New Creatives Brief

Interactive 2020

Who are we looking for?

We're looking for **South West based** creatives between the ages of **16-30** with original ideas for interactive experiences. If you are enthusiastic, curious, driven and have something to say then we are interested in working with you.

We want to unearth new talent from all walks of life and from the widest demographic we can. You may not consider yourself a 'Creative' but you might tinker with tech in your spare time. You might come from a non-arts background, be an artist with little to no portfolio or you might be someone who is more established and is looking to take their practice in a new direction. **Experience is no barrier**. What is important is your unique idea and your commitment to explore and develop this idea through a process of collaboration.

We are looking for 12 people who have an **idea** that they are passionate about and that feature aspects of interactivity and immersion in different creative guises underpinned by technology. They do not need to contain all of them. We want to unearth new talent from all walks of life

and commission doers by any name, makers, creatives, artists - people self-motivated and ready to experiment.

The Opportunity

Calling the Shots (CTS) are partnering with the South West Creative Technology Network (SWCTN) and BBC R&D to offer an **online creative development programme** for a cohort of 12 x 16-30 year-olds from across the South West.

The cohort will work in small groups to rapidly develop ideas into practical proposals for online interactive content. Each group will have a dedicated professional from the SWCTN to mentor and guide them through the process and provide support with collaboration and creative development. The process will be supported by producers from BBC R +D, SWCTN and Calling the Shots

Each member of the cohort will bring their application idea to the programme and may choose to work collaboratively and combine their idea with others or work individually. The aim of the programme is to develop and test out ideas to produce a project plan to be assessed by a panel of BBC, SWTCN and CTS representatives with the chance to be commissioned.

You must be prepared to share your idea, commit to a 3-day creative development process and to collaborate with other members of the Interactive New Creatives cohort.

For the intensive collaborative hands on programme we will offer a **one-off participation fee of £250** to cover the three days.

Ideas that are successfully commissioned will receive professional mentoring and **a budget of up to £5,000** to make the project happen.

Due to the Covid-19 crisis the New Creatives South West Interactive programme has been redesigned for online delivery and online platforms. If restrictions ease, we will seek ways to work together physically in the future.

What do we mean by Interactive art?

- **Interactive**

Interactive experiences invite audiences to take part. Viewers are no longer passive onlookers, they are actively encouraged to participate in the realisation or completion of the work.

What is most critical is that feedback loop between creators and the audience. It is a back and forth where the audience responds to the piece and piece responds to the audience. **This is interactivity.**

Interactivity demands participation and technology has giving us powerful tools to interact with each other and the world in new and exciting ways.

- **Agency**

Interactivity can also offer audiences **agency** - the freedom for audiences to make choices between options. Agency exists on a scale with a high degree of agency offering audiences a large number of impactful choices, and low agency offering limited choices with little to no impact.

- **Immersion**

It is also important to consider interactivity and immersion in your interactive pieces. Interactivity and immersion are often confused because they are frequently intertwined. They are separate qualities. **Immersion** is the generation of emotions and feelings by a stimulus. For example, you may be sucked into a world created by a book, TV show or film, or be transported away in a VR headset. It may conjure sensations, but you cannot alter the stimulus. So pieces can be immersive while not being interactive.

Our theme

We want to see creative and insightful ideas for new work that reflects in some way on the experience of **living in modern Britain**.

Rather than necessarily thinking about ideas that explicitly deal with 'Life under Lockdown' or the specifics of the crisis as reported in the news, you may want to think about the "new normal" (whatever that strange phrase means to you), the near future, or you may want to deal with issues and themes that you feel have been swept aside and need talking about as we move on beyond the crisis, or that we have forgotten and need in order to move forward. We want you to respond to the world as you see it.

Your vision should give voice to your chosen subject and bring new impetus to it connecting and enticing varied audiences - some of whom may never have experienced art of this kind, to engage, examine and explore it.

Your Idea

We are looking for ideas that excite and engage audiences.

You may explore text, film, animation, audio, spoken word, games, artefacts, objects, apps or websites. You may combine the physical with the online, you might use different forms of digital and non-communication to get audiences onboard – anything is possible.

Try and explain your idea in a way that shows us its potential. You will need to consider your approach within the current social distancing guidelines what hard and soft skills/knowhow you can bring, what you don't know and who you might need to work with to deliver the idea.

Think about the type of equipment or software you would like to use and how this will work. **Don't worry if you do not know exactly how your project will be achieved, we will help you work this out during the development programme.**

If you have an existing idea that you think might be adapted to this programme, feel free to submit it, but express how it could be developed further by way of interactivity.

Remember

- Interactivity is not limited to any one particular platform. Think about the delivery system for your project and how it enhances the audience experience
- We want projects addressing subject matter that **you** are passionate about and **you** are interested in exploring.
- *We are looking for interesting pieces that address the theme without being pure journalism or current affairs!*

Due to current restrictions we are looking for work that explores interactive experiences that are not situated in physical space. Site specific work and installations will be challenging during this time, but we are still interested in the kind of opportunities they offer such as communal interaction.

Judging Criteria

When we consider your idea we will be thinking about following qualities. We do not expect your idea to encompass all of them at once.

