

dlr First Frames Short Film Scheme

2025 Guidelines



Important Information:

Short Film Scheme Award Guidelines, 2025

Deadline for applications:

12pm, Monday 21 July 2025

These Guidelines are written in a Questions and Answers format and should be read with the application form as you are completing it.

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1. What is the dlr First Frames Scheme?

The dlr First Frames Scheme aims to provide funding and support to emerging filmmakers looking to develop creative short films filmed in [Dún Laoghaire-Rathdown](#) using locations in the County. It also aims to support employment in the film industry in the area. Managed by the Institute of Art, Design and Technology (IADT), it is funded by Dún Laoghaire-Rathdown County Council's Arts Office and Economic Development Unit.

1.1 Who can apply for the dlr First Frames Scheme?

- You must be an emerging filmmaker. We define emerging by career stage – the Scheme is for filmmakers who are at an early stage making creative films.
- You cannot apply if you are currently a film student; this Scheme is not for students.
- The film must be filmed in locations in Dún Laoghaire-Rathdown County.
- The production company for the film must be a company registered with the Companies Registration Office in Ireland and have a Euro Bank Account
- We welcome applicants who represent the diversity of Irish society. We encourage applications from all areas of the community regardless of your gender, sexual orientation, civil or family status, religion, age, disability, race or membership of the Traveller Community, or socio-economic background.

1.2 What type of film does the dlr First Frames Scheme fund?

Scripts from all genres are eligible except:

- Documentary
- Animation

Documentary film is not accepted because the Scheme is for creative shorts.

Animation is not accepted because the film must include locations in Dún Laoghaire-Rathdown County.

1.3 What is the budget for the films?

dlr First Frames will support a maximum of two short films. Each film will have a budget of up to €13,500. This amount includes VAT. We will ask for a detailed budget. We are committed to sustainable film making (please see section 4.2 below). Please make note that the budget cannot be used to fund international travel. Please

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make sure your budget accounts for any expenses that you may need for equipment hire and paying crew.

Mentoring support (such as production guidance, script editing etc.), will be provided by the National Film School, IADT along with additional film equipment and facilities (subject to availability, access and professional ability to use the equipment).

2. Before applying

2.1 How do I apply?

- You can download the application form, guidelines and Frequently Asked Questions at: <https://iadt.ie/news/dlr-first-frames-2025/>. They will be available from 1 May 2025.
- Make sure you read the guidelines, the application form and the Frequently Asked Questions (FAQs) before starting your application.
- You must submit your completed application form (including script) via the online application form available here: https://iadt.formstack.com/forms/dlr_firstframes_25_26
- If you have any difficulty completing the online application or have an any access needs, please contact us by email dlrfirstframes@iadt.ie or telephone 01 239 4644.

Please read all the information below carefully before you make your application

2.2 Advice on making an application

A briefing session will be held online on **Wednesday 14 May 2025 at 1pm** (Irish Standard Time).

Please register your interest for the briefing session here:

<https://events.teams.microsoft.com/event/e135ffe0-92cb-441a-94ff-3b93ab342a47@da7d957b-1511-4a42-b2f5-78f847f8c87a>

Stage One Application Requirements

The online application form will require you to enter details including:

1. Logline (1-2 line outline of the film) and short summary (200 – 300 words)

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2. Contact details, production company details (if you have them at this stage)
3. Locations – you should show that you have looked at potential suitable locations in DLR and include photos/images where possible. These do not need to be the final locations; however, it is essential that the application clearly shows how DLR locations will be used in the film.
4. One upload – PDF or Word Doc of the script including script title – please do not include the author's name. The script should have a maximum length of 12 pages.

3 After submitting

3.1 How does the decision-making process work?

- After the deadline IADT checks through all applications submitted. If there are small issues with your application that would technically make it ineligible, you will be given a window of opportunity to make small corrections.
- Applications that do not meet the Stage One criteria will be ineligible.
- All applications which are technically eligible will be assessed by film professionals for shortlisting in Stage One.
- The applications which are shortlisted by the assessors in Stage One will be invited for interview in Stage Two. We expect that 8-10 applications will be shortlisted for interview for Stage Two.

