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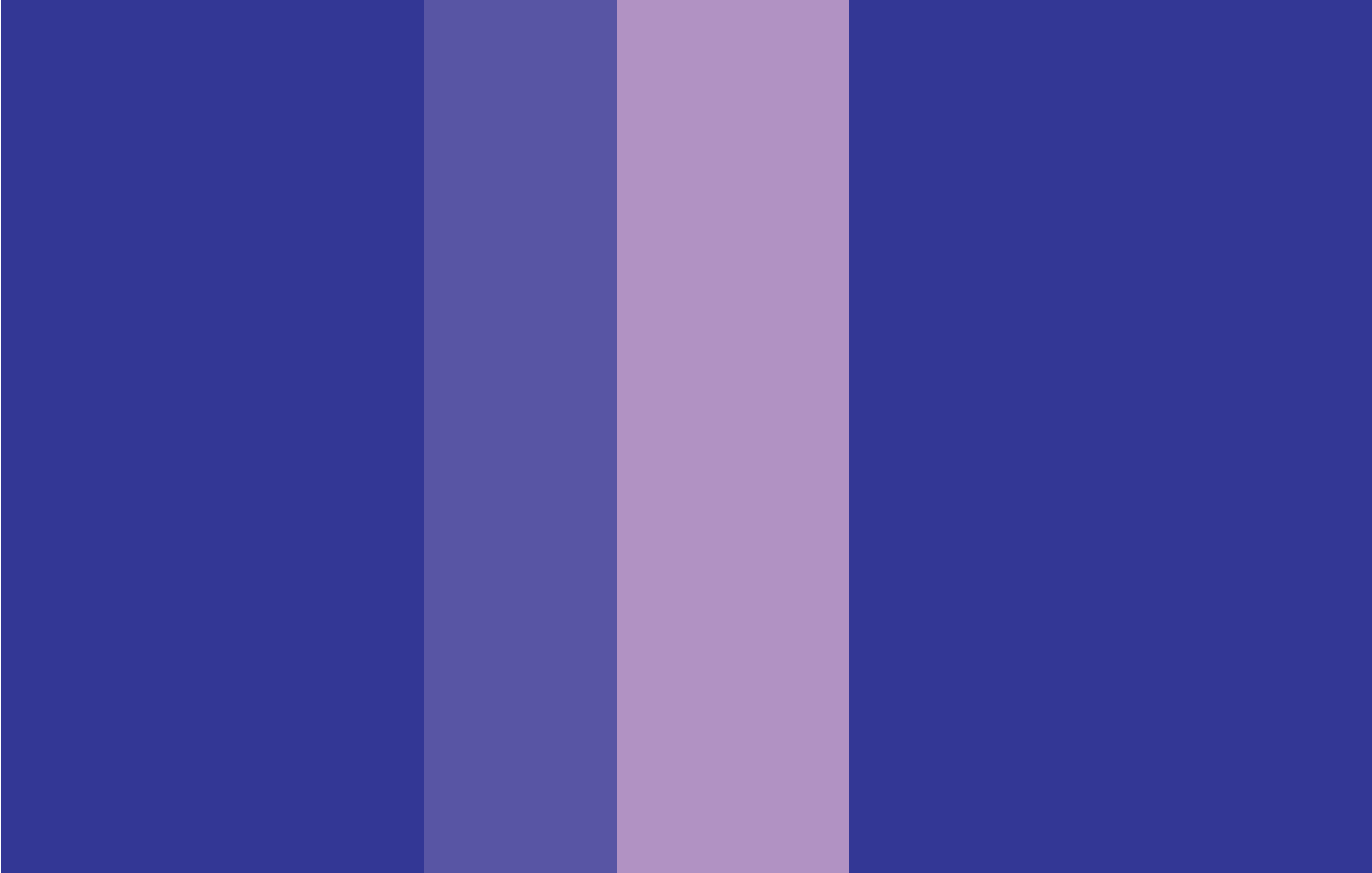
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2004



rewarding students for the creative use of
digital video across the curriculum

2004





The Digital Video Awards 2004
presented at The Education Show

NEC, Birmingham, on Thursday, 11 March 2004 11.00 am

2004



The Digital Video Awards scheme is for pupils and students across the UK. The Awards aim to celebrate excellence in the use of digital video, and to inspire students and teachers to exploit the full potential of this rich and exciting technology.

