

TEACHERS' NOTES

About Be @creative

Be @creative, now in its fourth year, is a high-profile production competition with a live creative brief, open to UK students aged 11–19. The competition encourages students to showcase their creative talents and hone critical and creative skills relevant to Media, Film, English, Art and Design and related subjects. Be @creative is run by Film Education, this year in collaboration with ScreenThing, an online programme that takes young people behind the scenes of the film and TV industry.

Taking part in Be @creative will develop students' ability to use persuasive language and communicate with a target audience, to read and create multi-modal texts and to design and construct an effective campaign. It will also develop their understanding of the TV and film industries, and of how copyright works.

The challenge

This year's Be @creative has a new focus and a different message from previous years. To enter, students create an advert that encourages young people to respect the UK film and TV industry and make the positive decision to choose official content. Students can submit their work in the form of either:

- a filmed advert (up to 30 seconds in length)
or
- a campaign of two or three posters
or
- a campaign of two or three radio adverts (each up to 30 seconds in length)

Students may work collaboratively or individually on their entries, with a maximum group size of four. The competition is supported by a resource pack that helps students explore and understand the film and TV industries and the positive role copyright plays. You can download copies from this website: www.filmeducation.org/becreative/resources

This year the competition **Brief** document is available on the website and at the front of the student pack: students should follow this closely to stand the best chance of impressing the judges.

Students should choose ONE of the following key messages to focus their campaign:

- 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

(continued overleaf)

- 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 industry can invest in future production and keep making 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 industry, 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.

It is important that students create original entries that do not infringe other people's copyright in the use of images, music or film. They may source and use rights-free music or sounds (for example, the sound effects provided within the iMovie package) or create their own.

About the resources

Be @creative is supported by a website that hosts a range of material to help students construct their campaign. The website www.filmeducation.org/becreative offers the full competition brief, a resource pack for students along with industry-produced video content, entry forms and details, full terms and conditions and a gallery of previous winners.

These materials are broadly suitable for learners aged 11–19. The student pack comprises the full brief, followed by essential information on the film and TV industries and copyright, activities and suggestions for further research along with a useful glossary and helpful hints for constructing a radio, poster or filmed campaign. We recommend that teachers read through all of the materials before they begin, then use the content in lessons to support students' work and ensure entries are informed and up-to-date. We suggest teachers start by giving their students the full brief, working through the student pack in lessons and/or for homework tasks. Whilst small groups can undertake the competition as a special project, we feel it is best approached as a whole-class task where all students work on an entry.

Teachers may wish to break down content or adapt delivery to support and challenge their students as required; the supporting documents are therefore offered in both PDF and Word format for greatest flexibility. We recommend group work and active learning approaches for these materials, keeping in mind the professional brief. You may wish to assign roles or groups, or allow students to work individually. We are keen to have entries from students at all levels of learning so please send us all completed campaigns from your classes. Please ask your students to keep a note of how long they spend on this project, both in lessons and in their own time, as this information should be included on the entry form. This is for internal monitoring purposes and will not affect entries in any way!

Please note:

Some of the links included in the Student Resource Pack are to relevant and appropriate content available through YouTube and ScreenThing, which runs through the Facebook website. We are aware that many school and college networks prohibit access to these sites so suggest that where appropriate, these links are viewed outside of lessons. We would also recommend that teachers check this content, as Film Education is not responsible for the content of external sites. Please ensure you read through the Terms and Conditions and encourage your students to do the same.

Entry details

There is no limit on entries from individual schools or colleges: schools and colleges may submit as many entries, from as many students, as they wish. Entries from multiple classes or groups within the same organisation are also welcome. Individual students should submit NO MORE than one entry each.

Entries may be submitted by post or email, or uploaded to Film Education's website. All entries should be accompanied by a completed entry form, along with a completed questionnaire for each student (the questionnaire is on pages two and three of the entry form). The questionnaire is intended to explore the impact of the activity on students' understanding of and attitudes towards copyright and the film and TV industry. Entry forms/questionnaires can be downloaded from the Be ©reative site:

www.filmeducation.org/becreative/entry_details.html

Links

Full competition details and supporting resources are available online at

www.filmeducation.org/becreative

You can also use these websites to find more information:

The **British Film Institute** Statistical Yearbook is a large document available online, with detailed information about the UK film industry. You may wish to advise your students against printing this as it runs to several hundred pages: <http://statisticalyearbook11.ry.com/?id=82736>

The Industry Trust for Intellectual Property Awareness has a website for learning about copyright:

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

ScreenThing

To watch more videos about how films were made and for details on careers in the industry, students can visit ScreenThing www.screenthing.co.uk or www.facebook.com/screenthing). The site also offers a Creative Careers tab: http://www.facebook.com/Screenthing#!/Screenthing?sk=app_104642586304112

Skillset's website may help students research the creative industries:

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

And finally...

We value feedback from teachers on our resources and activities. Once this competition closes we will be adding a 'feedback' page to the Be ©reative website with a short survey for teachers. It would be greatly appreciated if you could complete this once your students have submitted their entries.