

BEST Short: Brief to Artist/Illustrator/Animator or Creative Agency

July 2013

BEST is supported by the European Social Fund, through the Welsh Government to deliver training until July 2015.

BEST Short: The Brief

1. Opportunity

BEST is looking for an **artist/illustrator/ animator** or **Creative Agency** to work collaboratively with the Programme Management Office to devise and develop a 10 minute (max) short film that will introduce the BEST Programme, it's newly developed training course and outline the case for sustainability training in the built environment in Wales.

2. About BEST

The BEST Programme is developing and will soon deliver strategic training to support people working within the sustainable energy and built environment sector e.g. architects, engineers, craftspeople and skilled workers, enabling the delivery of the Welsh Government's aspirations towards carbon reduction and sustainable development.

From autumn 2013, subsidised training courses will be offered to people who live or work in one of Wales' Convergence areas. Funding of £5.8m (including match funding) will be available for the development and delivery of new courses under the BEST programme. Training will be flexible through delivery outside of working hours or online in order to minimise inconvenience to participants and employers and time away from work.

BEST is led by the Welsh School of Architecture, working with Asset Skills, CITB ConstructionSkills, the Energy Savings Trust, Proskills, Constructing Excellence in Wales and SummitSkills as Joint Sponsors. BEST is supported by the European Social Fund, through the Welsh Government to deliver training until July 2015.

3. Background

Extensive research has been carried out by the Joint Sponsors to identify current and future skills needs in the areas of: low carbon energy (large and small scale), water, waste, on-site and offsite construction. This research covers both new and existing build.

Using this research, the BEST Programme is developing proposals for new training courses that will meet identified industry needs. Training providers will be selected to work with BEST to develop and deliver these courses to individuals living and / or working in the Convergence Areas. These opportunities will soon be advertised using an open and transparent process and all training providers are invited to respond.

4. BEST Training Short Course - Sustainability: Going Beyond Low Carbon (working title)

In addition to working with training providers, BEST is currently developing a series of awareness raising modules, **Sustainability: Going Beyond Low Carbon (working title)**. Delivered in-house, this course will raise awareness amongst potential BEST participants of the need to train to increase the incorporation of sustainability in the Built Environment and thus take advantage of opportunities for business development in this field. Research by the Joint Sponsors has highlighted a lack of awareness of certain fields of sustainable activity in the built environment. This course will provide an explanation to the industry as to *'why they need to know what they don't know about sustainability'* in their fields.

5. The Creative Brief

BEST Short

Creative marketing will play a large factor in the successful delivery of the BEST Programme. We need to ensure that we reach our target audience of built environment professionals in the convergence areas of Wales. To do this we are developing a multi-platform Communications Plan and would now like to commission an artist/illustrator/ animator or creative agency to work with the BEST Programme Team to create and deliver a short film/animation (up to 10 minutes) to illustrate the Programme.

The film/animation will be the first in a series of moving image marketing tools titled **BEST Shorts** that we will develop to advertise aspects of the Programme delivery. It will be placed on the Home page of the BEST website (BEST.cf.ac.uk) and will be themed as an introduction to BEST; we will also develop YouTube and Vimeo micro sites and will market extensively through social media networks. Our aim is that the film is viewed by a wide audience and that it can be appreciated on a number of levels:

1. As a marketing tool for the BEST Programme and its training courses
2. To publicise the Sustainability: Going Beyond Low Carbon training course
3. As an imaginative, quirky and creative short film that can be appreciated within the sustainability and built environment sector

We see the film produced using filmed drawing and illustration sequences as a way of communicating BEST as well as other methods developed by the commissioned artist.

As a marketing tool, the BEST Short will contain a large amount of detailed information. Please be assured however that we are advertising for an artist/illustrator/animator or creative agency to work collaboratively with members of the BEST Programme Management Office to devise, script and produce the BEST Short. You will not be required to have detailed knowledge of the subject matter to be considered for the role.

6. BEST Short Structure

The format for the BEST Short will be in 4 sections and will be roughly structured as follows:

1 @ BEST Programme (multipurpose - e.g. YouTube) - 3 minutes max

This multipurpose introduction to BEST needs to be an eye-catching, imaginative introduction that makes the viewer want to find out more.

As well as forming the first section to this short film, this part can also be a stand-alone film available through a number of channels and can be used as an introduction to all training delivered through the BEST Programme in particular via the BEST online Moodle.

2. The case for sustainability training

This section will outline the business case for employers and participants ie. how BEST training will improve their individual performance, open up new business opportunities and improve prospects for participants through learning new skills. The emphasis here is to sell the programme to both individual participants and employers, highlighting the benefits to both and giving plenty of reasons why training is beneficial.

3. Beyond Low Carbon – the ‘interactive bit’

When sustainability is considered there tends to be a focus on low carbon – the BEST programme will go beyond low carbon looking at sustainability across the built environment sector through our themes of waste, water, construction and retrofit.

We would like this part to have an element of interaction e.g. it can be a series of questions and answers illustrated visually, or it can be a number of illustrated ‘did you know’ items. There is an opportunity here to link this section to our themes, to some of the training courses that will be delivered and will involve collaboration with the Joint Sponsors.

4. @ BEST - the 1st Opportunity for training

By this point, the introduction and business case for the need to undertake training have been made and some quirky examples/statistics of sustainability in the built environment have engaged the viewer. This final section will look at new opportunities from sustainability in the built environment sector. Here we can link new opportunities to our themes and future training courses and we can identify current best practice in the sector and future developments.

7. Timescales

Interview and Recruit artist/illustrator/ animator	14 August '13
Detailed concept design and storyboard including methodology for filming and delivery	by 13 September '13
Project development, creating BEST Short	Sept/Oct '13
Project completion	by 26 October '13
BEST Short launched	November '13

8. Credits

As artist/illustrator/animator or creative agency, you will be credited on the film, on the BEST website and micro sites and in media releases around the launch of the film. The BEST Programme will use the film to promote its activities as necessary. BEST may also use still images and drawings/illustrations from the film for marketing purposes and display.

9. Application

If you wish to be considered for this opportunity, please forward the following information by email to best@cf.ac.uk by **Midday on Wednesday 7 August 2013**.

1. An up-to-date CV
2. A PowerPoint presentation or PDF containing a maximum of 10 medium resolution images that illustrate your previous work and any project ideas both realised and unrealised.
3. A short statement (no more than 1 side of A4) stating your interest in this commission, any early ideas you might have at this stage and how this commission will benefit your portfolio.

We will shortlist and invite to interview up to 3 artists/agencies. At interview you will be asked to give a visual presentation on your portfolio and answer a number of questions relating to this project. The interview will be a maximum of 40 minutes. Final selection will be made by BEST following this interview process.

10. Fee

You will be commissioned to work with the BEST Programme Management Office to deliver the BEST Short. The fee range to undertake the commission is £2,000 - £5000, depending on the concept for the work and production requirements.

11. Production Budget and Equipment

BEST has or is able to access the hire of multi-media equipment. This can be discussed on appointment and during the project development stage. In addition, there is a budget for the hire of equipment as well as for production costs and expenses.

12. Contact

If you have any queries please contact Zoe King at BEST on kingz1@cf.ac.uk or call 029 2087 0990.