CREATING MOVIE MAGIC

Competition Brief

INTO FILM

Aardman

CREATING MOVIE MAGIC COMPETITION DETAILS

You have learnt about the value of film, looked at the people behind the film industry and become a creator making your own special effect... now Into Film invite you to enter their competition with prizes from Aardman Animations.

Every amazing movie started its life as nothing more than a simple idea. From there it grew into a storyline, drawn onto a storyboard. This is your chance to create your very own storyboard for a short film for an opportunity to win some amazing money-can't-buy prizes from Aardman Animations, the creators of Wallace & Gromit:

• Your storyboard ideas will inspire a real-life short film made by Aardman Animations
• A visit to Aardman Animations' Bristol studios will be awarded to the winning entrant, their classmates and teachers (up to ten people) to discuss the making of the short film with Aardman's production team
• Your short film will be shown to hundreds of thousands of young people in cinemas across the UK at the Into Film Festival 2014

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COMPETITION BRIEF

To 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, such as www.FindAnyFilm.com, where you can find all films, all above-board, or through starting an Into Film Club via www.intofilm.org.

The question is: what's the best way to showcase the various skills involved in creating movie magic to remind young people exactly why film should be respected and valued?

As you have seen and experienced in making your own special effects, it takes great effort, time and skill to make films. Hundreds of people are involved in creating awe-inspiring movie moments, from camera crew and makeup artists through to animators, stunt specialists and special effects teams… but not everyone knows about the dedicated work that goes on behind the scenes.

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Read the entry guidelines and the hints and tips carefully and get ready to be creative.

1. Start by thinking about a film you love. How many people do you think were involved in creating it? What sort of jobs would they have performed both on and off the set? How long do you think they worked to create the finished masterpiece?

2. Next, it's time to get creative. Think about how you might tell other people about the fantastic work that goes into creating movie magic through a story which will form the plotline for your storyboard.

   • How would you make your story exciting, interesting, and/or informative?
   • What jobs in filmmaking would you highlight?
   • What message would your film get across to the audience?
   • How would you bring to life the skills, creativity and expertise involved in filmmaking?
   • Where would you set the story?
   • How would you make the film appeal to young people like you?

3. Think about how you will use your story to inspire the viewer to value the hard work that goes into filmmaking. This needs to be the overall message delivered by your story. How will you encourage and inspire people to choose to watch film through legal channels?

4. Once you have formed your ideas, you need to get them down onto a storyboard. Draw your ideas on the template provided (eight boxes), making sure that each box tells part of the story – here's a guide on how to storyboard: www.filmclub.org/behind-the-scenes/details/317/how-to-storyboard-your-film

5. Send your finished entries, along with a completed entry form, by post, email or fax following the instructions on the entry form overleaf.

The panel of judges will include professional animators and experts on copyright protection. They will be looking for entries that use interesting characters in a storyline that clearly promotes the key message about respect for film and creative content.

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TOP HINTS AND TIPS

1. Be original – use your own ideas and characters (do not use Aardman characters – they own the copyright to them).

2. The overall message is: how will you inspire young people to respect all of the hard work that goes into filmmaking, and to make the choice to watch film through official channels?

3. You have learnt to create special effects and stop motion animation. Think about how your film could be animated, and if you could use any special effects.

4. Think about how you are going to tell your whole story in eight boxes. Break down your storyline. What are the most crucial scenes to include in your storyboard? What parts can be left out?

5. How will you appeal to other young people? Think about using language, settings and events in your storyline that other young people can connect with.

6. Remember that you are trying to persuade the viewer to make a positive choice to view films through official channels. Help the viewer to understand why it is important to respect creativity.

7. Watch some adverts and competition entries created here for inspiration – but remember to be original with your storyboard.

www.industrytrust.co.uk/campaigns/you-make-the-movies/
www.industrytrust.co.uk/campaigns/kodak-film-making-competition-201011/
www.industrytrust.co.uk/campaigns/be-creative/
www.filmclub.org/behind-the-scenes/details/258/behind-the-scenes-at-aardman-animations

DOS AND DON'TS

- **Do** aim to be original
- **Do** ensure that your storyboard fits in eight boxes (which translates to 35 seconds on screen)
- **Do** make sure that your story contains no more than three characters and two backgrounds (this will help the animators)
- **Do** remember you can enter as an individual or in a team of up to four
- **Do** think about how to connect with your audience. Remember that your story needs to appeal to young people
- **Do** remember to check that your story contains the key message: we all value film and therefore should respect it by viewing it legally
- **Do** practise the short script that goes along with each box to make sure the story fits into 35 seconds.

- **Don't** worry if drawing is not your strong point. It's the ideas and storyline that count
- **Don't** focus on 'pirate DVDs' or 'illegal downloads' – the most effective entries will be ones that bring to life the positive reasons why young people should access films from 'above board' sources.

Make sure you get your entries in before 9th May 2014. Good Luck!

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ENTRY FORM

Please complete the below in **capital letters.**

We will contact you or your school if your storyboard is selected by the judges. For full details and terms and conditions see www.intofilm.org/schools-resources

Your name
(include ALL names if this is a group entry)

1 _____

2 _____

3 _____

4 _____

Your age
(include ALL ages for a group entry)

_____

Name and address of your school

_____

_____

_____

_____

School telephone number

_____

Parent/guardian name
(include one per entrant for group entries)

1 _____

2 _____

3 _____

4 _____

Parent/guardian signature
(include one per entrant for group entries)

_____

_____

_____

Parent/guardian phone number

_____

Teacher/FILMCLUB leader name

_____

Please send your completed storyboard to:
Into Film Creating Movie Magic Competition
31 Islington Green
London
N1 8DU
England

Or email a scanned copy of the whole form and storyboard to:**competition@intofilm.org** with the subject line Creating Movie Magic competition

Or send by fax to 0845 521 9181. Please write the school and student's name at the top of each page.

The winning entry will inspire a short film made by Aardman Animations and shown to hundreds of thousands of young people in cinemas across the UK at the Into Film Festival 2014. Into Film and Aardman Animations assign the winner the right to use the film to promote themselves in perpetuity. Entrants assign Into Film and Aardman Animations licence to use the IP in the submitted entry in perpetuity, royalty free across all formats. Please note entries cannot be returned to participants. For full terms and conditions see www.intofilm.org/schools-resources.

Storyboard Template

Use this worksheet to help you plan what your character is going to do. For more advice on how to storyboard, visit:

www.filmclub.org/behind-the-scenes/details/317/how-to-storyboard-your-film

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