

About Be ©reative

Film Education has teamed up with ScreenThing, (a unique programme that takes young people under the skin and behind the scenes of the film and TV industry) to launch this year's 'Be ©reative' competition.

The objective of the competition is to create an impactful campaign that encourages young people to value and respect the 'creative industries', in particular, the film, video and TV (also known as 'audio-visual' or 'AV') industries in the UK. This 'Be ©reative' competition is different from ones you might have seen before.

THE BRIEF

To stand the best chance of catching the judges' attention, make sure you read this brief carefully and use the supporting resources available on the Be ©reative website (www.filmeducation.org/becreative/resources) to inform your own creative campaign.

What does my entry have to do?

Your campaign needs to:

- Encourage young people to respect the UK film, TV and video industry
- Encourage young people to make the right decision and choose to watch official film and TV

What is the key message?

We are looking for adverts which bring to life ONE of the following key messages:

- Promote the creativity and hard work that goes into making original AV content in the film, video and TV industry. It takes many dedicated people working behind the scenes, celebrities are not the only people involved in creating film and TV
OR
- Demonstrate the positive role copyright plays in protecting the future of film and TV. Because when people choose official film and TV it means the audio-visual industries can invest in future production and keep making the movies and TV shows we all love
OR
- Bring to life the value of the film, video and TV industry to the UK economy. Because the audio-visual industries, and all the creative industries, make a huge contribution to the UK economy
OR
- Celebrate how much people love film and TV and demonstrate that great film and TV moments are quite simply worth paying for. Because our favourite films and much loved TV shows are sometimes heart-stopping, often hilarious, but they always make us *feel*

Who is the campaign aimed at?

Your campaign should target your own age group – that is, 11-19 year olds. You may choose a particular age bracket within this group. Think about what appeals to you, and see if you can be as persuasive with your campaign to people like you.

How do I enter Be ©reative?

To enter this competition, all you need to do is create an original advert designed to encourage young people to respect the film, video and TV (also known as 'audio-visual' or 'AV') industries in the UK. You can work in groups of up to four, or independently and there are two age groups for entry, 11–14 and 15–19. Choose ONE of these formats to present your ideas:

- poster campaign (two or three posters)
- radio campaign (two or three radio commercials of up to thirty seconds each)
- filmed or animated advert of up to thirty seconds

TOP TIP:

The most effective campaigns will be the ones that bring to life the positive reasons why young people should do the right thing. Don't fall into the trap of criticising young people for accessing unofficial TV shows and films. Young people are often depicted as the problem – but that's not true. The reality is that the overwhelming majority of young people want to do the right thing and access film and TV responsibly.

Where should I look to find out more?

You need to research the background to your campaign before you get started. The information in this pack and on the Be ©reative website will help you find out more about the film and TV industry, the role of copyright and all the details you need to enter Be ©reative: visit www.filmeducation.org/becreative

You can also find out more about the film industry by visiting the ScreenThing site: www.screenthing.co.uk

CAMPAIGN RESEARCH

Much like the brief an advertising agency would respond to, the Be ©reative competition provides you with a live, creative brief. And just like an advertising agency, you have the opportunity to do some background research to help you create the best campaign that you can.

This resource will give you plenty of information to get started, as well as ideas for further research to help your campaign and your understanding of film and TV. Remember, you only have to choose one key message. If any of your research sparks a good idea, then run with it. A big part of advertising is going with instinct, and if you come across an idea that changes the way you feel about the subject, chances are, it will work on other people like you.

Thinking about the issues

First, discuss these questions with a partner or in a group, keeping notes on your answers for later:

- How many different films and TV shows would you say you watch in the course of a year?
- What do you think is meant by 'official' film and TV, and where do you think you can find it?
- How many world-famous UK-made films and TV shows can you think of?
- How many different jobs in film and TV can you name?
- What does the © symbol stand for, and what do you think it means?
- How would you feel if someone copied your work without asking?

Essential info

What is copyright? And how does copyright protect people in creative industries (and you, if you create your own works)?

