

Brief For *Shot In Cheltenham* Short Film Project

Background

As part of our offsite programme, *Off the wall, on the move*, our photographic project *Shot In Cheltenham, photographs past and present*, includes a series of identification days organised in partnership with Cheltenham Library, an open competition for anyone to submit photographs of Cheltenham - the best will form an online exhibition and archive for the future, a project with schools for children to record the architecture of their homes and other photography related projects working with other community organisations and the university.

Brief

For this particular aspect of *Shot in Cheltenham* we are inviting young people in Cheltenham to enter a short film competition. We would like them to create a piece of film which reflects their perception of Cheltenham as a young person, so we have a record for the future of how they see Cheltenham Now. These films will then be uploaded by the young people to a website. At the close of the competition the film with the most votes will be the winner.

The winner will receive a voucher for an Audio Visual shop to spend on buying equipment that will further their career in filmmaking.

Objectives

Our key objectives for this project are

- To work with a younger audience in a field they are familiar with to promote an Art Gallery & Museum activity
- To inspire them to create their own work and enter an online competition
- To work in partnership with Cheltenham Film Society and raise their profile among young people in Cheltenham

Timeframe

The competition will be publicised before the summer holidays 2011, and the website will go live in August. The closing date for entries will be December 2011 and if possible with Cheltenham Film Society screening the winning entry in early 2012.



INVESTOR IN PEOPLE