote of the Jury members. The Festival President may be appointed as Co-Chairperson. The Professional Jury evaluates the winning entries from each category, determines the Festival Grand Prix winner, awards Special Festival Diplomas, and approves the Laureate diplomas. All decisions of the Professional Jury are final and not subject to appeal.

3.3.2. The *Category Juries* are formed from the faculty's academic staff, third-level higher education degree candidates, and individuals from partner organizations (by agreement). The Chairperson of each Category Jury is appointed by the OrgCommittee, which appoints a *selection coordinator* who serves as a member and secretary of that Category Jury. Works selected according to the established criteria are submitted to the respective Category Juries for evaluation.

3.4. **Rights and Obligations of the Jury**

3.4.1. **The Jury has the right to:**

- evaluate competition entries according to the criteria defined in these Regulations;
- determine winners in the Festival categories;
- award special prizes and awards;
- submit recommendations to the OrgCommittee regarding improvements to the competitive aspects of the Festival.

3.4.2. **The Jury is obliged to:**

- act in accordance with these Regulations;
- ensure objectivity, independence, and impartiality in the evaluation process;
- maintain confidentiality when discussing competition entries;
- participate in all Jury meetings;
- sign the official record containing the voting results.

3.6. **Responsibilities of Jury Members**

3.6.1. Jury members bear personal responsibility for adhering to the principles of objectivity, ethics, and transparency when evaluating competition entries.

3.6.2. In the event of a violation of the provisions of this document, the OrgCommittee has the right to disqualify a jury member from participation in the evaluation process.

CHAPTER 4.

TERMS OF THE COMPETITION PROGRAM

4.1. Participants of the Competition and Procedure for Works Submitting

4.1.1. The following individuals and groups are eligible to participate in the competition:

- students of professional pre-higher education institutions of all ownership forms;
- students of higher education institutions of all levels and all ownership forms;
- young artists up to 35 years of age.

4.1.2. Competition entries may be submitted by:

- authors/author collectives;
- creative supervisors of authors who are students;
- educational institutions where the authors of the competition works are enrolled (if the institution's documents stipulate the institution's right to the work).

4.2. Competition Program Categories (running time)

4.2.1. Screen Work:

- fiction film (short film, up to 30 min.);
- documentary film (short film, up to 30 min.).

4.2.2. Photography:

- photojournalism/reportage;
- artistic photography;
- conceptual / experimental photography.

4.2.3. Short Screen Form (up to 5 min.):

- music video;
- commercial/advertisement video;
- fashion video;
- musical video;
- animated short;
- other (author's) format.

4.2.4. Experiment (up to 10 min.):

- video art;
- media art;
- experimental Video.

4.2.5. Vlogging & Digital Media: blogs, vlogs, podcasts, interviews, shows, other authorial formats (up to 20 min.)

4.3. Requirements for Competitive Works

4.3.1. Works created no earlier than two years prior to the Festival start date are eligible for participation.

4.3.2. Works must be submitted in their original language with English subtitles (if the original language is not English).

4.3.3. Competition participants are responsible for ensuring compliance with copyright laws for all materials used in their works.

4.3.4. The OrgCommittee reserves the right to use competition entries for non-commercial screening as part of the Festival and other events aimed at promoting audiovisual art.

4.3.5. The OrgCommittee reserves the right to disqualify any work that fails to meet the terms of these Regulations or contains materials indicative of propaganda of violence, discrimination, hate speech, or pornography.

4.4. Application Procedure

4.4.1. To participate in the competition, it is necessary to submit an application containing:

- a completed participant questionnaire (accessible via the link provided in the accompanying cover letter);
- links to files (YouTube, Vimeo, Google Drive, Dropbox, or another convenient platform);
- a brief project description (synopsis, concept, or other text format);
- photographs from the production process or stills from the work (optional).

4.4.2. Applications submitted after the deadline specified in the accompanying cover letter will not be considered

4.5. Evaluation of Competition Works within Categories

4.5.1. Evaluation is conducted by each member of the Category Jury individually using a 10-point scale.

4.5.2. The Jury evaluates entries according to the following criteria:

- originality (of idea, script concept, overall concept);
- professional Execution (directing, storytelling, authorial approach);
- cinematographic mastery / photographic skill;
- editing structure (not applicable for photography);
- acting (for fiction films);
- sound design (not applicable for photography);
- overall artistic impression.

4.5.3. Upon completion of viewing the competition entries, the Jury holds a final meeting to decide on the winners.

4.5.4. The decision is formalized in an official protocol and is final

4.6. Awarding of Winners

4.6.1. Winners receive Diplomas (of Winner, Laureate, Participant) and Participant Certificates.

4.6.2. The OrgCommittee reserves the right to establish special awards and incentives from Festival partners.

4.6.3. Information about the winners is published on the official information resources of the Festival.

4.6.4. If a work is submitted by a creative supervisor, they will receive a Participant Diploma if the work wins; in other cases, they will receive a Participant Certificate.

4.6.5. If a work is submitted by a Higher Education Institution (HEI), it will receive a Participant Diploma if the work wins; in other cases, it will receive a Letter of Gratitude.

CHAPTER 5. FINAL PROVISIONS

φ5.1. These Regulations enter into force upon their approval by the Festival's Organizing Committee.

5.2. Amendments and additions to these Regulations shall be introduced by the Organizing Committee as necessary and shall be coordinated with the Festival Directorate.