

Digital Media Production

Pre-Competition Activity

Project Brief

Competitors are asked to use their creative and media skills to come up with an idea for a fifteen second viral video promoting the British Film Institute (BFI) London Film Festival 2018

PLEASE NOTE THAT THIS TASK IS INTENDED TO BE USED FOR PRACTICE AND BENCHMARKING PURPOSES ONLY, AND DOES NOT FORM A PART OF THE OFFICIAL WORLDSKILLS UK COMPETITION.

The Detail

For this competition you will be required to: research, develop, storyboard and submit a proposal for a 15 second video that is suitable for the viral campaign.

The British Film Institute who are behind the festival, wish to promote the diversity of the festival programme through a viral campaign (Vimeo/Youtube) and raise awareness through other social media channels. This promotion is also an opportunity to attract those who do not regularly watch film independent films to embrace the festival.

This a great opportunity for the BFI to promote and celebrate the varied and diverse background of the festival offer. Last Year 2017 there were 243 features, shown in 67 countries and 15 cinemas over 12 days .

It is also important to note and champion that this festival is held in London, the capital of the United Kingdom every year.

The BFI require the video to be:

- stylistic
- promote Diversity
- promote London (Cement the link between diversity and London in the mind of its audience).

Submission:

The proposal must contain the following in a clear A4 plastic folder:

- a body of relevant and annotated research
- evidence of ideas generation such as mood boards, notes and mind maps
- a brief proposal or outline for the proposal viral video which addresses it in terms of concept, style and content.

You should demonstrate an understanding, via research, of viral marketing campaigns.

Entry Requirements

PLEASE NOTE THAT THIS IS SAMPLE MATERIAL ONLY, SOURCED FROM THE 2018 COMPETITION AND MAY NO LONGER REFLECT THE ENTRY REQUIREMENTS FOR THE COMPETITION.

This competition is intended for those competitors aged over 16 years with 2 years' experience of this skill in education, training, employment, or who are enrolled in a programme of study or have completed the equivalent to a level 3 S/NVQ qualification.

Each organisation may enter a maximum of two teams of between three or four competitors.

Marking and Assessment

Criterion ID	Criterion Description	Max Marks
A	Concept	30
B	Stylistic Design of Video	20
C	Enthusiasm	10
D	Style & Approach to the proposal	20
E	Clarity of proposal (clear articulation of the idea/concept)	20
	Total Marks	100

Each competition test will be assessed and marked independently of the other test. The tests will be assessed and marked in accordance with the general and specific competition rules.

The criteria for assessment are as set out on the attached forms. For all criteria and their aspects the following marking scale will be used:

- 1- Unacceptable work
- 2 - Very weak work
- 3 - Weak work
- 4 - Below basic work
- 5 - Basic work
- 6 - Average work

- 7 - Good / Commendable work
- 8 - Very good work
- 9 - Excellent work
- 10 - Outstanding work

Competition Rules

Competitors must:

- work independantly (without support from outside the group)
- submit all of the materials listed in the competition description above
- ensure all materials are self generated and original
- refrain from including offensive, sexual, political, controversial, or inflammatory text or images

Competition Partners

This competition is managed by North Warwickshire and South Leicestershire College.