

Beat the Brief Challenge

Brought to you by Studio 91

Teacher guidance

Studio 91 Media Overview:

Studio 91 is a social video agency, based in Manchester, working all over the UK for clients of all shapes and sizes. The team of Ben and Ellie Horrigan create social videos with purpose, developing ideas, shooting, directing, editing and creating bespoke graphics delivering digital content for businesses, charities and broadcasting companies like the BBC.

Find out more at:

<https://www.studio91media.co.uk/>

Twitter: [@Studio91Media](https://twitter.com/Studio91Media)

Studio 91 Media - Beat the Brief Challenge Overview:

Introduction:

Studio 91 is challenging students to produce a short video using whatever tools or space they have access to at home. Students can select on one of four briefs, each for a different social media platform. The challenge is structured into different stages to help students progress from brief to finished video. Students are invited to submit their finished video to Digital Her and Studio 91.

Students need a camera or a mobile phone with video capability as a minimum.

The challenge can be set in school as part of a lesson to support the Computer Science curriculum delivery, or as an extra-curricular project for any student to invest as much time and effort as they desire.

Challenge deadline: 8th July

Winner announced: 15th July

Send finished video entries to:

digitalher@manchesterdigital.com

Tag us in any progress on our [@digital_her](https://www.instagram.com/digital_her) instagram account and we'll feature you on our page :)

Prizes:

- Winning video featured on both Studio91's and Manchester Digital's website
- Video editing gadget
- 1:1 Editing tutorial from industry expert Ben

Time Frame:

Open. Competition closes 8th July. Winner announced 15th July.

Submit video, storyboard and brief submission to: digitalher@manchesterdigital.com

This resource will remain post-competition freely accessible to schools and colleges at any time as a learning resource.

Group size:

Completed individually by students working remotely during COVID-19 restrictions.

Variation: Can be completed as a team project in school.

Age / Level:

Open to all. KS3-5 (12-18)

Materials:

Pack download.

Adobe Spark Video is suggested as a video editing tool. The app is available freely to download straight to mobile devices, and can also be used online on a desktop computer.

Variation: Materials are printable for those students lacking ICT access. Access to a mobile phone or camera device with basic video capability is needed to both watch the introduction video and to create the video. A transcript is available for the introduction video.

Learning objectives:

- Use basic editing tools to produce a short video for a social media platform based upon a simple brief.
- Develop an idea from conception to creation via stages of research, planning, storyboarding, filming, editing.
- Demonstrate creative development
- Develop skills with Adobe Sparking video editing app
- Be better informed and inspired about potential career opportunities in the creative and digital sector.

Preparation:

Students working remotely to download workshop pack from: <https://digitalher.co.uk/online-resources/>

See 'Workshops' tab, scroll to 'Studio 91 Media: Beat the Brief'

Included in the download pack:

1. *Studio 91: Beat the Brief skill session*
 2. *Studio 91: Beat the Briefs*
 3. *Studio 91: Beat the Brief storyboard template*
- Studio 91: Showreel*
Studio 91: Beat the Brief Glossary
Studio 91: Beat the Brief Video Transcript

Activity guide:**Step 1**

Watch the *1. Studio 91: Beat the Brief skill session video*. This includes an introduction to some of Studio 91 Media's work, an outline of the challenge, a step by step guide to editing on a simple mobile phone device.

A Transcript of the video is available in the pack: *Studio 91: Beat the Brief Video Transcript*
Direct students to *Studio 91: Beat the Brief Glossary*.

Step 2

Students to download *Adobe Spark* on mobile devices or desktop. It is free to use. For more information see: <https://spark.adobe.com/>

Step 3

Students to read *2. Studio 91: Beat the Briefs* document and select a brief they would like to work on.

Step 4

Students get to work. Students can use *3. Studio 91: Beat the Brief storyboard template*.

It is suggested students follow this approach:

1. Research

Before you jump into filming, I want you to do some research. Get online and find out what works well on that platform, what has been successful for this type of video content, and what similar brands are doing in that space. I've given you a few ideas to get started, but really spend some time figuring out what sort of approach is going to work best.

2. Brainstorm

Come up with an idea that fits the brief and takes the research into account, but also has your own unique creative twist. Think about how you're going to grab people's attention while they're scrolling through the social media feed. If you've got time, think of a few different ideas and then refine the best one.

3. Storyboard

Put your idea down on paper, either as a script or a storyboard. It doesn't need to look pretty, just a sense of what it's going to look like, with some text explaining each image.

4. Record

Capture a few different angles, be creative with your phone's camera (e.g. does it have a slow-mo or timelapse mode you could use). Shoot more than you will actually need, so you've got options.

5. Edit

Edit however you want, but my suggestion would be to use Adobe Spark.

Deliverables:

Storyboard and completed video to match chosen brief.

Submit video, storyboard and brief submission by 8th July to: digitalher@manchesterdigital.com

Tag us in any progress on our [@digital_her](https://www.instagram.com/digital_her) instagram account and we'll feature your students on our page :)