



# Film, TV, Video, Radio & Photography

## Brief Setter:

Gordon Parsonage

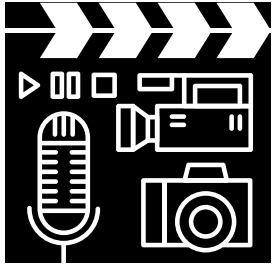
Junior Content Producer at 20Twenty Productions CIC



20Twenty Productions CIC is a not-for-profit organisation that uses creativity and participation to engage and empower children and young people so they may build confidence, essential skills for life and one or more creative skill sets. Working strategically, collaboratively and directly as creative practitioners they inspire young people to realise their potential whilst growing as leaders.

Their programmes, projects and events are designed with and for young people. 20Twenty Productions supports creative industry development, empowering young people to gain qualifications and access real world opportunities.

CREATIVE  
BRIEF



# Film, TV, Video, Radio & Photography Creative Brief

## Brief Title:

## Connect, Protect & Enhance film campaign

You are to create three short films using your phone or tablet. Each film will be used as part of a social media campaign to promote the three key elements of the government's 25-year environmental plan. The three elements in your campaign should cover 'Connect', 'Protect' and 'Enhance' (see the context to the brief on page 2). You can decide on what the content should be in each of the films.

The films you create will be used on either Facebook or Instagram. You can decide which platform. 20Twenty Productions will build the campaign using your films.

## Audience

Your audience are young people aged 14 - 19 who do not currently engage with environmental websites or groups on social media. The information you share may be the first time your audience has been made aware of environment issues.

## Facebook

Facebook recommend that a film shown on their platform is no more than 240 seconds long. Recent studies have shown that 47% of the value in a video is delivered in the first **3 seconds**. This is the amount of time someone will watch before deciding if they are going to watch the entire film or move on.

## Instagram

Instagram videos in a regular post can only be **60 seconds** long.

## Supporting you to deliver on the brief

This is an 8-week process and we will provide you with a package of support material on: how to take good photographs and film using your phone; how to create a storyboard; and guidance

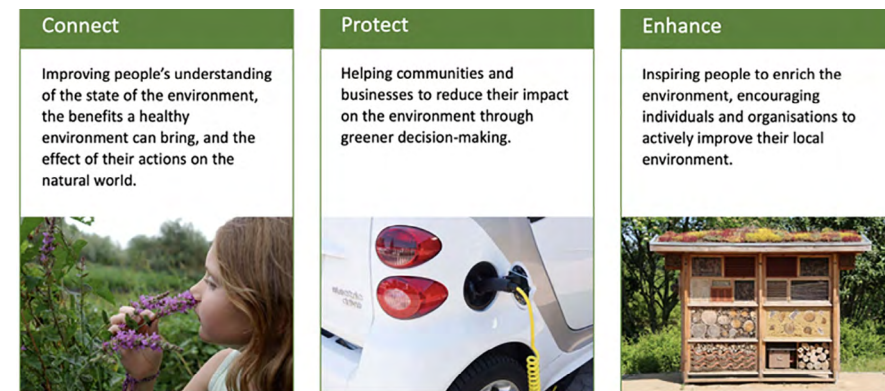
on how to use [www.clipchamp.com](http://www.clipchamp.com), which is a fabulous free editing website. You would be expected to research your content, and similar social media campaigns. You could produce a Pinterest board.

We will check in on your progress in week 4 and answer any questions.

## Context to the brief

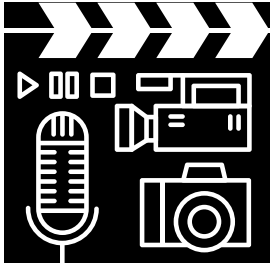
The 25 Year Environment Plan, published in January 2018, sets out the government's plan for an improved environment. It commits to green action.

'Green action' is defined as any action that delivers against at least one of the three themes below.



Taken from [www.yearofgreenaction.org](http://www.yearofgreenaction.org)

Additional information can be found at [www.iwill.org.uk/putting-young-people-front-and-centre-of-the-year-of-green-action](http://www.iwill.org.uk/putting-young-people-front-and-centre-of-the-year-of-green-action)



# Film, TV, Video, Radio & Photography

## Suggested project timeline

Essential Skills Developed



### WEEK 1

#### School

- Live brief setting and Q&A.

#### Homework

- Research the 25 Year Environment Plan. Make rough notes about what interests you most about the three themes. Search for environmental or green action social media campaigns, what do you like about what you find?

### WEEK 2

**School:** Discuss your research with anyone else who has chosen this creative brief. Decide which social media platform you are going to create your films for. Start to work on what your story board might look like. Think about what you might film and where you would be able to do this - make sure you are able to film in these locations. Who will be in your film? What messages are you sharing with your audience?

#### Homework

- Finish your storyboard logo.

### WEEK 3

#### School

- Review your storyboard, can you take any images / film footage in school? Make sure you get permissions from anyone you are filming. Can you record some audio to play while your images are showing, this could be yourself?

#### Homework

- Continue to take photographs and film footage in your community as required.

### WEEK 4

#### School

- Live check in with brief setter. 2-3 students will be chosen by the teacher to present their ideas and receive feedback from the professional and their peers. This will include some training on [www.clipchamp.com](http://www.clipchamp.com) which you will use to edit your film.

#### Homework

- Work on editing your film using clipchamp.

### WEEK 5

#### School & Homework

- A digital portfolio of creative careers in the industry sub-sector will be provided. Students to review the digital portfolio of creative careers in industry sub-sector.

### WEEK 6

#### School

- Students to feedback to teachers the creative careers they have researched.

#### Homework

- Continue to work on the film edits.

### WEEK 7

#### School

- Show a couple of friends the films you have made; ask them to give you some constructive feedback. They do fall into your target audience, so listen to what they have to say. Make any necessary edits based on their feedback.

#### Homework

- Complete the three films for the presentation to 20Twenty Productions in the final week.

### WEEK 8

#### School

- Students will present final response to creative brief to peers and the brief setter.
- A select group of 4-6 students will be chosen by the teacher to present in order to get feedback from the brief setter and their peers.