In common with Becta's other awards schemes, The Digital Video Awards aim to showcase good practice in order to inspire and improve effective use of ICT in education. Becta has found awards schemes to be highly effective mechanisms for identifying and exemplifying effective practice in the use of ICT that can be replicated in schools and colleges across the UK.

From July to October 2003, students from across the UK submitted edited video films up to 2 minutes in length. All entries were produced entirely by the students to demonstrate effective use of the technology. Submitted work was expected to be creative, imaginative and linked to the curriculum.

The main sponsors for the Becta Digital Video Awards are Apple, Canon and 4Learning (the educational arm of Channel 4). Adobe and Ulead are associate partners of the Awards, and The Guardian is the media partner.

The winning schools received a state-of-the-art digital video learning kit, consisting of an Apple eMac computer, Canon digital video camera, Adobe Video Collection and Ulead digital video software (MediaStudio Pro 7, VideoStudio 7 plus The VideoStudio 7 Teacher's Guide and Student Guide).

Apple



The **Guardian**



Owen Lynch

Chief Executive, Becta



The Becta Digital Video Awards is an awards scheme for all students aged between 5 and 18 across the UK.

They aim to celebrate excellence in creative use of digital video and to inspire students and teachers to exploit the full potential of such exciting technology.

This is the second year Becta has led these awards and the response has been inspiring. Learners from across the UK have entered work of depth and sophistication that again demonstrates how this technology, properly embedded into

classroom teaching, can empower students and raise standards. It is a considerable achievement to have reached the finals of the Becta Digital Video Awards and I should like to congratulate each finalist on their success.

Category

5-7 years

Winner

Oakhill Primary School,
Stoke-on-Trent

Entry

Speccy4eyes



Oakhill Primary School

Speccy4eyes

"It is not very nice when people call you names."

This film, inspired by an incident in the school playground, was created by four pupils at Oakhill Primary School in Stoke-on-Trent.

The hero of the story, Charlie, shows us the damaging effects of bullying, when he is nicknamed Speccy4eyes by pupils in the playground.

This whole film is animated using plasticine models made by the pupils. After exploring different aspects of bullying, the pupils painted pictures of the characters, created a storyboard and learnt about capturing each frame and editing. They even played instruments to create the soundtrack.

Jenny Hulme, ICT Co-ordinator at Oakhill School, hopes that the central message will be carried across to other pupils. "This is a good example of children understanding what they are doing by creating a story about it and empowering other children to understand it too."

The technical competence and story content certainly impressed the judges. Not only was the simple narration well presented, but the moral of the story was both engaging and witty.





Category

5-7 years

Runner up

Tuckwood Community First School,
Norwich

Entry

How to Make a Mummy

Tuckwood Community First School

How to Make a Mummy

How to Make a Mummy is a short film explaining the process of embalming a mummy in the style of the ancient Egyptians.

It was the result of a class history project at Tuckwood School in Norwich researching ancient Egyptian life and history.

Tim Taylor, a teacher at Tuckwood School, wanted his pupils to not only learn about history but also to use this knowledge to create something meaningful and purposeful. "I wanted the children to work as artists, that is as people who transform their knowledge and understanding into a form which communicates to others."

The pupils were involved in every part of the film's development: planning the scripts; developing ideas for props, models and sets; using the camera;

and even understanding complex aspects of light, movement and stop-frame animation.

The judges agreed that this film was highly entertaining and thought that the embalming process was communicated simply and effectively.



Category

8-11 years

Winner

Cookstown Primary School,
Northern Ireland

Entry

Earl Saves the World



Cookstown Primary School

Earl Saves the World

Pupils at Cookstown Primary School impressed the judges with their animated story about an Eskimo called Earl.