Copyright allows those who 'create' something, control of what they have created. For example, if you have created a film, the copyright allows it to be your choice what you do with it – so you can sell it to make a living, or you can give it away for free. But crucially, this is your choice, and copyright means if someone else tries to sell it or give it away for free without your permission they are breaking the law. Also, it could mean you don't get rewarded or recognised for your ideas and hard work. You'll find a more in-depth definition of copyright on this video:

<http://www.copyrightaware.co.uk/learning-about-copyright/copyrightclinic/definitions.asp>

How would you feel if someone copied your work without asking?

Think about how you feel when you have put a lot of effort into something – a piece of work, an event, or something that you have made, for example. How would you feel if someone else took the credit for all your hard work?

Watch this short filmed campaign produced by students that tries to show people how it feels when someone copies from them, in their own world (in this case, the classroom). The film appears as the 'runner-up' video on this page:

<http://www.copyrightaware.co.uk/about-the-industry-trust/screenThing-champions-cineclub.asp>

- Can you explain the key 'message' of this film, as you understand it? What is the film designed to make you feel after watching it?

Finding ways to watch film and TV to support the film, video and TV industry

'Official' means 'doing the right thing'; something that is legitimate, authorised, legal. In terms of film and TV, it means film and TV that are being shown in the way their makers intended and have allowed, via authorised ways of seeing them, such as in the cinema, on official DVD or Blu-ray, or via legal online sources that you can find via www.findanyfilm.com

The British Film Institute run the website www.findanyfilm.com, that is a search engine for all films that are available in the UK, in every format you can get. This means you can find all the cinema times across the UK. You can also find all of the trusted shops who stock DVDs and Blu-rays. You can even find out when films will be shown on TV. But the most important part of FindAnyFilm is that it has listings of all of the films you can stream, download or watch online, from official websites.

There's also a list of all the online film sites available here too:

<http://www.copyrightaware.co.uk/learning-about-copyright/how-and-where-to-download-legally.asp>

When you watch your favourite shows on TV, or via catch-up services, like BBC iPlayer, ITV Play, 4OD, and Demand Five, you are also supporting the industry by contributing to the audience viewing figures. The higher the viewing figures, the more likely it is that a new series will be re-commissioned. This means that just by watching genuine TV, you are supporting the industry to make more programmes.

Activities, video resources and further research

What is the value of the film, video and TV industry to the UK economy?

The creative industries as a whole, alongside finance and tourism, are the biggest contributors to the overall 'product' (Gross Domestic Product to be precise) that the UK makes each year. This benefits everyone in the UK by making money available for things we all rely on without thinking about, like roads and hospitals.

Answer the following questions, using these weblinks that come from the British Film Institute's annual summary of how British film has fared in terms of business – how much money it has made from abroad:

- How many films and TV shows do the UK audio-visual industries create each year?
- How many films were watched by the British public in 2010 and in what different ways did they watch?

<http://statisticalyearbook11.ry.com/?id=83024>

<http://statisticalyearbook11.ry.com/?id=82986>

A summary can be found here for your research:

<http://statisticalyearbook11.ry.com/?id=83106>



Director - Dorian Gray (courtesy of Momentum Pictures, from the set of Dorian Gray)

Jobs in film and TV

Did you know that in the UK over 150,000 people work to create film and TV shows? That does not include those companies that work to help these people, for example catering and security firms, taxis and equipment suppliers, and also people who work behind the scenes to promote the film to audiences.

The idea of working on a film set, or being involved in a TV show's production, can seem very exciting. A set with cameras, cast and crew is a creative, dynamic and demanding workplace where everyone has to pull together to get the job done.

