



RATED-S CATEGORIES

A kind of "Good Housekeeping" seal for movies, "Rated-S" is a moniker that proscribes a level of narrative design and participatory engagement that adds functionality and utility to entertainment, while building on the potential of digital cinema using new social and interactive formats designed for both storytellers and moviegoers.

A PROPOSED MPAA RATINGS DESIGN BASED NOT ON WHAT CONTENT SHOULD BE REMOVED FROM A FILM (TO ACQUIRE A MARKETABLE RATING) -- BUT WHAT CONTENT MIGHT BE ADDED, SO AS TO ACQUIRE INSTEAD A PRE-BRANDED RATING (SO DEFINED TO SUPPORT CRITICAL VALUES CONSIDERED TO BE CULTURALLY AND HUMANISTICALLY VITAL), WHILE ALSO OFFERING UTILITIES DESIGNED FOR PARTICIPATORY PRODUCTION AND CONSUMPTION, WITH ACTIONABLE EXTENSIONS.



"You can add an 'S' to any existing ratings category, e.g. PG-13-S, or build a 'Rated-S' narrative from the ground up."

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CATEGORY 1

Social themes and participatory content make cinema relevant and actionable. By building story, or narrative usability, to investigate difficult social questions, cinema can interface public opinion and personal decision making. And while many films that are retrospective, or historical, offer reflection on critical cultural moments, the films that are forward-looking are often only technologically driven genre-based forms of popular entertainment. By adding a social layer to cinema, the opportunity to engage the public with specific topics using storyworld, character and dialogue can transform public opinion, launch discussion, and lead to representation of voice or action. *This is the power and potential of social narrative.*

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CATEGORY 2

Early spectacular narratives contain the antecedents of contemporary visual structure, where enlarged screen images inspired and entertained audiences. Today's VFX films -- films designed for the global box office -- emulate aspects of these more elemental visual narratives, from which our film grammar and communication arts have evolved. But film language is part of a continuous horizon where experimentation, new technology, as well as new kinds of content and media formats push the frontier of cinematic art. When a story communicates at this level, beyond rote dramatic structure or any codified visual dialect, it can communicate directly through motion, color, sound and other hyperlinguistic channels. It is this potential that can define future media literacy, neurocinema, or offer new inflections for an evolving global language and its audience.

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CATEGORY 3

Clearly branded sustainable initiatives exist across many industries. Whether we are speaking about a LEED building, a hybrid or plug-in electric car, a low-fat, gluten-free snack, a hypoallergenic hygiene, beauty or household product, it is very easy to identify which products are manufactured in what way. There are biological, environmental, sociological and economic reasons that each of these procedural monikers are applied, and there is increasing demand for each product set. But cinema, so far, lacks the urgency that it too needs to be responsive to systemic cultural forces which have provided the currency for change across other industries. While sustainable filmmaking may invoke process at the production level (clean energy, film credits, grant programs, etc.), Rated-S provides new protocols and tools needed to support responsible story development and production. Sponsored initiatives can include hiring practices, new genres, crowdsource narrative design, etc.