

RocketFest Capstone Annotated Bibliography

- 1) "2026 Sundance Film Festival." 2026 Sundance Film Festival. Accessed February 10, 2026. <https://festival.sundance.org/>.
 - a) This source is the 2026 Sundance Film Festival's website. The Sundance Film Festival is one of the largest and most well-respected/recognized Film Festivals around, and watching/analyzing what they do can be a great way for us to improve RocketFest. One of the most important aspects of this website is its self-posted day-by-day recap of the festival and films submitted. This recap can guide us in how to orient and schedule the different portions of our event. The way and categories we split up our film submissions into have additionally been inspired by Sundance and other larger film festivals' categories and breakdowns. One limitation of this source is that the Sundance Film Festival is a far larger and more professional festival than ours, leading to some questions and requirements being out of the scope of Rocket Fest.
- 2) Alexander, Iain. "13 Things That Make a Film Festival Successful." Film Industry Network, April 7, 2014. <https://filmindustry.network/13-things-make-film-festival-successful/23499>.
 - a) This source provides information on different aspects that are essential to make a film festival succeed. We selected this source because it has many different parts that are helpful for us. One thing that we included in our capstone was inspired by this. That is the Q&A part of Rocketfest. We did change it a little bit to match a youth film festival. Another thing that was useful from this source is what it says about working with a team when running a film festival. One limitation of this source is that some of the information doesn't go into much detail about specific areas.
- 3) Goldman, Peter. "Starting a Film Festival: The Ultimate Guide." Fiona Festival, April 18, 2023. <https://www.fiona-festival.com/blog/starting-a-film-festival>.
 - a) This source is an article/guide detailing each step of the process on how to create a film festival, written by someone with experience doing so. From securing funding, to a location, to marketing/advertising, this article has it all and is a great source of information and guidance for us as we navigate the process of creating a film festival of our own. This guide has and will continue to lead us through each step of this process by giving us a baseline and basic understanding of what's needed for each part. The only drawback of this source is that it can sometimes be sparse on the specifics, opting for more vague explanations, but we can supplement that with our other sources.
- 4) Guidebook. "How to Advertise an Event: Strategies & Best Practices: Guidebook - Event Glossary." Guidebook, February 2, 2026. <https://www.guidebook.com/glossary/how-to-advertise-event>.
 - a) This source provides information about how to advertise an event. It goes into detail about key characteristics and what your timeline should look like when advertising. We selected this source because advertising is a very important part of our capstone project. Advertising is essential for letting people know and

getting submissions for Rocketfest. I found this source useful because it broke it down into different parts. For example, they have a section on which social media platforms are best for what. They also touch on marketing, promotion, and pr. One limitation of this source is that it is for larger-scale events, and it is not specific to film festivals.

- 5) Khurana, Mira. "Mira Khurana Capstone 2025." Science Leadership Academy @ Center City, May 15, 2025. https://scienceleadership.org/blog/mira_khurana_capstone_2025.
 - a) This source provides information about last year's Rocketfest and how they went about Rocketfest. We selected this source because it can give us inspiration for what went well for them. It can also show what didn't go as planned and what changes we need to make to improve Rocketfest. I found this source useful because it gives a look into the process Mira went through when being on the Rocketfest team. It also shows what the final write-up should look like, and it mentions different roles that each person played, which we will take inspiration from. One limitation of this source is that it doesn't show what the other 2 people did in much detail.
- 6) Squire, John. "Festival Visions: How to Plan out a Festival Run." Film Independent, November 18, 2024. <https://www.filmindependent.org/blog/festival-visions-how-to-plan-out-a-festival-run/>.
 - a) Although this source is dedicated to filmmakers looking to submit a film to a festival, we used it to provide insight into how we should be going about judging which films deserve to be included in Rocketfest, and what factors make a film significantly better. We can use this source to help us award the winners while being equitable and understanding of each submission. It references "audience will forgive bad cinematography, they're not going to forgive bad sound." Sound is something that we will have to be very careful about when going through our submissions. One downside of this source is that it is specifically meant to appeal to filmmakers, but still, we believe it will help us maximize our approach.
- 7) Staff, Backstage. "How to Start a Film Festival, According to This Expert." Backstage, September 9, 2022. <https://www.backstage.com/magazine/article/how-to-start-a-film-festival-interview-75500/>.
 - a) This source is incredibly helpful to us because it provides information about what an artistic director does for a film festival, as we will all be considering the artistic production level of the festival. We will need to develop the program and the way it will be run, and this source provides us with the responsibilities. It is an interview with Artistic Director Carl Spence, who tells the reader about how it is important to create a "buzz" and build many connections with different people and leaders in the media, leading up to the festival. He provides insight into choosing a venue size and budget, depending on how established the festival is.
- 8) "Submission Form." Finger Lakes Film Festival. Accessed February 10, 2026. <https://filmfreeway.com/projects/new>.
 - a) This source details the entire submission form and requirements for a real, professional film festival, the Finger Lakes Film Festival. This provides us with an example and baseline for some of the information we may want to ask for or

require as a part of our film submission form for Rocket Fest. We've found this source useful already and taken quotes directly from it for our Google Form. One drawback of the Finger Lakes Film Festival submission form comes with this being a far larger and more professional festival than ours, leading to some questions and requirements being out of the scope of Rocket Fest.

9) International Design Awards. "JUDGING CRITERIA", 2025.

<https://www.idesignawards.com/judging-criteria/>.

- a) This source provides us information as to how to judge a graphic design competition, as our school and our team do not have any experience with graphic design or what constitutes a graphic design piece as worthy of being included in the festival or of "winning." One downside to this criterion is that while it does provide the things we should be looking for in a graphic design piece, it doesn't necessarily give us examples or outline how exactly we should analyze the work. We will need to further work with professionals within the industry, or the teachers at the schools who have requested that we add the Graphic Design section to the festival.

10) Tomasello, Freedom. "Opinion: Some Students Don't Get the Recognition They Deserve." The McHenry Messenger, May 12, 2023.

<https://themchenrymessenger.com/opinion-some-students-dont-get-the-recognition-they-deserve/>.

- a) This source is an opinion article from an Illinois school detailing how the author believes that certain students are ignored and fall behind due to their GPAs and other measures not being as strong as those of other students. This message really lines up with the goals of RocketFest and has influenced our vision for the meaning and ideal impact of RocketFest 2026. The message of this article, being that students should be recognized and appreciated for the great things that they are doing, is something that we are trying to do with RocketFest by giving a platform and recognition to any youth creative in Philly who wants to submit. The only drawback of this article is that it is very specific to the school it is written from/about, making it a little more difficult to apply the concepts to other situations.