

## Career Insight Conversations/Ed Bishop

This creative challenge was set by Ed Bishop, filmmaker

### Creative Challenge: Pitch your idea for a social media video



**Client Brief:** The De La Warr Pavilion in Bexhill has been shut throughout lockdown so almost one-third of a year and had had a severe impact on their finances and reducing their brand visibility. They are planning a media and PR strategy to remind the public about they we are, what they do and why they are such a great location to experience the arts and culture.

The centrepiece to this campaign is a 3min social media promo film that will be used across DLWP social media channels and paid-for-advertising to launch the autumn season of events.

This film should be inventive, intelligent and creative. It needs to showcase what makes DLWP a go-to destination for all types of events and exhibitions, as well as showcasing how the physical layout and geographical positioning makes visiting a safe and pleasant experience during Covid-19 restrictions.

Budget is £3000 to cover all aspects of preproduction, production and post-production.

Your pitch -

- A written description of how you would execute your idea.
- Picture references that support your style of execution.
- Evidence of the things that make DLWP such a desirable place to visit.
- How you would show DLWP is a place that is Covid-safe to visit.
- A budget showing where money will be spent and timings to indicate that delivery of the finished film will meet our deadline.

Considerations when preparing your brief:

Narrative

- What is your underlying message, the abiding impression that you want your audience to be left with?
- Can you format this story successfully within 3mins of the final film?
- What narrative devices will you use to enhance the films visibility on social media?
- How will you create an exciting film that engages the wide demographic that DLWP serves - young Hipsters coming from London for an oatmeal latte and art, through to local dog walkers who want a sausage roll and shelter from the rain.

Your creative approach

- Animation?
- Live-action - presenter driven?
- Experimental?
- Documentary with interview?

Think about techniques you can use to accent the film, such as use of a drone, on-screen graphics, a known personality to narrate/present the film, music etc

Use this resource sheet in conjunction with the accompanying short film, to complete specific creative tasks and challenges either in the classroom or as homework. Tasks suitable for KS4-5 students include problem solving, communication and literacy skills, working as a team and creative thinking. This resource can be useful in supporting your school to deliver Gatsby Benchmark 4 - Linking the curriculum learning to careers. The creative challenges can be used to support activities in the classroom or for setting homework.

These resources have been produced by Culture Shift in conjunction with a series of Career Insight Films. They are based on the approach taken at our Creative Café career events. You can download all six resource sheets and watch the films at <https://www.cultureshift.org.uk/careerinsightconversations> to undertake the various real-life Challenges and Briefs set by Creative Professionals.

Each film includes professional introduction, QnA session, top tips for being successful in specific industry and a task-based challenge.

**BIOGRAPHY:** Ed Bishop, filmmaker

Ed is a film maker based in Hastings and Rother who makes films for the communications, corporate and charity sectors. He was brought up in and around Tunbridge Wells and spent many happy days hanging out at the beach at Camber and Hastings when he was young.

His production company Scissorhands uses the latest camera, editing and graphics technologies in conjunction with a deep understanding of narrative. Telling people what is at the heart of a project or venture is essential to Ed's success in delivering messages that inform, inspire and entertain.

<https://www.scissorhands.tv>

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