



The Media Studies Conference 2006

The Fifth Element

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

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1. Cineclub – The Young Film-maker’s Network

Julia Andrews

Director

Cineclub trains professional film-makers to help teachers and pupils understand the film-making process and to widen their appreciation of contemporary, classic and cult film. Inspired by the Dogma Manifesto, Cineclub has a set of rules all schools must observe and ‘clusters’ of schools link up for screening events, teacher INSET and peer-mentoring projects in order to maximise resources and develop sustainable networks of good practice so ensuring an upward spiral of learning progression for students and professional development for teachers.

Cineclub is a UK-wide scheme and this taster session will introduce teachers to the range of after-school club programmes and show how film and TV can be used for year groups or as an extra-curricular activity. The session will also explore the possibilities of using extra-curricular film-making and film watching activities as a springboard for developing the use of film and TV across the curriculum and introduce teachers to the range of INSETs and consultancy projects that Cineclub can also offer to raise the profile and practice of cineliteracy in your school or college.

2. *bfi* Mediatheque

Robin Baker

Curator, bfi Mediatheque

The *bfi* Mediatheque will open at *bfi* South Bank in September 2006 offering unprecedented access to material from the National Film and Television Archive - the world’s largest moving image archive. Individual users and small groups will be able to view a wide range of digitised films and television programmes that are otherwise unavailable on DVD. Selected titles from the Mediatheque will also be available for viewing by groups of up to c30 people in the Chaplin Studio. Mediatheque Curator, Robin Baker, will discuss the

range of Mediatheque programming with particular reference to its role in research for students in secondary and higher education.

3. Digital Screen Network

Peter Buckingham

Head of Distribution & Exhibition, UK Film Council

Peter Buckingham is tasked with increasing the breadth and diversity of cinema-going across the UK, as well as assisting audience appreciation of UK films. He heads up the P&A Fund (prints & advertising) and the world's first Digital Screen Network. Buckingham was previously Deputy Chief Executive of FilmFour Limited. During his time there, the company achieved the highest market share in its history and released *East is East*, both its highest grossing title and the first film to achieve cross-over success with specialised and mainstream cinema audiences. Buckingham was named Video Distributor of the Year in 2000. Prior to FilmFour, he was Managing Director of Oasis Cinemas, building up a specialised chain into five cinemas and thirteen screens, including the complete design and rebuilding of the five-screen Ritzy Cinema in Brixton, South London. He has also worked as Director of Film Distribution for Virgin Vision responsible for the theatrical and video release of films such as *Drugstore Cowboy*, *Sex, Lies and Videotape*, *Paris by Night* and *Teenage Mutant Ninja Turtles*.

The Digital Screen Network is a scheme, which aims to broaden the range of films available to cinema audiences across the UK. It comprises 240 high specification (2K) digital projection systems, installed within 212 cinemas UK wide. Cinema of all types, from independent art houses to multiplexes, are involved. In return for receiving the equipment, the cinemas have agreed to increase their level of programming and support for specialised films.

4. The Creative Archive in Action

James Donohue

bfi screenonline Technical Manager

The launch of the Creative Archive in April 2005 unleashed a vast collection of free high-quality video material from the UK's film and television archives. Artists, teachers, students and enthusiasts alike can benefit from material released under the Creative Archive Licence, which can be legally downloaded and incorporated into non-commercial projects and activities.

The British Film Institute, the BBC, Open University, Channel 4 and Teachers' TV worked together to develop the Licence. The video material released online so far ranges from early silent British comedy films to natural history footage, with more being added regularly. Already people across the country are finding exciting and innovative ways to make use of the Archive, and debating the unique possibilities and challenges it creates.

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

John Dyer/Karen Myers

Education Officer/ Film & Video Examiner, British Board of Film Classification

The British Board of Film Classification's ever-increasing commitment to media education is evident in the two successful educational websites they run: cbbfc, (Children's BBFC - www.cbbfc.co.uk), which is aimed at under-12s and their teachers and parents, and sbbfc (Students' BBFC - www.sbbfc.co.uk), a website designed specifically for those involved in the study and teaching of Film and Media Studies. Hosted by the Board's Education Officer and members of its examining team, (who classify Films and DVDs for the organisation), this interactive workshop session will introduce teachers of relevant GCSE and A-level courses to the work of the Board, the sbbfc website and other useful education resources.

6. Skillset Screen Academy Network

Tara Halloran

Skillset Screen Academy Manager, Skillset

A Bigger Future, the UK Film Skills Strategy, aims to enhance skills provision, to ensure the UK film industry can compete in the global market-place on the basis of the highest level of skills. In developing the strategy Skillset's research highlighted significant gaps between current education provision and the needs of the film industry that it serves. The research also discovered a perception that the quality of provision was not always high enough. To address this mismatch the industry decided to work with and support a number of centres of excellence in the provision of film training and education - Skillset Screen Academies.

A Bigger Future also identified the need for a completely new initiative to provide the world-class information and expertise needed to improve the UK film industry's management and business skills – the Skillset Film Business Academy. Together the Academies form the Skillset Screen Academy Network.

The Skillset Screen Academy Network is intended to offer a network of learning environments that enable individuals to learn about film-making and the film business across development, production, facilities, distribution and sales, and exhibition.

Skillset launched the Screen Academy Network in July 2005 recognising six Screen Academies and one Film Business Academy. The session will give an overview of Skillset's strategy for approving courses and providers, give detail about what the Screen Academies are delivering and the benefits to students and industry.