



THE NATIONAL
FESTIVAL
OF MAKING

LIVE BRIEF
2020/21

IN PARTNERSHIP WITH

creative
& cultural
skills



Creative & Cultural Skills (CCSkills) and The National Festival of Making are proud to work together on a national project to connect students and tutors in post 16 education with an industry-led challenge designed to support students' skills development across the combination of creative and business skills needed to thrive as a professional, whether freelance or employed.

WHAT IS THE FESTIVAL?

The National Festival of Making is a unique celebration of UK making, from the kitchen table to the factory floor. Taking place over two festival days, with long term projects running throughout the year, The National Festival of Making takes over the streets of Blackburn, Lancashire with creative workshops, music, markets, street food, art, performance, tours, talks and above all, an eclectic mix of making experiences for everyone to enjoy.

WHO IS THE LIVE BRIEF FOR?

Registered students in post 16 education from any creative or non-creative course and who are currently studying at level 3 or level 4 (level 6 or 7 in Scotland) are eligible to apply.

The challenge is open to individual students, and also to pairs of students (where the two learners are studying different disciplines). We welcome applications from pairs that reflect the development of cross-disciplinary collaboration and co-creation skills.

WHAT IS THE CHALLENGE?

Students are invited to consider what they would like to contribute to The National Festival of Making programme delivered in the Summer 2021.

We are asking students to propose an imaginative piece of work that will engage our multi generational and diverse audiences. The work needs to be something that can be experienced by festival visitors during the two days of the festival weekend.

Do you have a 'making' skill that you could share with others?

Are you a potter, musician or digital coder? Have you engineered a new kit car, experimented with printmaking, or thought of a great way to reuse plastic?

Have you made something as part of your studies that you'd like to show as part of a festival exhibition?



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The idea might take the form of an installation, exhibition, live performance, activity or workshop. We're open to all ideas, that may include:

- Performance
- Music
- STEAM based activities – Science, Technology, Engineering, Art and Maths
- Craft
- Heritage making skills
- Visual art of any form
- Artistic multimedia / digital
- Writing

We'd like students to explore past Festival programmes, which can be seen on the website, and develop a personal response to the Festival.

Students may like to consider to what extent a collaboration might enrich their idea.

Tutors can read more about the programme delivered by **National Festival of Making** at www.festivalofmaking.co.uk



Featured National Festival of Making 2019 works above: Sketch(y), Nu Jazz Arts; Screen Printing, Girls Girls Girls; Connecting Yarn, Daksha Patel; Pottery workshop with Blackburn College



WHEN IS THE APPLICATION DEADLINE?

The deadline for application is Monday 16th March 2021

WHO ARE THE JUDGES?

Members of the Festival Leadership Team and Creative & Cultural Skills

WHAT ARE THE JUDGING CRITERIA?

All entries will be judged on the quality of the idea, professionalism of application and feasibility of delivery at the festival. Judging will give equal measure to all three criteria.

We encourage all applicants to consider these points when working on their application:

QUALITY OF THE IDEA

Depth of research
Imaginative proposal
concept

FEASIBILITY OF DELIVERY

Budget consideration
Technical practicality

PROFESSIONALISM OF APPLICATION

Presentation of idea including
showing your decision making
Clarity of communication

WHAT DOES THE WINNER RECEIVE?

Three **'finalist'** concepts will be selected from the entries for the learners to receive an online masterclass from the Festival Directors for themselves and their course members. This will provide them with an overview of the skills involved in Outdoor Arts Curation, Producing Cultural Festivals, Arts Commissioning, and Project Management including, budgeting, health & safety, contracting, and permissions.

One winner (or winning pair) will receive mentoring from the Festival Directors and Festival Team along with a total budget of £500 to realise their concept at The National Festival of Making in Summer 2021.

Entries will show consideration of working within this budget.

The winner (or winning pair) and one member of staff will be **invited to attend The National Festival of Making in Summer 2021**. To facilitate this attendance, the education provider can bid to recover reasonable out of pocket expenses to a set limit agreed in advance.

All challenge entrants will receive feedback in the form of a short written response.



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HOW WILL STUDENTS BENEFIT BY TAKING PART?

The challenge is designed to support students' skills development across the combination of creative and business skills needed to thrive as a professional, whether freelance or employed.

- Centred on critical thinking and problem solving, the challenge poses a task with innovation, creativity and design at its heart.
- This live brief will help students - from any discipline - to develop essential skills and behaviours prized by the creative and cultural industries and other sectors. Skills and behaviours such as curiosity and research, confidence in your original idea, taking creative risk, challenging assumptions, refining and redrafting.
- We are open to the interpretation of 'Making'. The broad range of options for responding to the brief are designed to encompass the breadth of 'making' skills and professional possibilities; with everything from traditional and contemporary craft; handmade to electronics; or exhibition to performance included.
- The challenge is structured to allow students to understand the commissioning and development process as well as the business and presentation skills that are critical to pitching an idea in response to a brief.
- Basic employability skills, such as consideration of budget, costing materials, working out distances, and calculating dimensions, will be utilised by the students to assess the feasibility of their own idea.
- Using language effectively, self-management, communication, and the potential to understand the business nature of the task will be used to meet the brief with professionalism and to deadline.