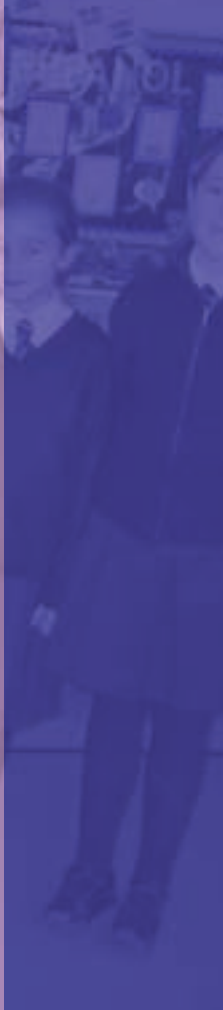
The film follows Earl's journey as he sets out to save his friend Sam and the rest of the world from certain destruction.

The film carries a strong environmental message – Sam the snowman is in danger of melting from the damaging rays of the sun reaching earth through the hole in the ozone layer.

Joanne Murray, a teacher at Cookstown School, wanted her pupils to develop their literacy and storytelling skills. However, instead of focusing on the written word, imagination and creativity were at the heart of the project. "Ideas flowed and teamwork flourished in filming and editing. This was work for a purpose and so more effort was put into creative thinking in art, story writing and problem solving."

The judges commented that the range of visuals in this film was astounding. Not only was the film highly entertaining, but it was also technically excellent.





Category

8-11 years

Joint runner up

St Austin's Catholic Primary School,
Liverpool

Entry

Christmas Tree

St Austin's Catholic Primary School Christmas Tree

Michael Keenan, a teacher at St Austin's Catholic Primary School in Liverpool, has proved that the use of digital video can really develop pupils' ability to communicate ideas.

The original idea for this winning film came from a pupil who had struggled to get his written work to an acceptable standard. By using digital video, the pupils were able to generate ideas and bring them to life.

For their film the pupils created the story of a Christmas tree that could talk. Michael wanted his pupils to focus on story structure and, in particular, to show how characters use dialogue to interact.

"It had to communicate meaning – the point they were trying to get across was linked to a concern for the environment, a topic they had discussed in geography."

Each pupil had a specific job to do during the film-making process. Working as a team, pupils created a storyboard and were then given a functional role of director, camera operator, sound editor or actor.

It was the quality and humour of the script and the variety of different shots in the film which really impressed the judges.



Category

8-11 years

Joint runner up

Holy Cross Boys' Primary School,
Belfast

Entry

Skill Deodorant



Holy Cross Boys' Primary School

Skill Deodorant

Skill Deodorant is an unusual film that raises awareness about a tricky issue in an innovative and comic manner.

The idea for this deodorant advert arose from class discussions about personal hygiene at Holy Cross Boys' School in Belfast.

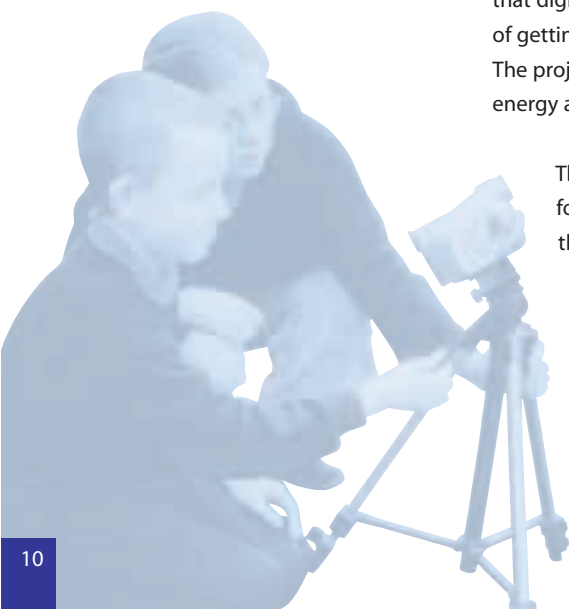
The project began with a brief to design a product and write an advertisement to sell it. With the purchase of a digital video camera, the group felt that digital video would be a new and exciting way of getting their message across to their audience.

