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 industries in the UK.

THE BRIEF

To enter the competition, you need to create an original advert to encourage young people to respect the film TV and video industry in the UK and make the positive decision to choose official films and TV. You can work independently or in groups of up to four and there are two age groups for entry, 11-14 and 15-19.

Choose ONE of these formats to present your ideas:
- A campaign of two or three posters
- A filmed or animated advert of up to thirty seconds

WHAT IS THE KEY MESSAGE?

This campaign is different from ones you might have seen before: we don't want your advert to focus on 'pirate DVDs' or 'illegal downloads'. Instead, 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 industry 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 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*

film education   BeCreative   the industry trust — For the promotion and protection of copyright and creativity

WHAT IMPACT SHOULD MY CAMPAIGN HAVE?

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

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.

TOP TIP:

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 want to access film, TV and video responsibly. The most effective campaigns will be the ones that bring to life the positive reasons why young people should do the right thing, not the campaigns that criticise young people or stereotype young people as the problem. Remember, we don't want your advert to focus on '*pirate DVDs*' or '*illegal downloads*', but on the positive role that copyright can play in protecting our UK film, TV and video industry. Aim to be original!

CAMPAIGN RESEARCH

Now you've read the brief, just like an advertising agency, you have the opportunity to do some background research to help you create the best campaign possible. The following activities will help you find out more about the film, TV and video industry, the role of copyright and much more.

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 from last year's competition that tries to show people how it feels when someone copies from them. Go to the link below and look at the 11-14 runners up: Joseph Rowntree College http://www.filmeducation.org/becreative/index.html

- 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, TV and video to support the industry

'Official' means 'doing the right thing', something that is legitimate, authorised, legal. In terms of film, TV and video it means that these 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 'above board' online sources that you can find via http://www.findanyfilm.com

FindAnyFilm.com is run by the Industry Trust: it is a search engine that shows where you can find all films available in the UK, in every format you can get. The site can help you find cinema times for films across the UK. You can also find all of the trusted shops who stock DVDs and Blu-rays. You can even find out when they are shown on the 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 above board online film sites available here:

http://www.copyrightaware.co.uk/learning-about-copyright/how-and-where-to-watch-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, or GDP to be precise) that the UK makes each year: they are an important part of the UK economy.

Answer the following questions, using information from the British Film Institute's annual summary http://www.bfi.org.uk/statisticalyearbook2012/

- How many films and TV shows do the UK audio-visual industries create each year? (see page 155)

- How many films were watched by the British public in 2011 and in what different ways did they watch? (see pages 140-141)

- How has British film has fared in terms of business, and how much money has made from abroad? (see pages 56 and 57)

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

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?

3. 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' 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/TzFw1qaufOM

- The director and crew of *Toy Story 3*
  http://www.youtube.com/screenthinguk#p/u/3/ZY2M9ywvQA0

- The director and actors of *Rango*
  http://www.youtube.com/screenthinguk#p/search/0/yV6N6odt_7U

- *Rise of the Planet of the Apes* CGI
  http://www.youtube.com/watch?v=e3S11DS_vrs&feature=plcp

- Harry Potter studio tour Production
  http://www.youtube.com/watch?v=JnzvFWnZkY0&feature=plcp

- *Attack the Block* actors
  http://www.youtube.com/watch?v=StvwuF_SwS8&feature=plcp

- Actors from *Austenland*
  http://www.youtube.com/watch?v=Tdmo96Afhc4&feature=plcp

- Dev Patel http://www.youtube.com/watch?v=Lj20EzAAong&feature=plcp

- Location manager, *War Horse* http://www.youtube.com/watch?v=l-qWX8nalxk&feature=plcp

- Orange Rising Star http://www.youtube.com/watch?v=rmsguTqxFrs&feature=plcp

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://www.bfi.org.uk/statisticalyearbook2012/

- 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).

- **Creative Careers tab on FB** (available on desktops, coming soon on mobiles)
  http://www.facebook.com/Screenthing#!/Screenthing?sk=app_104642586304112

CREATING A CAMPAIGN

Now you've got to grips with the key issues, you need to think about how you will put your campaign together. This section features prompts and activities that will help you in developing ideas and structuring your campaign.

WHO: YOUR AUDIENCE

Think carefully about your target audience before you begin. Your campaign should be designed to appeal to the 11–19 age bracket, and within this you may want to target a particular group (say, 11–14 or 17, 18 and 19 year olds). First, you need to think about the interests of this group:

- What do they spend their leisure time doing?

- What are their concerns when it comes to entertainment (particularly film and TV)? What do they care about? You could also consider the gender, income and aspirations of the group you are targeting

- What different ways can you think of to appeal to this age group?

WHAT: YOUR MESSAGE

Once you know who you're talking to, the next step is to decide exactly what you want to say. Thinking carefully about your message before you begin will give your campaign a clear structure and make it more likely to be successful.

- Here are the key messages from the brief. Which of these have you chosen to focus on?
    - 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 industry 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 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*

- Do you want your campaign to be informative and educational, or entertaining, or attention grabbing, or something else?

- Do you want to focus on the impact on individuals, or on the TV, film and video industries as a whole?