3.2 Assessment Process

Applications will be assessed in two stages in a competitive selection process. This means that applications are marked in comparison to each other.

- **Stage One will be an independent shortlisting of eligible applications received.** The scripts will be assessed by external assessors who are experienced film industry professionals; the suitability of locations will be assessed by IADT. The minimum qualifying mark at Stage One is 70.
- **Stage Two shortlisted applicants will be invited to an online interview.** The panel will include three people – one from dlr Arts Office, one from the National Film School in IADT and an external experienced filmmaker. The minimum qualifying mark at Stage Two is 80.
- A maximum of two films will be funded. This means that not all applications which are awarded 80 or above will be successful.

The following criteria will be used for assessment:

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Stage One - Criteria:

1. The creativity and quality of the script and project proposal (75/100)

- Is the script original?
- Is the script well-structured and coherent?
- Is the story is told well with good character development?

2. The suitability of dlr locations for use in filming (25/100)

- Are the locations that are suggested in the Dún Laoghaire-Rathdown area?

Stage Two – This is for shortlisted applications only

Shortlisted filmmakers must:

- a. submit additional information by Friday 19 September 2025 and
- b. be available to attend an online panel interview on either Wednesday 15, Thursday 16 or Friday 17 October 2025. The interview date will be confirmed after you have been shortlisted

Stage Two - Criteria:

1. The creativity and quality of the script and project proposal (50/100)

- Is the script original?
- Is the script well-structured and coherent?
- Is the story is told well with good character development?

2. The suitability of dlr locations for use in filming (25/100)

- Will the outlined locations work for the script?
- Is it likely that permission will be given to film there? The budget is limited so the application should be realistic about use of locations and what will be possible within the budget.
- For example, road closures are expensive and would not be something which this budget would allow for.

3. The track record and demonstrable ability of the creative team to complete and deliver the project with the resources and funds available (25/100)

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- Has the creative team shown, through examples of their past work, that they know how to handle the practical challenges of filmmaking at a similar budget level?
- This includes planning, managing time, budget, resources, and delivering the film on schedule, while maintaining creative and technical quality.

4 Guidance for Shortlisted Applicants for Stage Two

4.1 Stage Two Requirements

Shortlisted Applicants will be required to provide:

1. Director's notes (including notes on visual style)
2. Producer's notes
3. Proposed production budget, and notes on any additional funding required or already sourced
4. Outline schedule: Production, Post-Production, Completion
5. CVs of the core creative team (to include at least Writer, Producer and Director)
6. Links to samples of previously produced work
7. Any additional available supporting material such as: notes on visual style, notes on proposed cast and crew etc.
8. Official company registration number. Successful applicants will need a bank account for the production company by end of November or early December 2025 at the latest. The production company is required to have a Euro bank account.
9. An outline of the sustainability approaches you intend to take for the production

4.2 Sustainable Filmmaking

(In relation to point 9 above)

Dún Laoghaire-Rathdown County Council and IADT are committed to promoting sustainable filmmaking. We encourage applicants to consider sustainability as a key part of the production process. Some of the areas we will ask short-listed applicants to consider are:

- Use of car-pooling where feasible
- Use of public transport where feasible

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- Choice of set location – regarding transport options
- On set catering – compostable materials, disposal of food waste, no plastic bottles on set
- Costume and set – using second hand and recycled materials where possible.
- Considering the life cycle of costume and set; what happens to them post shoot (recycled, repurposed etc.)
- How you plan to communicate this to the team and embed in the process from the start

4.3 If I am unsuccessful, can I get feedback on my application?

Yes, you can request feedback from IADT by emailing dlrfirstframes@iadt.ie.

4.4 Can I Reapply?

If I have been unsuccessful with a previous dlr First Frames Scheme application, you can reapply with the same proposal.

You will need to update the application (e.g. dates) and check for any changes in the guidelines. We encourage you to update your proposal with any feedback you have received.

5 Key Dates

5.1 When will I know if my application has been shortlisted?

Shortlisted applications will be contacted by mid-September 2025.