Here's a typical list of jobs you might see on the 'credits' for a film:

Executive Producer	Producer/s	Director
Writers	Line Producer	Production Accountant
Art Director	Costume Designer	Casting Director
Locations Manager	Unit Production Manager	Unit Publicist
First Assistant Director	Second Assistant Director	Third Assistant Director
Script Supervisor	Set Dresser	Film Editor
Property Master	Director of Photography	Camera Operator
Focus Puller	Clapper Loader	Key Grip
Grip	Gaffer	Best Boy
Second (Camera) Unit	Sound Mixer	Boom Operator
Composer	Stills Photographer	Runners
Make-up Artist	Stunts	Dubbing Mixer
Special / Visual Effects Department	Foley Artist	Animator
Actor	Voiceover Artist	Sound Recordist

Which of these jobs have you heard of before? Do you have a sense of what they involve? Look up four jobs you haven't heard of, and then discuss the questions below with a partner:

1. Which job would you say is the most creative?
2. Who do you think takes the biggest risks?
3. Which is the most physically demanding?
4. Which is the most intellectual job?
5. Who do you think gets paid the most? The least?
6. Which of these jobs do you think requires really strong 'people' skills?

Behind the scenes

The Industry Trust for IP Awareness's site has a range of interviews with stars you might recognise, and hard-working professionals who remain behind the camera. These interviews with some of the people who work in the film and TV industry offer some useful insights that might just give you the bright idea you need for your own campaign:

The visual designer on *Inception*

<http://www.youtube.com/screenthinguk#p/u/19/2OSnXW6yxUk>

Post-production on *The King's Speech*

<http://www.youtube.com/screenthinguk#p/u/17/vPPyKXpXW6g>

Stunt men from *Wolverine*

<http://www.youtube.com/screenthinguk#p/u/10/rV47hO6Lulo>

Actors from *Harry Potter and the Deathly Hallows Part 2*

<http://www.youtube.com/screenthinguk#p/u/6/wO11Vupi4hQ>

The animators from *Winnie the Pooh*

<http://www.youtube.com/screenthinguk#p/u/22/uDCo4Mzgu3k>

The director of *Gulliver's Travels*

<http://www.youtube.com/screenthinguk#p/u/25/y13OmrKEOJs>

The voiceover artists from *A Turtle's Tale: Sammy's Adventures*

<http://www.youtube.com/screenthinguk#p/u/26/uLvOXTFUR2I>

The producer of *Despicable Me*

<http://www.youtube.com/screenthinguk#p/u/27/rV2h2OduJik>

The executive producer of *Gnomeo and Juliet*

<http://www.youtube.com/screenthinguk#p/u/28/TzFw1gaufOM>

The director and crew of *Toy Story 3*

<http://www.youtube.com/screenthinguk#p/u/3/ZY2M9yvwQA0>

The director and actors of *Rango*

http://www.youtube.com/screenthinguk#p/search/0/yV6N6odt_7U

Further research

You can also use these websites to find more information:

British Film Institute Statistical Yearbook is a large document available online, with lots of information about the UK film industry. It runs to a few hundred pages so don't print it, but do have a look:

<http://statisticalyearbook11.ry.com/?id=82736>

The **Industry Trust for IP Awareness** website for learning about copyright:

<http://www.copyrightaware.co.uk/learning-about-copyright/learning-about-copyright.asp>

Skillset research about the creative industries:

<http://www.skillset.org/research/overview/industries/>

ScreenThing

To watch more videos about how your favourite films were made and get the inside track on careers in the industry, visit **ScreenThing** (www.screenthing.co.uk or www.facebook.com/screenthing) – a one-stop-shop for film and TV fans (and filmmakers). To find out more about working in the AV industries visit **Creative Careers** tab on FB (available on desktops, coming soon on mobiles)

http://www.facebook.com/Screenthing#!/Screenthing?sk=app_104642586304112



Make-up artist (courtesy of Momentum Pictures, from the set of Dorian Gray)



Set build (courtesy of Pinewood Studios)

GLOSSARY OF TERMS:

What is copyright?

Copyright allows those who 'create' something, control of what they have created. For example, if you have created a film, the copyright allows it to be your choice what you do with it – so you can sell it to make a living, or you can give it away for free. But crucially, this is your choice, and copyright means if someone else tries to sell it or give it away for free without your permission they are breaking the law.

What are the creative industries?

