

FUTUREME CHALLENGE BRIEF

YOUNG PEOPLE FROM THE NORTH EAST ARE LESS LIKELY TO GO ON TO HIGHER EDUCATION THAN YOUNG PEOPLE FROM MANY OTHER AREAS OF ENGLAND. WE WANT TO PRODUCE A DIGITAL ADVERT TO ENCOURAGE MORE YOUNG PEOPLE IN THE NORTH EAST TO THINK ABOUT HIGHER EDUCATION AS AN OPTION FOR THEM.

WHAT YOU NEED TO DO:

1. Think about reasons why young people from the North East may be less likely to go on to higher education.
2. Come up with 5 key messages about higher education that would make it more appealing to young people like you.

To help you, we will be sharing information and activities online on a weekly basis during May and June, addressing the following themes:

- ▶ WHY HIGHER EDUCATION?
- ▶ STUDENT FINANCE
- ▶ CHOICE IN HIGHER EDUCATION
- ▶ STUDENT LIFE
- ▶ BELONGING IN HIGHER EDUCATION

3. Create a six piece storyboard to turn your key messages and research into a 30 second YouTube advert to encourage young people like you to consider higher education.

When designing your story board you should consider:

- ▶ A script (think about how you can incorporate your key messages and research).
- ▶ Visual ideas (would you like the video to be filmed with actors or would you like an animated video?)
- ▶ Who should provide a voice over for the advert?
- ▶ Would you like to include any music?
- ▶ Any additional information to make your advert a success.

4. Use the two worksheets to record your storyboard, your 5 key messages, and any further explanation of your ideas for your advert.

5. Submit your two completed worksheets by the deadline of Friday 3rd July 2020. You'll be able to submit your worksheets on our website from early June.

If you'd like, you can create your own versions of the FutureMe Challenge worksheets on paper or even design your storyboard online (for example, using the free online platform Storyboard That). Worksheets can be completed digitally, printed and photographed/scanned, or copied and filled in by hand.

SHORTLISTED ENTRIES WILL BE PROFESSIONALLY DESIGNED AND TURNED INTO A COMIC STRIP. THE OVERALL WINNER WILL HAVE THEIR ADVERT PROFESSIONALLY PRODUCED AND SHOWN ON YOUTUBE!

MARKING CRITERIA

KEY MESSAGES

Judges will be looking for clear and concise key messages that have been well thought through and researched. They would like to see evidence that you have thought carefully about the problem posed.

STORYBOARD

Judges will be looking for a creative storyboard which is factually correct and engaging. Make sure the storyboard you create meets the brief set (i.e. that it promotes higher education to young people in the North East) and that you've explained your ideas clearly.

TOP TIPS

1. Look at the types of messages that universities and colleges are already giving out to young people. Think about whether these are the right messages and the right style. What would you change or keep the same?
2. You can't mislead people or say things that aren't true. If you want to use any facts then make sure they are correct and can be backed up.
3. Remember, the advert will only be 30 seconds long. Think about the most effective way to get your point across quickly.
4. Your advert should appeal to students who are unlikely to be considering higher education as an option for them. Think about what information they might be missing that would help them to make a decision.
5. When we say 'higher education' we mean ALL forms of higher education - this includes courses that can be studied at both universities and colleges (see our Higher Education Quick Guide for more information).
6. The FutureMe logo and branding will be used on the finished product. This means you are representing all of the colleges and universities in the North East, so make sure that what you produce is something they'd be happy to put their name to.
7. Use your own thoughts and experiences to come up with key messages. What would make YOU consider higher education as an option?

GOOD LUCK!