

catch + release
presents

FOUND FILM FESTIVAL



Starter Kit

Includes: 100 Found Content
search prompts for editors

foundfilmfestival.com

[@anoopgrover](https://twitter.com/anoopgrover)



Let's Make A 2-Minute Movie

Welcome to the very first Found Film Festival. If you're an editor who is always looking for new sources of licensable content, you've definitely come to the right place.

You are about to embark on a journey of discovery. You are about to experience the power of Found Content. You are about to compete for a bit of fame and a really cool trophy.

Your task: cut a 2-minute film made up solely of clips shot by the brilliant strangers who make up the Catch+Release creator community marketplace.



This isn't another stock library. This is a river of real, licensable content that is fed to our platform from the open internet. All of it searchable by a semantic search engine that uses artificial intelligence to understand the emotion and intention in every frame.

We picked a theme for this inaugural year. It's HUMAN KINDNESS. Because we figure we could all use some of that right now. And also, it was the subject of our very first curation ever as a company. You can interpret the words HUMAN KINDNESS however you want. Your little story might make the world laugh. Or make everyone cry.

We've built a gallery of beautiful, peaceful imagery here. And we've included a list of 100 prompts at the back of this booklet to get you started.

Thanks for considering entering the Found Film Festival. If you have any questions, don't hesitate to reach out here.

Now go show us your editing superpowers.



How To Get Started

1. [Sign up](#) for a free Brand/Agency account at catchandrelease.com.
2. [Start a project](#) — call it Human Kindness or FoundFilmFestival2025.
3. [Search, save, and curate](#) from our Creator Community. We listed some prompts below to get your started.
4. [Download your selects](#) — notice something? no watermarks.
5. [Cut your film](#) (max 2 minutes please) and send it to marketing@catchandrelease.com by December 1, 2025.



We'll review submissions with our judges and pick winners to receive prizes. And we're going to send something to everyone who enters. Thanks for your interest in the Found Film Festival.

-The Catch+Release Marketing Team



100 FOUND CONTENT PROMPTS FOR EDITORS

Prompting is an art. Below you'll find 100 prompts to get you started exploring our Creator Community Marketplace. Some prompts are emotional. Some are weird. All of them can spark a story about Human Kindness. Add the modifiers in parentheses like (cinematic, 4K, natural light, documentary, slow motion, or handheld) to refine your search and find the perfect shot for your project. Of course, you'll want to write your own prompts based on your film idea. But these could help you gather some inspiration. We've also added a section at the end where we give you tips and tricks from our curators so you can be a Found Content wizard.

strangers helping strangers (cinematic, handheld)

a hug that lasts too long (slow motion, 4K)

laughter breaking silence (handheld, natural light)

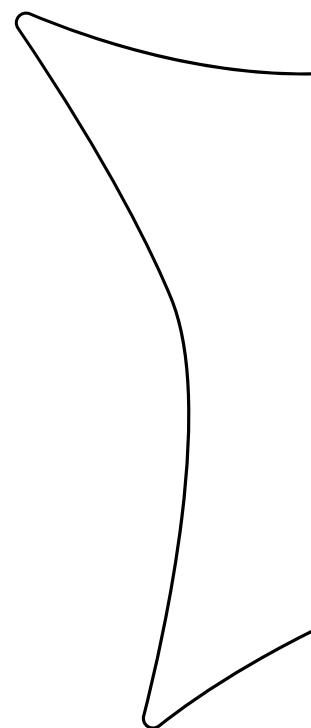
the quiet before the cheer (ambient, wide)

sunlight hitting someone just right (golden hour, cinematic)

an act of kindness caught by accident (candid, handheld)

hands touching across generations (portrait, shallow depth of field)

people helping animals (documentary, natural light)





animals helping people (warm tone, slow motion)

someone fixing something that isn't theirs (handheld, realism)

coffee being handed off (macro, shallow focus)

two people laughing at nothing (portrait, natural light)

cleaning graffiti leaving a heart (time-lapse, documentary)

storm cleanup at dawn (drone, cinematic)

two kids sharing headphones (close-up, handheld)

a neighbor checking on another (handheld, vérité)

spontaneous applause (crowd reaction, handheld)

confetti in slow motion (ultra HD, cinematic color)

the first smile after bad news (portrait, emotional)

a stranger giving directions (street level, handheld)

lost and found (handheld, realism)

wind in the trees (b-roll, texture)

someone dropping something then laughing (candid, handheld)

