

Teachers' Notes

Creating Movie Magic

'This outstanding resource enables you to really expand your Design and Technology curriculum and creates independent learners who understand, create and value real movie magic. It offers inspiring and challenging opportunities for students to stretch their knowledge of the creative industries and attain impressive skills, for both school and their futures.'

KS3 DT teacher

From *Metropolis* to the latest blockbuster, the film industry continues to amaze us with bigger and better special effects, set design, direction, and storylines to name just a few. The industry is packed full of creative and innovative minds that continue to challenge our perceptions of reality. Intellectual Property (IP) supports their creativity and innovation, enabling them to generate an income and continue to push the boundaries and innovate, but what happens if we don't value this IP?

Creating Movie Magic is an exciting new educational resource using the film industry as a way to explore innovative design and technology skills and the opportunities involved in one of the biggest employment sectors in the UK.

This resource directly supports delivery of national curricula and will see students understand the people and skills in making movie magic and through hands-on activities develop a true appreciation for creativity and Intellectual Property.

THE RESOURCE OFFERS:

- An easy-to-use new approach to D&T projects
- Ready to use curriculum-linked resources that explore the magic behind special effects
- Inspirational ways to teach students about the career opportunities relating the D&T curriculum to the exciting film industry
- Resources which help students to prepare ahead of making their Year 9 option choices
- Activities which develop skills that students can use in other lessons
- An exciting competition to win a unique experience with Aardman Animations, who will develop the winning idea into a short film

The resource guides students through an exciting learning journey:

RESEARCH and IDENTIFY	BUILD UNDERSTANDING	DEVELOP SKILLS	CREATE
Recognise the value of film and importance of IP.	Explore the people, roles and the skills required.	Become movie magic creators. Inspire students through exploring how famous special effects were created. Give students the opportunity to use their D&T skills to try out their very own special effects.	Apply learning to send out a message.
What is IP? Investigate the value of the creative process, why this value should be respected and the importance of doing so.	Learn about the people behind the magic and the positive impacts of respecting IP for everyone.		Create a storyboard to help other young people understand the value of film and why they should respect IP.

This journey is designed to scaffold students' learning, introducing IP and the value of IP through industry careers and the medium of special effects. Students will explore how special effects are made and create their own special effects in class. They are then guided to think about the roles and careers involved in the creative industries and to understand how these are closely linked to IP. Finally, students will demonstrate their understanding of the importance of respecting IP by designing and constructing their own IP advert using the skills they have gained. The storyboards from this final activity can be submitted as entries to our exciting Aardman Filmmaking Challenge competition.

Chance to win an amazing creative experience with Aardman Animations:

The culmination of this learning journey is a creative competition that allows students to draw together the knowledge and skills they acquire in the first three activities and gives them the opportunity to share their learning with their peers. Students develop a storyboard for a short film (no longer than 35 seconds) that inspires young people to respect creative content and encourages them to view film through legal channels. The storyboard that they produce can be entered for the chance to win an amazing money-can't-buy experience with Aardman Animations, the makers of Wallace and Gromit, who will work with your students to make a professional short film inspired by their film concept.

For more details on the competition and the fantastic prize to be won, see the Competition Brief and Section 4 of this resource. The full resource and terms and conditions of the competition are available at intofilm.org/schools-resources.

Learning objectives and activity resources:

This resource uses the 'all/most/some format' for learning objectives in order to allow for differentiation within lessons. In places, task-specific success criteria have been included to guide students with more demanding or independent tasks. Some teachers may wish to expand the learning objectives in their lessons with detailed learning outcomes and success criteria for the whole lesson.

Each activity outline also includes a brief list of equipment and resources needed to deliver that activity. These lists outline the main equipment and resources needed - however, they assume that basic equipment such as whiteboards are available to teachers. As with the learning objectives, teachers are free to modify and adapt these lists to suit their needs.

ACCESSING FILM

The resource has been designed to be easy to use and we've provided a handy guide illustrating films you can use as part of the resource below. There are a number of different ways you can access films legitimately:

- **Order the films for free** by starting an Into Film club in your school, college or youth group through www.intofilm.org/schools-film-clubs
- **Not yet Into Film?** Into Film is a new film and education charity that puts film at the heart of the educational and personal development of children and young people aged 5-19, encouraging and enabling watching, making and critical understanding on a scale never seen before in the UK. The organisation enables schools, colleges and youth groups to set up and run free film clubs that can enrich the curriculum, and allow young people to experience cultures beyond their own, explore a wide variety of issues and stimulate their imaginations. Into Film incorporates the legacy of two leading film education charities, FILMCLUB and First Light, building on their experience and success in delivering programmes of significant scale and reach to children and young people across the UK.

