



The Media Studies Conference 2005

The Fifth Element

A selection of recent initiatives of interest to Media and Film Teachers

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2. [Everything you ever wanted to know about screenonline...](#) *Michael Brooke*
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1. Creative Archive: From Promise to Reality

Paul Gerhardt

Director, BBC Creative Archive

The Creative Archive: opening up the treasure chest.

Imagine being able to view and listen - and even download, own, modify and share - programmes and extracts from the world's largest television and radio archive. The BBC Creative Archive will establish a pool of high-quality content, which can be legally drawn on by collectors, enthusiasts, artists, musicians, students, teachers and many others, who can search and use this material non-commercially. And where exciting new works and products are made using this material, we will showcase them on BBC services.

At the heart of the project is the Creative Archive User Licence, establishing a new balance between rights holders and public users. This will be launched in mid-April, jointly with a number of other broadcasters and archive holders. For the BBC's own 18 month pilot we will release up to 100 hours factual primarily material, and delivered through a succession of BBC online campaigns. As demand grows, we are committed to extending the Creative Archive across all areas of our output.

The Creative Archive concept - leading to a national resource - will be built in joint partnership with users, with learning networks and with other collections of audio and moving image content.

2. Everything you ever wanted to know about screenonline...

Michael Brooke

screenonline Content Developer

Launched in 2003, [screenonline](#) is the *bfi*'s online encyclopaedia of British film and television history, from the earliest pioneering works of the 1890s to the present day, spanning feature films and TV series to long-forgotten but fascinating oddities. It features hundreds of hours of video clips from the National Film and Television Archive, several thousand still images and specially written contextual material to tell

the story of both British film and television and of the past 110 years as depicted in moving images.

Aimed specifically at schools and colleges, who can access the video materials free of charge, [screenonline](#) offers a wealth of material to aid the teaching of Media and Film Studies, English literature and history, including illustrated education guides written by teachers and examiners. Content Developer Michael Brooke will introduce and demonstrate [screenonline](#) before opening up a discussion about its educational potential and ways in which it might be extended in the future.

3. Cineclub - The Young Film-makers' Network

Julia Andrews

Director

Cineclub is a network of after school film-making and film-watching clubs that challenges the short-lived approach to product-led work by focusing on the 'process' of film-making and the quality of the learning experience. Cineclub programmes take students through every aspect of the film-making process including pre-production, production and post production and are encouraged to learn by mistakes enabling them to have complete ownership of their creation and allowing them to improve their skills as they continue the film-making process and network with other schools, cinemas, City Learning Centres and film festivals.

Crucially, the scheme offers teachers mentoring and INSET days, which are designed to maintain sustainability of provision after Cineclub's initial involvement is over, ensuring teacher and students continue to develop and learn through the film-making and film-watching experience. This taster session will introduce teachers to the range of Cineclub programmes and INSET training and provide a framework for year-round extra-curricular workshops and a three-year strategy that focuses on the importance of risk-taking, creativity and wider viewing within practical media production projects and cineliteracy teaching across the curriculum.

4. Teachers' TV

Andrew Bethell

Director of Programmes

Funded by the DfES and run by Education Digital, an editorially independent consortium, Teachers' TV is a channel for everyone who works in education. Programmes take you inside classrooms and schools across the country to see how good teachers are bringing the curriculum to life and improving schools. All national curriculum subjects are covered in the Primary and Secondary Zones, where there are also programmes for headteachers, managers, NQTs and governors. In the General Zone there is a weekly half-hour news programme and documentaries on the educational issues and controversies of the day, and programmes specially made for use in the classroom.

5. Introducing Students' BBFC – An Interactive Workshop on Film Classification and Censorship

John Dyer

BBFC Education Officer and Examiner, London

Following the successful launch in 2003 of cbbfc.co.uk (Children's British Board of Film Classification), the BBFC have recently launched another educational site, Students' BBFC or sbbfc.co.uk. It is specifically aimed at the 12+ age group, especially Film and Media Studies students or those covering the topics of media regulation and censorship as part of other courses. Hosted by the BBFC's Education Officer and members of the Examining Team (who classify films and DVDs), this session will introduce the site to teachers. There will also be an opportunity for teachers to get 'interactive' and have a go at being a Film and Video Examiner by classifying material for themselves!