

SHARP SHOTZ

# Student Workbook



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# Introduction – What is Sharp Shotz?

**Sharp Shotz is a unique competition that offers 11 to 18 year olds the exciting opportunity to work with the BBC and the University of the West of England (UWE) in the creation of campaigns and films that bring positive change to issues facing young people today.**

To enter the competition you will form a team and create an idea for:

- A campaign that brings positive change to an issue that is important to you
- A short film on your chosen campaign issue that raises awareness of the issue; the change you want to happen and how your audience can help bring about this change.

The winning campaigns will have a range of support in spreading their message, including from the Mayor of Bristol and the BBC, who will show the winning films and interview teams on their campaign.

The competition is opportunity for you to change the world around you, and to have your ideas seen and heard by people far and wide.

Past winning campaigns have focused on a wide range of issues from cyber bullying and exam stress to modern day slavery; knife crime and addiction.

The challenge ahead is to find and research an area of life that you believe needs to change, for example you might:

- Have a friend who is bullied and you feel more should be done about bullying;
- Ride your bike to school and believe there should be fewer cars on the road because of the pollution;
- Have seen loved ones attacked on the street for no reason and want there to be less violence.

Whatever issue you choose, it is key that it is important to you and that you believe that something needs to change, as this passion will help you get your message across in the most powerful and convincing way.

Over the next 6 weeks you will go on a journey which at the end you and your team will have created your entry for the Sharp Shotz Campaign Competition.

**Good Luck!**

# Workshop Day

Reflect on how well you are flourishing in each of the four areas

<p>Rational:</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Social:</p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Emotional:</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Physical:</p> <hr/> <hr/> <hr/> <hr/> <hr/>

**What could you do to help yourself flourish better in one of the areas?**

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# Lesson One Activities

## Issues that affect flourishing

From your work on the workshop day, choose an issue in society that you care about and explain how that issue affects people's ability to flourish. Think about any solutions to these issues and what flourishing would look like in this case.

Make notes on this below:

Issue: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Possible impacts on flourishing: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Possible solutions to this issue: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Lesson Two Activities

## Choosing a campaign issue

Which campaign issue have you and your group decided to look at?

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Using the table below, note what you already know about this issue, and what you need to find out.

What we know about the issue	What we need to find out

Using the completed chart above, in your teams, decide on 3-5 questions to research over the next lesson.

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# Lesson Three Activities

## Researching your issue and writing your letter

Over the course of lesson three, you will complete the following sections of your entry form:

- **Campaign Name**
- **Campaign Issue**
- **Campaign Mission**
- **Motivation**

Write a short letter to a person in authority whom you think can help raise awareness of or help solve your campaign issue. Remember to take care with grammar and spelling, as a well-written letter is a powerful tool in gaining support for a campaign issue.

You may want to follow the outline below, or come up with your own letter.

Your Name  
Address

Their Name  
Address

Date  
Dear Sir or Madam,

I'm writing to...  
Why the campaign is important...

What you are doing to solve the issue...  
What they can do to help...

In conclusion...

Yours faithfully,

TEAM NAME  
Your names





# Lesson Four Activities

## Conveying a message through social media and advertising

Over the course of lesson four, you will complete the following sections of your entry form:

- **Spreading your message - How will you get your film seen and your message out to the most people?**
- **Campaign Article (complete for homework)**

# Lesson Five Activities

## Exploring ideas for the film and how to use animation

Over the course of lesson five, you will complete the following sections of your entry form:

- **Campaign Article (based on last week's homework)**
- **What will your film be about?**
- **What will the message be?**
- **How will the animation section deliver this message?**
- **Who will you interview for the documentary section?**

# Lesson Six Activities

## Storyboarding and entering the competition

Over the course of lesson six, you will complete the following sections of your entry form:

- **Storyboard**

In this section you will divide your film up into parts and create **storyboards** to illustrate the shape of your film.

You will need to consider what actions you want the audience to take and what information they should know as a result of watching your film.

Think about how the film will begin and end e.g. do you want opening credits, or to put information at the end such as contact information, social media details, website etc.

**In your team, divide the film roughly into six parts.** Write down the structure of your film, using one or two sentences to describe each section.

