

TEACHERS' NOTES

ABOUT BE ©REATIVE

Be ©reative 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 ©reative is run by Film Education in collaboration with ScreenThing, an online programme that takes young people behind the scenes of the film and TV industry.

WHY SHOULD MY STUDENTS PARTICIPATE?

Taking part in the competition helps motivate students by offering them a live creative brief and real-world audience for their talents. Creating a campaign also helps develop skills relevant to film and media, English, ICT, art, design and photography and related subjects.

Students have the chance of being rewarded for their talents: the overall winners in the 11-14 and 15-19 categories win an iPad each. In addition, their school or college will receive £5,000 to spend as they choose.

And, for the first time this year, all teaching staff who submit more than ten completed campaigns on behalf of their students will be entered into a draw to win an iPad!

THE CHALLENGE

To enter, students create an advert that encourages young people to respect the UK film, TV and video industry and make the positive decision to choose official content. Students can submit their work in the form of either:

- A filmed advert, OR
- A campaign of two or three posters

Students **must follow the competition brief closely** in order to stand the best chance of winning. The brief, and a series of supporting resources, are available to download from www.filmeducation.org/becreative

SUPPORTING WEBSITE

The materials available through the website help students explore and understand the film, TV and video industries and the positive role copyright plays. These resources are broadly suitable for learners aged 11–19; you may wish to break down content or adapt delivery to support and challenge students as required. The supporting documents are therefore offered in both PDF and Word format for greatest flexibility. The website also has entry forms, full terms and conditions and a gallery of previous winners.

We recommend you read through all of the materials before passing them to your students. Start by giving students the full brief, then work through the student pack in lessons and/or for homework tasks. The supporting resources offer essential information on the film and TV industries and copyright, suggestions for further research and helpful hints for constructing a radio, poster or filmed campaign. Depending on your subject, you may wish to focus on particular aspects of the competition.

Whilst the competition can be undertaken by small groups as a special project, we feel it is best approached as a whole-class task where all students work on an entry. Students may work collaboratively or individually on their entries, with a maximum group size of four. 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're keen to have entries from students at all levels of learning so please send us all completed campaigns.

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 the Terms and Conditions carefully and encourage your students to do the same.

NB: 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. Please note that this is for monitoring purposes and will not affect entries in any way!

ADVERTISING THE COMPETITION TO YOUR STUDENTS

If you would like additional competition flyers for your school or college, please email becreative@filmeducation.org A poster advertising the competition is available on the Be Creative website, for download and print or for sharing with colleagues.

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 organization are also welcome
- HOWEVER, 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)
- Entry forms can be downloaded from the Be ©reative site:
www.filmeducation.org/becreative/entrydetails
- Full details of entry requirements and file formats are available on the Be Creative website

CURRICULUM LINKS

FILM, MEDIA AND RELATED SUBJECTS

Whilst specifications and qualifications vary in their requirements, this summary gives an indication of the key skills that Be Creative should help students develop:

- Understanding of the film, TV and video industry
- Understanding of advertising and marketing
- Understanding of control and regulation in relation to copyright in the film, video and TV industries
- Ability to construct and communicate a message
- Understanding of target audience
- Production research, design and planning
- Design, layout and presentation skills if creating a poster campaign; storyboarding, filming and editing skills if creating a filmed advert
- Creating an effective campaign

ENGLISH

The competition requires students to exercise a range of skills that are relevant to English. Whilst the curriculum in the Nations varies, these extracts from the KS3 English National Curriculum give a good indication of how the competition fits into teaching and learning in this subject:

RELEVANT KEY CONCEPTS IN ENGLISH AT KS3:

1.1 Competence

- a. Being clear, coherent and accurate in spoken and written communication
- b. Reading and understanding a range of texts
- c. Demonstrating a secure understanding of the conventions of written language,
- d. Making informed choices about effective ways to communicate formally and informally.

1.2 Creativity

- a. Making fresh connections between ideas, experiences, texts and words
- b. Using inventive approaches to making meaning, taking risks, playing with language and using it to create new effects
- c. Using imagination to convey themes, ideas and arguments, solve problems
- d. Using creative approaches to answering questions, solving problems and developing ideas.

1.4 Critical understanding

- a. Engaging with ideas and texts, understanding and responding to the main issues.
- b. Assessing the validity and significance of information and ideas from different sources.
- c. Exploring others' ideas and developing their own.
- d. Analysing and evaluating spoken and written language to appreciate how meaning is shaped.

(From DfE, 2012 online:

<http://www.education.gov.uk/schools/teachingandlearning/curriculum/secondary/b00199101/english/ks3/programme/concepts>)

ART AND DESIGN – KEY CONCEPTS:

1.1 Creativity

- a. Producing imaginative images, artefacts and other outcomes that are both original and of value.
- b. Exploring and experimenting with ideas, materials, tools and techniques.

1.2 Competence

- a. Investigating, analysing, designing, making, reflecting and evaluating effectively.
- b. Making informed choices about media, techniques and processes.

1.4 Critical understanding

- c. Engaging with ideas, images and artefacts, and identifying how values and meanings are conveyed.

(From DfE 2012, online:

<http://www.education.gov.uk/schools/teachingandlearning/curriculum/secondary/b00199239/art>)

LINKS AND FURTHER RESOURCES

Full competition details and supporting resources are available online. 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. 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>

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

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

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

Film Education provides award-winning teaching resources, teacher training and cinema based events that support the use of film within the curriculum. A charity supported by the UK film industry, Film Education has been producing unique, curriculum-relevant film-based learning experiences since 1985 at no or nominal cost to teachers. The organisation also takes almost half a million schoolchildren to the cinema free of charge every year in the world's biggest screening programme for young people, National Schools Film Week.