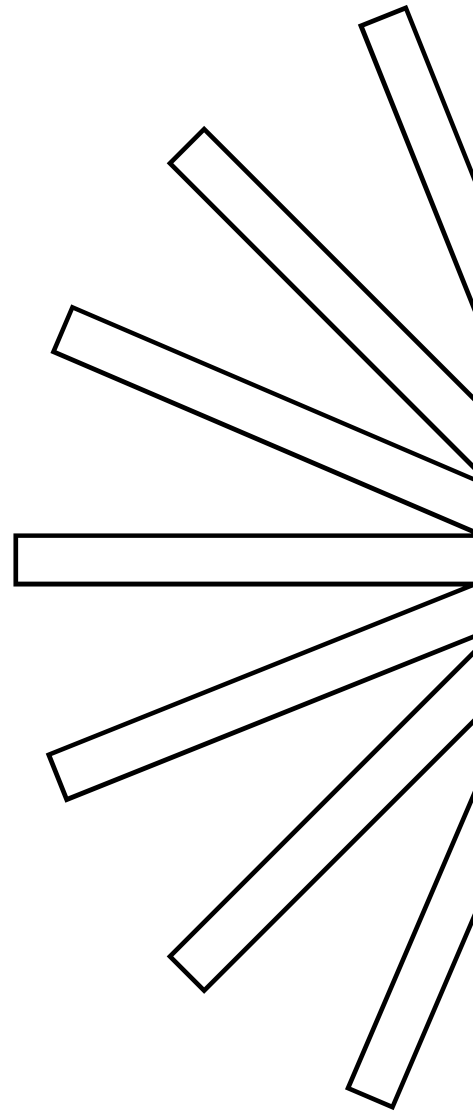
helping a kid ride a bike (golden hour, cinematic)

the kindness of small towns (documentary, Americana)

an old couple holding hands (portrait, soft light)

volunteers planting trees (documentary, wide)

fixing a bicycle chain (macro, handheld)





people clapping for someone shy (reaction, slow motion)

a teacher comforting a student (handheld, documentary)

a hug in reverse (slow motion, artistic)

gratitude in motion (handheld, realism)

a shared umbrella (rain, cinematic)

someone waiting for a train (wide, cinematic)

rain hitting a window (macro, sound design)

music starting to play (handheld, ambient)

a door opening into sunlight (symbolic, slow motion)

friends seeing each other again (portrait, handheld)

laughter through tears (handheld, cinematic)

food shared between strangers (documentary, shallow depth)

people lighting candles (macro, cinematic)

someone picking up trash on a beach (documentary, wide)

reuniting at an airport (slow motion, 4K)

volunteers in matching shirts (group, handheld)

old hands on a piano (close-up, cinematic)

an animal rescue gone right (handheld, documentary)

someone comforting someone crying (portrait, soft focus)

the moment music changes everything (reaction, handheld)



a kid giving advice (portrait, documentary)

someone teaching someone else to dance (handheld, warm light)

spontaneous hugs (crowd, slow motion)

people singing off-key together (documentary, handheld)

rain making people nicer (natural light, cinematic)

a helping hand on a hike (drone, cinematic)

two people looking at the same phone (handheld, candid)

someone waving from a window (telephoto, emotional)

an open road stretching forward (drone, establishing)

a sunset through glass (cinematic, warm tone)

gratitude caught on camera (handheld, portrait)

the calm after a storm (time-lapse, cinematic)

confessions in parking lots (handheld, realism)

the sound of rain on metal (texture, ASMR)

kids running toward a parent (telephoto, handheld)

reflections in puddles (b-roll, artistic)

a bicycle passing through sunlight (motion blur, handheld)

a shared look across a room (reaction, cinematic)

someone being surprised with kindness (portrait, handheld)

a laugh breaking tension (documentary, handheld)



goodbyes that feel like hellos (slow motion, cinematic)

a quiet street at night (wide, moody light)

kindness in traffic (dashboard, realism)

a storm clearing over a city (drone, time-lapse)

the aftermath of kindness (reflection, slow motion)

a banner being hung (time-lapse, b-roll)

construction workers laughing (handheld, documentary)

the first snow of the year (cinematic, 4K)

people cleaning up after a party (handheld, vérité)

the moment light turns green (symbolic, b-roll)

friends taking a group photo (portrait, candid)

someone clumsy but trying (handheld, realism)

shared fries between friends (macro, handheld)

someone standing in awe (wide, backlit)

spontaneous dancing in the street (handheld, energy)

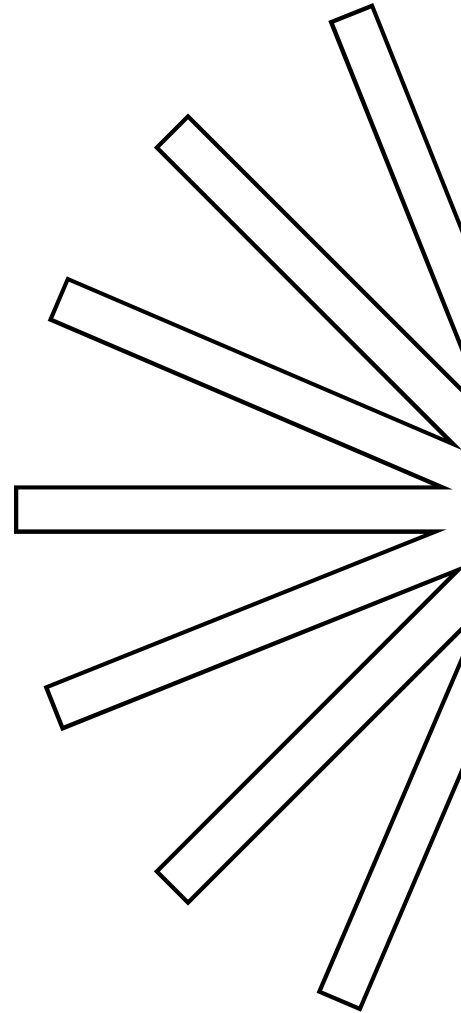
the joy of finishing (slow motion, cinematic)