"Live Briefs that enable students to experience the commissioning and development process of someone working in the creative sector are an essential part of how students can expand their knowledge, skills and supports talent development in the creative industries."

Wayne Hemingway MBE
Co-Founder of the National Festival of Making

"Future creative roles likely need a breadth of skills including advanced numeracy, coding, physical and digital design and drawing skills and creative storytelling and problem solving. A combination of STEM and arts-based subjects will provide this balance of capabilities."

Creative Industries
Sector Deal

"Problem solving skills, communication skills, and finance skills were commonly reported as skills gaps by employers... Courses were believed to focus on the creative aspect rather than how to survive as a sole trader or contribute to the running of a business."

CCSkills Report
Building a Creative Nation:
Current and Future Skills Need



HOW DO I GET MY STUDENTS INVOLVED?

To begin the process, tutors are advised to register for the Online Briefing for Tutors (a Zoom Session) on or before Sunday 31st January 2021.

To register please email sandra.dartnell@ccskills.org.uk

The purpose of this session is to support tutors and students to understand the brief.

During this session, staff and students will have the opportunity to meet with the Festival Directors and ask general questions about the brief (please note they will not be able to provide one-to-one critiques of initial ideas or concept proposals).

The National Festival of Making will share festival information that includes the sites where the festival will be located in 2021. This will include buildings, outdoor spaces and some of the confirmed programmes for the festival.

HOW DO THE STUDENTS APPLY?

To apply to the challenge, each individual student (or pair) must supply the following:

A response proposal PDF of no more than three sides of A4 that, in an individual way;

- Tells us a bit about you (or the pair), details the main idea and how the concept aligns with the National Festival of Making; what type of audience or participant the work is aimed at and how your idea will be delivered at the festival.
 - Includes a creative interpretation (Concept/Mood board/Tests etc) that expresses the quality and professionalism of overall submission and shows us your workings
 - Explains how the response supports you to develop your studies, professional skills (creative, technical, practical, business) and understanding of the professional world of in which you aim to begin your career
- If for any reason a student is unable to provide a written proposal then a video recording (maximum 3 minutes) will be acceptable.

Applications must be made by email before the deadline to **info@festivalofmaking.co.uk** with the following in the email subject title:

Applicant Name - Applicant College/School - Future Makers Challenge

Applications must include:

1. Applicant Name (or pair names)
2. Applicant College/School
3. Course name and level of learning, 3 or 4 (level 6 or 7 in Scotland).
(Tutors to provide students with this info in advance)
4. The application PDF or link to video if applicable



WHO ARE CREATIVE & CULTURAL SKILLS

Creative & Cultural Skills supports the UK cultural sector by shaping skills, education and employment best practice. We provoke action and enable learning opportunities that drive change and help to build an inclusive skilled sector.

Creative & Cultural Skills works with education partners, to deliver programmes designed to improve the provision of skills and training in the creative and cultural industries. We work to broaden entry routes into the cultural sector for the widest possible pool of talent, regardless of background, personal circumstances or previous educational achievement.

Live briefs play an important role in our work by helping to ensure that the curriculum is skills focused and employer-led, and that students and staff are developing the knowledge, skills and behaviour that industry needs within their courses.

Live briefs allow students to apply their skills and creativity to a task set by industry professionals and give students direct access to industry professionals who will support students to develop their ideas. This brief has been created to support students' skills development and give an understanding of the professional world of making.

If you are interested in offering a Live Brief or would like further information, then please contact us via: info@ccskills.org.uk and one of our Partnership team will be in touch to discuss further.

WHO ARE THE NATIONAL FESTIVAL OF MAKING

The National Festival of Making is an established Community Interest Company that delivers a year round programme culminating in a weekend festival that takes place in Blackburn, Lancashire. The programme attracts a national audience to celebrate making and manufacturing from the kitchen table to the factory floor.

The Festival of Making programme combines Making, Art, Science, Manufacturing, Technology and Communities - commissioning practitioners to create spectacular works and participatory festival events including the Festival's headline commissioning programme, Art in Manufacturing. The Festival consistently attracts between 30,000 and 40,000 visitors each year.

In 2018 the Festival won Best Non Music Festival at the UK Festival Awards and Visit Lancashire's Large Event of the Year. The Festival, set to take place in June 2020, was cancelled due to the global COVID-19 pandemic. Amid the rapid changes, the Festival team established that under the circumstances they would develop a new programme of work that presents opportunities to the creative sector and creates positive and meaningful making experiences within the current conditions. The Future Makers challenge is announced in 2020 as part of the National Festival of Making expansion of national partnership working.

Find out more on our website and social channels:

Festivalofmaking.co.uk

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