The project gave the pupils an outlet for their energy and ideas.

Once the initial idea and story had evolved, the group was faced with the complex process of shooting the advert. The pupils considered all aspects including the camera position, types of shots, lighting, and position of the actors. Not only were a variety of special effects used, but the group also decided to include additional sound effects.

The judges thought this was a humorous treatment of a sensitive issue, communicated in an interesting and entertaining way.

The idea of using 'Skill Deodorant' as the title for the product was particularly relevant to the pupils' social background, the word 'skill' being slang for 'brilliant' in Belfast.





Category

12-14 years

Winner

Mere Oaks School,
Wigan

Entry

Jennifer

Mere Oaks School

Jennifer

Mere Oaks School offers educational, medical and therapeutic resources to students with physical or medical disabilities.

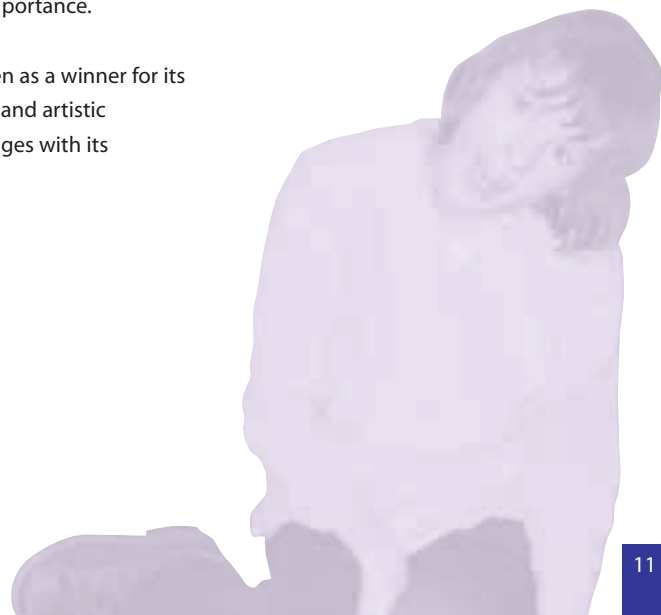
Over the past year, students at Mere Oaks School have been developing their film-making skills in a dance and drama project about movement and music. Preparation for the film included looking at different types of music, in particular exploring how style, mood and rhythm influence the way that people move.

The film gives one student, Jennifer, an opportunity to demonstrate her love of music and dance. Although it is not easy for Jennifer to perform live on stage owing to her physical condition, she has been able to analyse her work through film making.

Robert Overton, Arts Co-ordinator at Mere Oaks School, enthuses "Digital video is an extremely powerful medium when used creatively to illustrate a performance and record achievement and endeavour."

Decision making was a joint effort throughout the entire process, with each student sharing the experience of handling equipment, but each being given ultimate responsibility for a specific role, such as director, editor or camera operator. The process encouraged the students to discuss, co-operate and compromise, so that all students made contributions of equal importance.

This imaginative film was chosen as a winner for its clever mixture of documentary and artistic sections, and impressed the judges with its emotional impact.





Category

12-14 years

Runner up

Denbigh High School,
Denbigh

Entry

Tick Tock

Denbigh High School

Tick Tock

To the uninitiated, this film, created by students at Denbigh High School, may appear extremely bizarre. Yet its peculiarity is one of its main strengths.