Part 1:

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Part 2:

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Part 3:

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Part 4:

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Part 5:

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Part 6:

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Now, using this information, complete the **storyboards** section in your entry form.

**Finally, complete all the key information in SECTION ONE. Do not leave any part of this form blank.**

**Your teacher will collect the completed workbooks at the end of the lesson and submit your completed entry forms on your behalf. Good luck!**

# Competition Entry Form

Please complete all sections

## SECTION ONE: KEY INFORMATION

### School or Youth Group Details:

Lead Contact: \_\_\_\_\_

Name of School / Youth group: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Telephone number: \_\_\_\_\_

Email address: \_\_\_\_\_

### Team Details:

Team name: \_\_\_\_\_

Team members (Teams must have no more than 4 members)

Name:

Age:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

# SECTION TWO: YOUR CAMPAIGN OUTLINE

## 1. What is the name of your Campaign?

Campaign Name: \_\_\_\_\_

## 2. What issue is your campaign tackling?

Campaign Issue: \_\_\_\_\_

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## 3. What change do you want your campaign to make?

Campaign Mission: \_\_\_\_\_

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How will the animation section deliver this message?

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Who are you going to interview for your film?

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**5b. Spreading your message - How will you get your film seen and your message out to the most people?**

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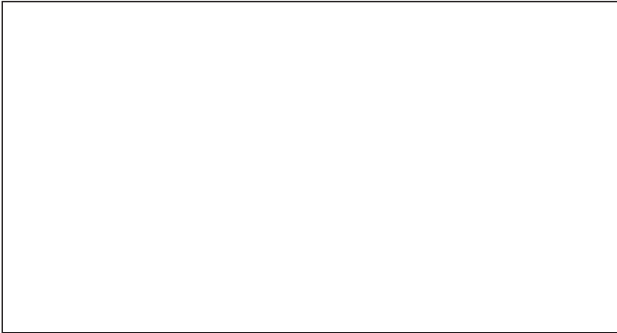




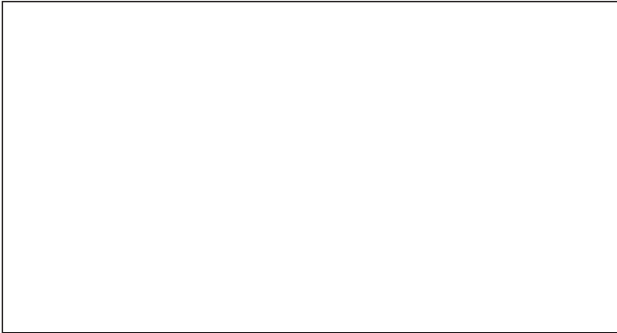
# SECTION THREE: STORYBOARD

The storyboard should contain the key moments or scenes of the film

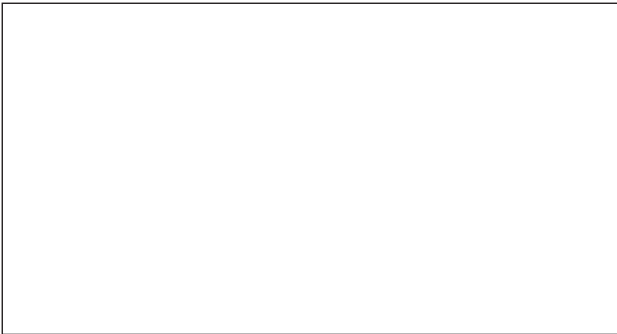
**Draw the scenes neatly and have a clear description of what is happening in each scene.**



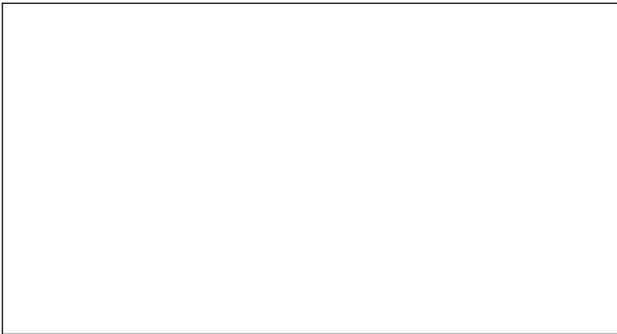
1.