If you are shortlisted, you will need to supply the additional information by Friday 19 September 2025.

5.2 Shortlisted Applicants Interview Dates

Wednesday 15 October 2025 or Thursday 16 October 2025 or Friday 17 October 2025.

5.3 Final Outcomes Notification

Successful applicants from Stage Two will be contacted in the week starting 20 October 2025.

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5.4 Additional Submission

For the selected films, additional paperwork, and contract signing will be completed by end of November 2025.

The first invoice for payment will be sent in December 2025

5.5 Delivery of Completed Films

The selected films must be completed and delivered to dlr by the end of September 2026.

5.6 Screening of Completed Films

The selected films will be screened in Dún Laoghaire-Rathdown in October/November 2026.

6 How to apply

6.1 Formstack

All applications must be uploaded via Formstack. Applications received via email will not be eligible.

Please see below for instructions on how to use Formstack.

Using Formstack you need to submit the following files:

- ✓ A completed Formstack application form:
https://iadt.formstack.com/forms/dlr_firstframes_25_26

With attached upload of:

- ✓ 1– PDF or Word Doc of the script
 - Max 12 pages
 - Without the author's name

File types that you can submit:

- Text files - .doc or.docx
- Adobe Acrobat Reader files - .pdf

6.2 How to use Formstack

1. Go to https://iadt.formstack.com/forms/dlr_firstframes_25_26
2. Complete all fields in the application form
3. Add your files: select the files you want to submit

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4. Submit the application
5. You should receive an automated email acknowledging your submission to the email address provided in the application.

7 Additional Information

7.1 Public Screening

The first public screening of the selected films will take place in Dún Laoghaire-Rathdown, organised by DLR Arts Office. Agreement will be needed in advance from dlr Arts Office for a first screening to take place anywhere else.

Production companies for the selected films will be required to have insurances in place to cover all film activity, and must indemnify both Dún Laoghaire-Rathdown County Council and IADT on all insurance policies. This will include both Public Liability insurance of €7.5 million and Employers Liability insurance of €13 million.

The production companies will be responsible for making sure that the production complies with relevant health and safety legislation and any requirements should be included in the budget. A Health & Safety and a Risk Assessment Plan must be in place. Implementation of these plans is the sole responsibility of the production for the duration of the shoot. For further information and relevant links see **Screen Ireland**.

7.2 No Eligible Applicants

If none of the proposals which are submitted for this opportunity reach the minimum marks required to be eligible for shortlisting/awarding, IADT and Dún Laoghaire-Rathdown County Council may decide to look at a different way to select these short films.

7.3 How will my personal data be treated?

7.3.1 Freedom of Information

The Freedom of Information Act 2014 applies to Dún Laoghaire-Rathdown County Council and the Dún Laoghaire Institute of Art, Design & Technology. This Act gives people the right to request information held by public authorities and the right to have personal information held about them corrected or updated where the information is incomplete, incorrect, or misleading.

If you feel that any of the information you submit as part of your application is confidential or sensitive, you should let the Dún Laoghaire Institute of Art, Design &

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Technology know. You must clearly state why you think the information is confidential or commercially sensitive, and why it should not be released as part of a request for information under the Freedom of Information Act 2014.

7.3.2 General Data Protection Regulation (GDPR)

Data protection laws mean that your personal data should generally only be stored where there is a lawful basis, such as your consent, or where there is a legal obligation. Any information you provide for this application will be held for one year from the date you submit it and will only remain in the ownership of Dún Laoghaire-Rathdown County Council Arts Office and the Dún Laoghaire Institute of Art, Design & Technology.

We will only use the information you give in your application to administer and managing the dlr First Frames Scheme, and selection process (this will include several external panel members who will read your application but will not receive personal details such as your contact information, address etc). You may withdraw your consent to the retention of the information relating to your application at any point by sending an email to dlrfirstframes@iadt.ie.

Deadline for Stage One submission: 12pm, Monday 21 July 2025.

Communication of the Stage One outcomes will be by mid-September 2025.