Joining Into Film is easy and free – go to the website to find out more and to register:
www.intofilm.org/schools-film-clubs

- **FindAnyFilm.com** One of the UK's leading data services for film fans looking to watch, buy, download, stream or rent legitimate film. Operated by the Industry Trust for IP Awareness, the website offers 40,000 films across all formats, from cinema to DVD and Blu-ray, as well as download and streaming digital (or on-demand) services. Visitors can search by title and or talent, and can sort their results by format and price. FindAnyFilm can be used to find many of the films used in this resource.

The following films have been used to illustrate movie magic moments and are appropriate for 11-14 year olds. We've outlined how these should be used throughout the resources.

FILM	EFFECTS	CERTIFICATION	LINK TO INTO FILM REVIEW
<i>A Knight's Tale (2001)</i>	Special effects	PG	www.filmclub.org/film/11475/a-knight-s-tale
<i>Alice In Wonderland (2010)</i>	Forced perspective	PG	www.filmclub.org/film/16170/alice-in-wonderland/Allpage/4
<i>Avatar (2009)</i>	Special effects	12	www.filmclub.org/film/16146/avatar
<i>Big Fish (2003)</i>	Forced perspective	U	www.filmclub.org/film/2741/big-fish
<i>Chicken Run (2000)</i>	Stop motion animation	U	www.filmclub.org/film/2768/chicken-run
<i>Coraline (2009)</i>	Stop motion animation	PG	www.filmclub.org/film/14756/coraline
<i>Despicable Me 2 (2013)</i>	Special effects	PG	www.filmclub.org/film/17799/despicable-me-2
<i>Elf (2003)</i>	Forced perspective	PG	www.filmclub.org/film/2798/elf
<i>Fantastic Mr Fox (2009)</i>	Stop motion animation	PG	www.filmclub.org/film/16107/fantastic-mr-fox

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<i>Flushed Away (2006)</i>	Stop motion animation	U	www.filmclub.org/film/13252/flushed-away
<i>Frankenweenie (2012)</i>	Stop motion animation	PG	www.filmclub.org/search?keyword=frankenweenie
<i>Gulliver's Travels (2010)</i>	Forced perspective	PG	www.filmclub.org/film/16473/gulliver-s-travels
<i>Inception (2010)</i>	Special effects	12	www.filmclub.org/film/16344/inception
<i>Jackboots on Whitehall (2010)</i>	Stop motion animation	12	www.filmclub.org/film/16263/jackboots-on-whitehall
<i>James and the Giant Peach (1996)</i>	Stop motion animation	U	www.filmclub.org/film/2849/james-and-the-giant-peach
<i>Jason and the Argonauts (1963)</i>	Stop motion animation	U	www.filmclub.org/film/3868/jason-and-the-argonauts
<i>ParaNorman (2012)</i>	Stop motion animation	PG	www.filmclub.org/film/17635/paranorman
<i>Sherlock Holmes (2009)</i>	Forced perspective	12	www.filmclub.org/film/16159/sherlock-holmes
<i>Wallace and Gromit: The Curse of the Were-Rabbit (2005)</i>	Stop motion animation	U	www.filmclub.org/film/4225/wallace-gromit-the-curse-of-the-were-rabbit
<i>The Hitchhiker's Guide to the Galaxy (2005)</i>	Forced perspective	PG	www.filmclub.org/film/3498/the-hitchhiker-s-guide-to-the-galaxy
<i>The Nightmare before Christmas (1993)</i>	Stop motion animation	PG	www.filmclub.org/film/3020/the-nightmare-before-christmas
<i>The Pirates! In an Adventure with Scientists (2012)</i>	Stop motion animation	U	www.filmclub.org/film/17002/the-pirates-in-an-adventure-with-scientists
<i>Titanic (1997)</i>	Special effects	12	www.filmclub.org/film/3136/titanic

Teacher Guidance and Safeguarding Children:

The activities included in this resource contain a small number of links to footage on www.youtube.com. It is advisable to check that your school internet filters permit access to this site before delivering the lesson.

Several of the activities in this toolkit allow students to take part in creating and filming their own special effects and IP adverts which may include their appearance on screen. It is important for teachers planning to complete these tasks to notify and gain consent from their school and parents of students who will be participating in the activities. Students should also be briefed on health and safety when filming. A useful video on health and safety can be found here: www.filmclub.org/behind-the-scenes/details/323/how-to-health-and-safety. Activities 3.2 and 4.2 involve stop animation and filmmaking and therefore require the use of a camera.