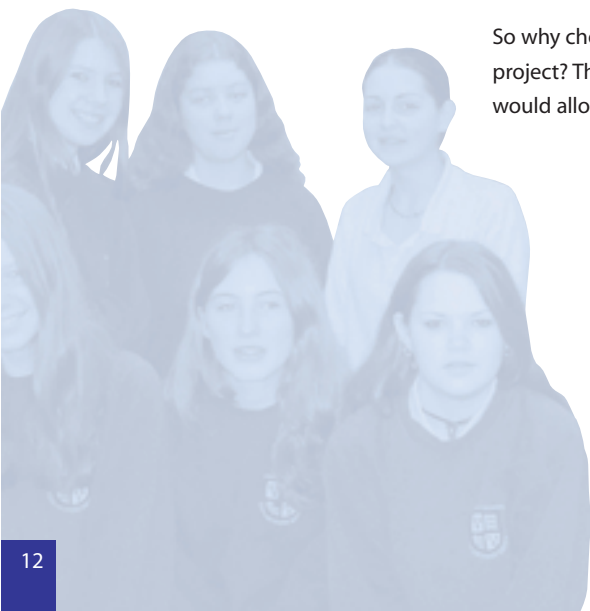
Tick Tock is the work of a group of GCSE art students, inspired by the nonsensical world of Dada and Surrealist art. After extensive research into these art movements, the students wanted to explore the concepts of Dada and Surrealism in a very personal way, without mimicking or trying to produce pastiches of existing artworks.

So why choose digital video as the medium for their project? The students thought that digital video would allow them to work on ideas in a different

context and give them greater freedom to develop their ideas in a rapid and spontaneous way.

The process has certainly given the students a high sense of achievement. "We have learnt how to use more sophisticated computer technology, how to work as a team and co-operate with each other, and we have learnt to appreciate the true Surrealist artists that we have been inspired by to make this movie."

What impressed the judges about this film was the adventurous nature of its content. It was clear that the film was the result of extensive research, from which the students had created something both unique and extremely creative.





Category

15-16 years

Winner

Jeff Joseph Sale Moor
Technology College,
Manchester

Entry

Captivated

Jeff Joseph Sale Moor Technology College Captivated

Over the past three years, digital media has been a major part of the graphics syllabus at Jeff Joseph Sale Moor Technology College.

Three students particularly enjoyed working with this technology, and wanted to experiment with more digital media techniques. The project arose out of their enthusiasm to make films, having been inspired by a number of student films.

The students were given a specific brief by the Head of Graphics, Stuart Pybus. "By using specific briefs the students can produce projects that fulfil the national curriculum at all levels, whilst importantly stimulating the students with contemporary technology and innovative design."

However, it was the students themselves who originally thought of the main concept for the film, using a whiteboard and light projector to help

create images of two missing students. One student even composed the soundtrack using digital technology.

The judges liked the main concept and, in particular the mysterious atmosphere and sense of isolation projected within the film.





Category

15-16 years

Runner up

Frank Wise School,
Banbury

Entry

The History of Medicine

Frank Wise School

The History of Medicine

Frank Wise School provides an evolving educational framework for students with learning difficulties between the ages of 2 and 16.

Class teacher Anthony Munday was convinced that his students would reap enormous benefits from making a movie. "I felt that creating a video would not only provide a fun and stimulating project, but also enhance student learning through its visual and kinaesthetic nature."

Their entry, The History of Medicine, is an inspired amalgamation of two 'styled' movies demonstrating the changing face of medicine

through the ages. To emphasise the variation of time frames, the students used an aged film effect, rejecting the idea of black and white images in favour of the full visual impact of colour.

The students controlled the entire film-making process from storyboarding through to the final edit, with each student taking turns to act, shoot and direct the video.

Not only did this film portray some interesting ideas, but it was enhanced by a blend of techniques. The judges thought that this film was extremely ambitious.





Category

17-18 years

Winner

Bridgwater College,
Somerset

Entry

Breakthrough – Hannah’s Story

Bridgwater College Breakthrough – Hannah’s Story

Students at Bridgwater College developed their skills through a number of workshops that taught them to work creatively with digital video.

For their entry, the students chose to demonstrate the physical impact of bullying through dance. The video explores a challenging time in a student’s life which ends with the positive outcome of the student’s self-esteem being improved.

The students understood that the allocation of specific production roles within their team was an important aspect of the film-making process. A large amount of time was therefore devoted to planning and, in particular, organising the schedule, location and shoot within a series of production meetings. The project helped to build confidence and trust between team members as they learnt to work with a personal story.