All of the businesses collectively that 'create' something to earn a living, for example everyone working on the set of a film or TV production, and those who create music, magazines, books, clothes and even computer games. However this also includes many more companies and industries that supply and work with these creative people, like sales and distribution companies, making up a whole industry that works hard to create and deliver entertainment to audiences.

What are the 'AV' or 'audio-visual' industries?

The audio-visual (AV for short) industries are made up of companies that create video, be it film, TV, comedy, music videos, or even just short films and clips that use moving images and sound to entertain viewers and audiences. This is an enhanced version of story-telling and entertainment, involving many people in front of and behind the camera.

What does 'official film and TV' mean?

Watching films, shows, and video from 'official' sources means watching film and TV shows that are being shown in the way their makers intended and have given permission for, via authorised ways of seeing them, like the cinema, on official DVD or Blu-ray, or via legal online sources that you can find via www.findanyfilm.com

What does 'unofficial film and TV' mean?

Watching films, shows, and video from 'unofficial' sources means watching film and TV via an unauthorised download, stream, and P2P or file-sharing sites. This is usually a way the film is shown that the makers have not consented to, where all of the people that worked to make the film, are not being rewarded, and the UK as a whole is not benefitting from the vital revenue from one of its most successful and well-loved industries.

What is ScreenThing?

ScreenThing (www.screenthing.co.uk or www.facebook.com/screenthing) is a one-stop-shop for film and TV fans (and filmmakers). You can learn about how your favourite films were made, get the inside track on careers in the AV industries, and take part in weekly competitions. Put simply, ScreenThing brings you closer to the action.

Getting started

Now you have got to grips with the key issues, you need to think about how to put your campaign together, and which of the key messages you are aiming to achieve.

Poster campaign

If you have chosen this option, you need to remember that you are creating a series of two or three posters: each one should convey a similar message and clearly be linked to the others, but they should also work independently. Consider the following:

- Who do you want to see your posters, and how do you want them to react?
- Think about where the posters might be displayed: on public transport? At the cinema or in shops? At schools, colleges or universities?
- Consider the amount of time people will have to read any text and take in the overall message of the poster. How will you ensure you have enough key information, without overwhelming your audience?
- Do you want to use hand-drawn, or computer generated images, or photographs? Remember that any images used in the campaign should be created by you.
- Think carefully about the impact of different colours, fonts, and layout choices, trying out several ideas.

Radio campaign

If you have opted for radio, you'll be creating a campaign of two or three adverts of thirty seconds each. These should be clearly linked to convey your message, but each one should also be effective in its own right. The key to a good radio advert is persuasive language so any dialogue you are using must be carefully scripted. How will you grab your listeners' attention? How will you make your advert persuasive, and what key message do you want to convey?

You could start by thinking through the following questions:

- What will you convey through dialogue? Will you have one speaker or several?
- Will you need any sound effects to set the scene, or convey ideas?
- Consider how you will source any sounds or music for your campaign, remembering to keep on the right side of copyright law. The easiest way to be sure you are not infringing copyright is to create the music and sounds yourself. Alternatively, you can source rights-free music, for example using available sounds and loops on editing programmes.

Filmed advert

If you have chosen to create a 30-second filmed advert, you need to think carefully about how to make an impact on your audience. Make sure you do some careful planning first including storyboarding your ideas. First of all, check your ideas will work: can you achieve everything you want with the resources you have? Do you need to simplify or change any of your initial ideas? Would live action be best, or will animation work well for what you plan? These tips will also help:

- Simple things, such as checking the framing of each shot and using a tripod, will really improve the quality of your finished film.
- Think about the cast of your advert. Do you need extra actors to help you? If you need to create any costumes, props or sets, do this well in advance.
- Research the best location for each shot and the best time of day to film.
- Take special care if you are recording dialogue: if you have access to microphones, use them; if not try to find a quiet area to film. You could always record additional dialogue in post-production.
- Think carefully about music or sound effects. How you will you source and record these? Remember to avoid infringing copyright: the easiest way is to create the music and sounds yourself. Alternatively, you can source rights-free music, for example using available sounds and loops on editing programmes.



The crew on set (courtesy of Momentum Pictures, from the set of Dorian Gray)