someone catching a falling object (handheld, realism)

a long-awaited handshake (close-up, emotional)

hugs at the finish line (slow motion, 4K)

kindness behind the counter (documentary, handheld)





an everyday hero moment (handheld, realism)

a reflection of kindness in a mirror (artistic, abstract)

people clapping for no reason (slow motion, handheld)

a small crowd doing something big (drone, establishing)

an elderly person feeding birds (telephoto, daylight)

someone making art in the street (documentary, natural light)

joy in unexpected places (handheld, cinematic)

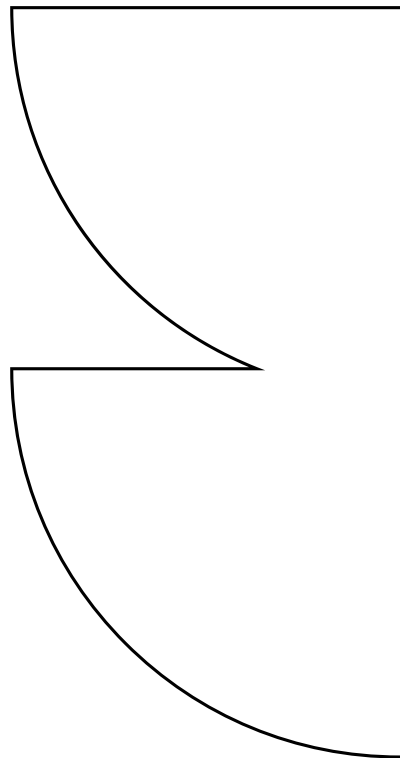
everyday people smiling at strangers (portrait, documentary)

a door closing softly (transition, ambient)

sunlight through leaves (b-roll, texture)

human beings being human (cinematic, handheld)

kindness caught on film (slow motion, 4K)



Start Broad, Then Layer In

When it comes to search, more complexity doesn't always mean better results. In fact, overly art-directed prompts can limit what shows up. Instead, start with a broad idea then layer in helpful details as you go. Think of it like building a puzzle: start with the frame, then add pieces one by one.

[Subject] [Action or Emotion] [Setting] [Style or Vibe] A few examples:

- kids playing backyard golden hour
- young couple laughing rooftop dreamy cinematic
- woman doing makeup cozy bathroom retro vibes
- friends hiking forest trail overhead drone shot
- hands holding coffee mug rainy day soft lighting

You won't always hit every part of your prompt but this structure helps the system deliver stronger results to build from. Click into anything that's close and use Similar Content to explore related options.

Pro tip: Add modifiers after you've explored broad results.

Try layering in descriptors like:

- Cinematic
- Candid
- Overhead
- Diversity
- No people
- Vintage





4 Tips for Better Search Results

Here are a few techniques to guide you ((along with some links to real searches).

1. Work backward from your vision

Picture your final frame. Then describe the details: colors, mood, setting. Try: "Dreamlike garden at sunset"

2. Search for a vibe

You don't need a specific shot in mind. Let tone and energy guide your search. Try: "friendly and warm, but fun and silly" Then: "puppies friendly fun and silly"

3. Mix in visual descriptors

Simple adjectives help narrow the result set. Try: "tranquil mountain landscape cinematic no people" "family picnic candid summer light" "young woman walking city street vintage fashion emotional"

4. Save and collaborate

Once you find something promising, save it to a Project. Invite teammates to view and add their picks. Creative alignment becomes visual and fast.

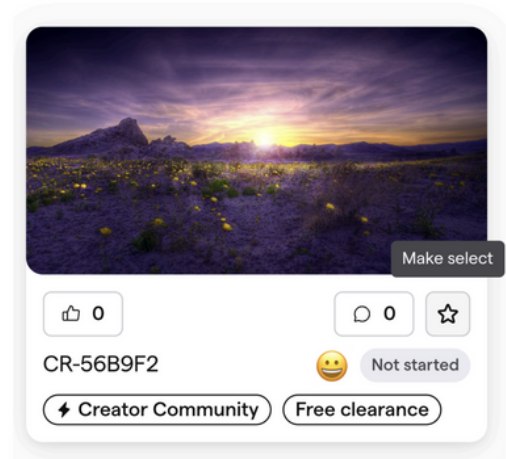


Search Smarter, Clear Faster

Every time you search, click, or save content, you're training the system to better understand what great results look like.

And because every shot in our Creator Community is from a real person who wants to be licensed, you're only falling for content that can actually move forward.

So go ahead: [Explore](#). [Save](#). [Click](#). [Repeat](#).
We can't wait to see your finished film.



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