

Aims and Outcomes for 1st Initiative

- 1) Students to demonstrate entrepreneurial skills that underpin the mission and values of the foundation
- 2) Demonstrate visual arts development skills that students have a natural aptitude for and also drive towards the success of the proposed initiative through teamwork, leadership, life enrichment, personal development and self expression
- 3) Produce a tangible result that shows the viability of the project, the students visual arts skills and to recognise the potential of the foundation's ethos as a whole

The Project:

A pilot initiative achieved through creative storytelling to provide an understanding of the challenges and difficulties of wanting to pursue a career in the visual arts. The target audience is for aspiring creative artists, who are in full time education to see what skills to undertake before they are embark on life as an 'artist', after finishing their studies at University / FE.

Its objective is to help young people going into expressive arts understand fundamental issues such as: self-esteem, pressure from film communities / audiences, new responsibilities, learning skills and an understanding of how the creative industries work and operate. One of the outcomes will be for students to set up their own micro-enterprises, having undertaken our pilot scheme.

Students will work on a short film script that highlights the challenges concerning:

- Isolation in working in an area that doesn't have a stable support system
- Social and economic challenges within the creative industries: under paid and have huge competitive attributes

- The dangers of conflicting social and financial pressures associated with not having a stable revenue stream

The short film script will be put on as a small theatre production in a geographical area related to the issues raised in the written material. The theatre venue contact and arrangements will be put in charge by the foundation.

The Initiative:

Students will collaborate together over a period of months on both the written material and also the social action campaign that they will form with the guidance of Imaging Partnership.

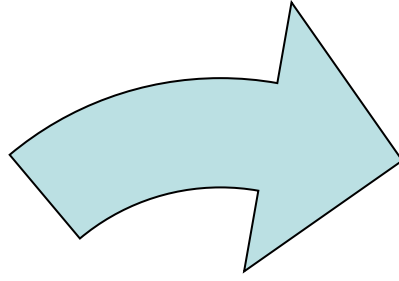
The Foundation believes that a good story well told can truly make a difference in how one sees the world. Whether it is a feature film, documentary or other form of media, the foundation exists to tell compelling stories that also create awareness of the real issues that shape the lives of young people, pursuing careers in professional visual arts.

The project is based around creating specific social action campaigns for each film / documentary, designed to give a voice to issues that resonate in the films.

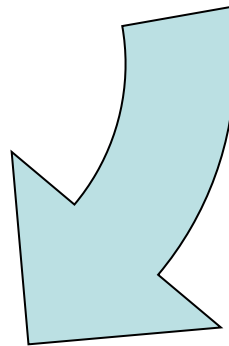
We will look to team with social sector organizations, non-profits and corporations who are committed to creating an open forum for discussion, education and who can, offer specific ways for audience members to get involved as well.

These include (and will form the basis of main activity for the small group of students in the pilot scheme): action kits, educational curriculums and classes, house parties, seminars, panels and other activities that will be ongoing "legacy" programs that are updated and revised to continue beyond the theatre and online short film windows.

Seed
Money (£1500)



Pilot Scheme with
supportive program
template



Funds student overseas
excursion for 2014