“Video production offers a fantastic opportunity to work collaboratively and creatively,” explains Kate Saunders, Media Teacher at Bridgwater College. “It provides an opportunity to learn both technical and creative skills and encourages the students to work to tight deadlines in what can often be unforeseen challenging situations.”

The judges were extremely impressed by the techniques used in this film, particularly the way that the choreography expressed the concept of bullying.





Shortlisted candidates

The following entrants did extremely well, and their films were shortlisted for the Digital Video Awards 2004. This year the judges were once again very pleased with the high quality of the films, and with the innovative ideas that went into the planning and filming of all entries.

Category

5-7 years

St Austin's Catholic Primary School, Liverpool

Entry: Underworld

Category

8-11 years

Aston Lodge Primary School, Sheffield

Entry: Saltwick Bay

Coed-y-Lan Primary School, Pontypridd, Wales

Entry: Laughter is the Shortest Distance between Two People

St Brides Major Church in Wales Primary School, Bridgend, Wales

Entry: The Bully

Wetheringsett C of E Voluntary Controlled Primary School, Stowmarket

Entry: Macbeth comes to Wetheringsett

Category

12-14 years

Mere Oaks School, Wigan

Entry: Video Game

St Malachy's College, Belfast

Entry: Our Danny

Stocksbridge High School, South Yorkshire

Entry: Romeo and Juliet - film trailer



Shortlisted candidates

Category

15-16 years

Ashfield Girls' High School, Belfast

Entry: Things Can Only Get Better

Devonport High School for Boys, Plymouth

Entry: Hitcher

Dyce Academy, Aberdeen

Entry: Tropicoco

Category

17-18 years

Beal High School, Ilford

Entry: One Mic

Glenthorne High School, Sutton

Entry: Freedom – Live as you Dream

Queen Elizabeth's School, Wimbourne

Entry: Dead Deal - film trailer



Resources

These resources are publications and websites which can provide useful information about using digital video. All URLs were correct at time of printing, but may be subject to change.

Digital Video Awards

<http://www.becta.org.uk/digitalvideoawards/>

The Awards aim to celebrate excellence in the use of digital video and to inspire students and teachers to exploit the full potential of this exciting technology. Visit this website to view the winning films and find out more about the Digital Video Awards.

Becta ICT Advice

<http://www.ictadvice.org.uk>

The ICT Advice site provides lots of useful tips about how to integrate ICT into teaching and learning. Here you will find suggestions about getting started with digital video, and case studies of previous winning films.

Digital Video Pilot

http://www.becta.org.uk/page_documents/research/dvreport_241002.pdf

Between October 2001 and March 2002 Becta ran a Digital Video pilot project involving 50 schools

from across the UK. The aim of the project was to gather evidence about the impact of digital video technology on pupils' engagement and behaviours, and to identify models of effective practice. This report contains key findings, case studies and recommendations.

British Film Institute (BFI)

<http://www.bfi.org.uk>

The British Film Institute website includes an education section aimed at teachers, which list activities, resources and services related to the moving image.

MediaEd

<http://www.MediaEd.org.uk>

The UK media and moving image education site provides information, advice and resources relating to digital video in the classroom.

Explore the benefits of digital technology

If you would like to find out more about using digital video in the classroom, we can help:

CD-ROM: Teaching and Learning using Digital Video

This free CD-ROM contains information about using digital video in teaching and learning. It includes ideas on how to get started, how to choose suitable technology and software, plus hints and tips, FAQs and other advice and resources. The CD-ROM also contains the findings from Becta's digital video pilot, plus films of pupils using this technology and examples of their work.

Order your copy by sending an email to:
dvcdrom@becta.org.uk

Information sheet: Using Digital Video in Teaching and Learning

This free four-page information sheet on digital video covers the following: how to get started; choosing hardware and software; planning, filming and editing; and incorporating digital video into the curriculum.

Order your copy by sending an email to:
dvawards@becta.org.uk

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