2.



3.



4.



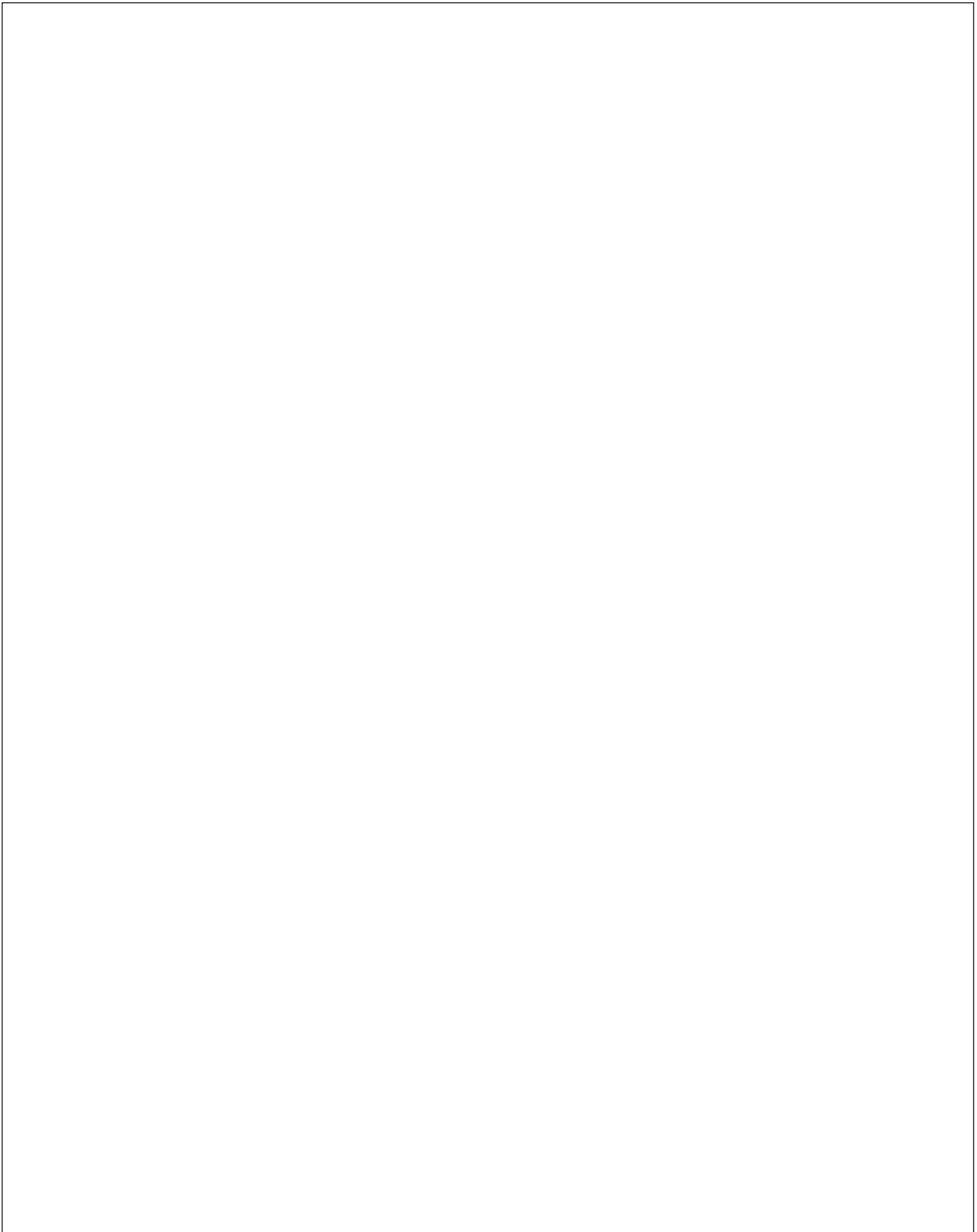
5.



6.

# **(OPTIONAL) Campaign Poster**

**Design a poster for your campaign.**



## Contact Information

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## Address:

Sharp Shotz Campaign Competition 2017

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