- How will you balance positive messages and information in your campaign? You could consider the problem itself, the consequences for individuals and for the creative industries, or come up with a message that promotes greater respect for the creative industries generally.

- What do you believe is 'fair' and 'unfair' about the topic?

WHERE: YOUR CAMPAIGN

You may have had an idea before you started of what sort of campaign you wanted to put together – poster or film. Do you still want to make this kind of campaign, or have you got different ideas now? Have a look at the information on each of these options before you start. Remember to think about where these adverts will be seen, and how they will grab an audience's attention.

Your options are:

- A poster campaign featuring two or three designs, OR

- A 30-second filmed advert

WHEN: THE DEADLINE

Be Creative, Be a Screen Champion is designed to give you a real brief, so remember that the deadline and entry requirements need to be strictly adhered to.

This year's deadline is January 21st 2013

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.

- 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? Outdoor poster creation guidelines recommend having seven or less words.

- 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.

ACTIVITY: ANALYSING POSTER CAMPAIGNS

1) Choose three poster campaigns you think are particularly effective

2) Do you feel these posters are designed to target a particular age group or gender? If so, why - and how can you tell?

3) Now look more closely at the posters and complete the table below:

Comment on the…	Poster campaign 1	Poster campaign 2	Poster campaign 3
Poster layout			
Choice and impact of colour scheme			
Choice, positioning and size of image			
Choice of language, impact of 'slogan', tagline etc.			

4) How effectively do you think the posters in this campaign work together to put the message across?

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?

Top tips for creating your filmed advert

- Research the best location for each shot and the best time of day to 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

- Simple things, such as checking the framing of each shot and using a tripod, will really improve the quality of your finished 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.

- If you want to use music or sound effects, how you will 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.

- Take care over your edit, ensuring you're happy with the final results – re-shoot if necessary. Remember, a key part of the brief is that the advert should be no longer than 30 seconds.

ANALYSING FILMED ADVERTS

The questions below are based on previous entrants' filmed campaigns:
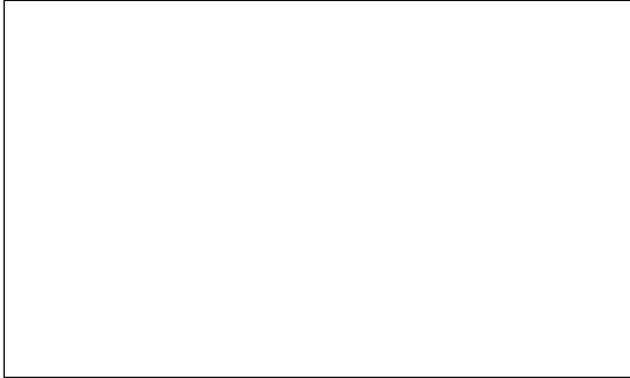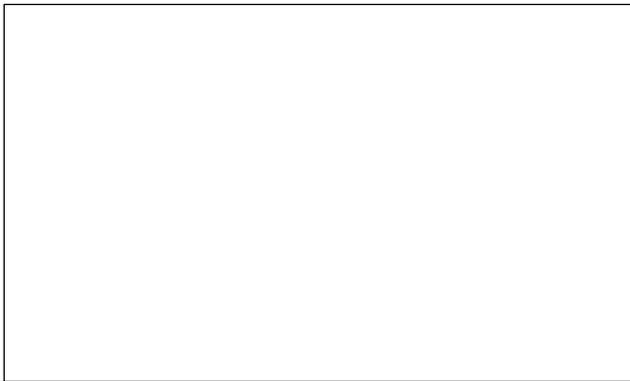http://www.filmeducation.org/becreative/index.html

Watch the adverts closely and complete the table below:

| Advert	Main message	Sound and dialogue	Shot types, camera angles	Editing: pace, rhythm	Style and tone
11-14 runners up: The Joseph Rowntree School					
11-14 winners: St Matthew Academy					
15-19 runners up: John Ruskin college					
15-19 winners: University Academy Birkenhead					

- Having looked closely at these campaigns, what do you want yours to achieve?

- Use a similar grid to come up with a number of initial ideas for your own campaign. Pitch them to other people in your class and see which you think is going to be most effective. Remember to refer carefully to the brief.

STORYBOARD TEMPLATE
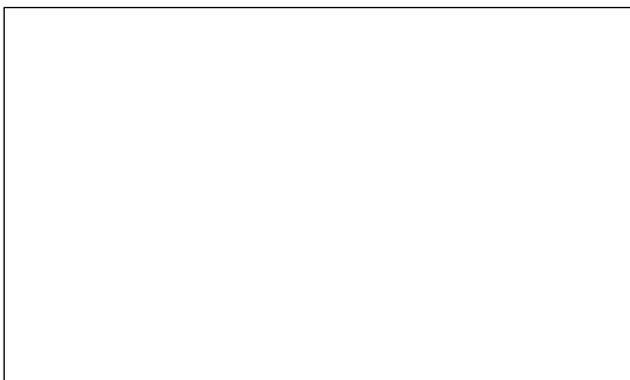
GLOSSARY OF TERMS

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.