We recommend teachers view films and content on external links in advance of sharing these with their classes. Whilst every effort has been made to ensure the contents of this resource are appropriate for the intended audience, the producers of this resource are unable to accept responsibility for the content of external links, which may change, move or become unavailable without our knowledge. Please note any external links have been chosen for their relevance to this resource and not for any commercial consideration.

Teacher Guidance on IP:

Intellectual Property is an original creation/design/idea that belongs to a person or group of people e.g. films, songs, books, designs, etc. The owner of IP has control over how their work is used and can expect to be rewarded for its use. This means that anyone who has a new creative or innovative idea then has the right to benefit from it. Films are full of original ideas and creations; from the storyline to costumes to special effects, all of these are examples of IP and take hours of painstaking work to create.

A range of opinions exist about the topic of copyright and teaching this topic may spark challenging debates in class. The following resources may help when discussing these issues in the classroom:

- Resource on holding a copyright debate: www.filmclub.org/assets/pdf/screen-champions-leader-prompts.pdf
- Debating Matters article on the copyright debate in the media: www.debatingmatters.com/topicguides/topicguide/copyright_and_the_arts/

For further information on respecting IP visit:

- Information about IP in the UK - www.ipo.gov.uk/types/copy/c-about.htm
- Information about IP worldwide - www.wipo.int/about-ip/en/index.html
- Information about copyright and IP - www.industrytrust.co.uk/useful-links/
- Information about copyright - www.cla.co.uk/copyright_information/copyright_information/

BRINGING THIS RESOURCE TO YOU

Aardman Animations



Aardman, based in Bristol (UK) co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, television series, television commercials and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions www.aardman.com.

Cinema First



The industry body that represents exhibitors and distributors is working with Into Film to deliver a major audience development programme, securing the cinema audiences of the future. Our 2013 film festival for schools and young people was the culmination of this year round programme, and this is set to return in 2014 - a celebration of cinema made for and by young people that opens up screenings to schools and youth groups, enables young people to interact with film industry professionals and create their own short films.

The Industry Trust for IP Awareness



The Industry Trust is the UK film, TV and video industry's consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to provide extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust's work, visit www.industrytrust.co.uk

The Intellectual Property Office



The Intellectual Property Office (IPO) is within the Department for Business, Innovation and Skills and is responsible for the national framework of Intellectual Property rights, comprising patents, designs, trade marks and copyright. Its role is to help manage an IP system that encourages innovation and creativity, balances the needs of consumers and users, promotes strong and competitive markets and is the foundation of the knowledge-based economy.

Into Film

Into Film is an education charity that seeks to put film at the heart of children and young people's learning and cultural experience. Our ambitious UK-wide programme will provide 5-19 year olds with unparalleled opportunities to see, think, make and imagine, contributing to their educational, cultural, creative and personal development through film.

We will achieve this by:

- working with the education and informal youth sectors to support and promote learning through and about film
- partnering with industry to enhance the appreciation and understanding of film
- taking advantage of the learning solutions made possible by digital technology.

Into Film incorporates the legacy of two leading film education charities, First Light and FILMCLUB, and will be working together with a range of partners in England, Northern Ireland, Scotland and Wales. Into Film is supported by the BFI, together with funding from the film industry and a number of other sources.

National Schools Partnership

National Schools Partnership is the Business of Inspirational Learning. We help organisations successfully reach and engage with young people, schools, community groups and families.

Since 2004 we've been using our experience and expertise to help well-known brands, charities and public sector organisations. We've delivered over 150 successful learning programmes involving almost every school in the UK and several million young people.

GLOSSARY OF TERMS

Camera angles - the placement of a camera to create a particular effect e.g. low-level shot

Copyright - whenever you write or record an original idea, it is automatically protected by copyright. For instance, the copyright in a film script or photograph belongs to the creator of that work.

Intellectual Property (IP) - an original creation/ design/ idea that belongs to a person or group of people, e.g. songs, books, films, designs, etc. IP is protected by law, for example patents, copyrights and trade marks.

Patent - patents protect what makes things work – such as a 3D camera or the mechanisms that make a robot move.

Perspective - use of camera shots to create an illusion of size or distance.

Post-production - work performed on a movie after the end of principal photography. Usually involves editing and visual effects.

Special effects - effects that cannot be achieved through normal filming techniques, e.g. explosions.

Stop motion - a form of animation in which objects are filmed frame-by-frame and altered slightly in between each frame.

Storyboard - sequence of pictures created to describe each scene in the film production.

Trade mark - trade marks can be words or logos and are used to show customers who created goods or a service and distinguish it from others.