- **Relevance**

  The idea and theme really matter to you and speaks to audiences/communities – however you might define it. Also, the idea and themes can impact people's lives.

- **Talkability**

  Your idea's ability to get people talking, trigger conversation and how shareable it is (not solely in the social media sense)

- **Timeliness**

  Is your idea time or location sensitive, does it have longevity or does it capture a specific zeitgeist, can it be scaled to reach more people?

- **Originality**:

  Ideas and execution that are novel, innovate and haven't been seen this way before.

What do I get?

- **£250 participation fee** for taking part in the New Creatives Interactive Development Programme.
- The chance to be part of a cohort of 12 New Creatives from the South West.
- Half day introduction session from Calling the Shots and SWCTN.
- 3-day intensive creative development programme from SWCTN and BBC R&D.
- Professional mentoring and ongoing support from CTS, SWCTN and BBC R&D.
- Chance to apply with your developed idea for the commission budget of up to £5,000.
- A chance to create online interactive experiences for BBC platforms and beyond.

How do I apply?

You can apply online via the application form at
https://callingtheshots.submittable.com/submit/167314/new-creatives-interactive-round-4

or email us for an alternative format newcreatives@callingstheshots.co.uk

You will be asked to consider:

- Project Title
- Project tagline (A simple explanation of your idea)
- Your Vision (In this section we would like to hear more about your idea and what motivates you)
- Output/ Audience experience (what will you deliver and how will the audience go about experiencing it)
- How is this an interactive project?
- How is an immersive project?
- Technologies that interest you and what you need/want to us to execute your project
- About you (Tell us about yourself and why you are interested in this opportunity. Also, what skills you have and technologies you maybe are familiar with.)
- Supporting materials (This might be images or text that inspire you or inform your idea or a link to past work or portfolio)

What is the South West Creative Technology Network?

The South West Creative Technology Network (SWCTN) is a project to expand the use of creative technologies across the south west. Over three years SWCTN has focused on three challenge areas: Immersion, Automation and Data. The grant is part of Research England's Connecting Capabilities Fund with partners University West of England, Bath Spa University, University of Plymouth, University of Falmouth, Watershed and Kaleider Studios.

We are excited about innovative uses of technologies that engage users in Interactive experiences that are ethical, promote wellbeing and connect us to one another.

More information can be found at: https://swctn.org.uk/

What is BBC R&D?

BBC R&D are the Research and Development arm of the BBC, responsible for the development and exploration of future facing and emerging technologies. Responsible for innovations such as Noise Cancelling Microphones, DAB Radio, HD & Ultra HD TV and I-Player to name but a few, we drive the uptake of new technologies within the BBC and support the wider broadcast community through collaborative partnerships and commissions.

Based in Research Labs in the North and South of the UK, the department is comprised of just over 200 highly specialist research engineers, scientists, ethnographers, designers, producers and innovation professionals working on every aspect of the broadcast chain, from Audiences, Production and Distribution right through to the Programmes themselves.

The digital convergence of media production and distribution brought about through the rise of the internet offers new opportunities for programme makers. BBC R&D has been working to imagine how the rest of our organisation and industry can take advantage of these opportunities even re-interpreting the very term "broadcasting".

BBC R&D are currently exploring the themes that include:

Personalisation – Content that knows and understands the requirement of individuals and changes the media experience accordingly.

Adaptivity – Content that recognises the devices being used and adapts to give the best experience in real time, regardless of the manufacturers.

Dynamic and responsive content – Content that respond to the needs of the audience in terms of length, depth of interest, location, preferences, lifestyle and age.

Interactive – Content where the audience can select specific areas to focus on and in some instances create and upload their own associated content.

Immersive – Content presented in environments that give the audience enhanced experience.

More information can be found at https://www.bbc.co.uk/rd

What is the New Creatives process?

Below is the breakdown of the process and a guideline of timescale for Round 2.

Application and Shortlisting (June – July 2020)

- Application opens (June 1st)
- BBC Workshops - exploring and introducing BBC interactive tools & platforms (June 17th, July 1st)
- Application deadline (July 17th)

- Announcement of Interactive New Creatives cohort (July 31st)

Training and Development (August-September 2020)

- Half day training session (August 6th)
- 3-day creative development programme (August 11-13th)
- Pitch deadline for developed ideas (August 24th)
- Ideas assessed by review panel (September 2nd)
- Announcement of new Commissions (September 14th)

Commissioning (September – December 2020)

- Project plan and agreements in place by September 21st
- Professional mentor assigned
- 3 months in production, including post-production and quality checks on your final work with our delivery partners Films@59 and Watershed.
- Completion and Delivery (December 21st)

Broadcast and Distribution (January 2021 onwards)

- Project Showcase via BBC Platforms (We'll look to identify the best platform for each idea)
- Possible selection for ongoing showcase opportunities via events and festivals across the South West.

More questions for us?

Check our FAQs: http://callingtheshots.co.uk/FAQs.docx for more details

or drop us an email on: newcreatives@callingtheshots.co.uk

New Creatives webpage: http://callingtheshots.co.uk/newcreatives

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