



YOUNG FILMMAKER COMPETITION

Creative Brief



Royal Conservatoire
of Scotland



respectme
Scotland's Anti-Bullying Service

Creative Brief

Before your storyboards take shape and camera starts to roll - we wanted to give you some additional context about the theme we want your film to explore.

The theme of our new competition, as with our current anti-bullying campaign, is 'What Made It Better?' But what does that mean?

The campaign seeks to empower young people with advice and tips from those who have experienced bullying in the past. What things do you think can help young people find a positive outcome to bullying of any kind?

During the campaign so far, people have shared with us what made it better for them. They said simple acts of kindness from others, speaking to an adult about what was going on, focusing on hobbies that they enjoy and spending time with friends, were all things that helped them cope with bullying behaviour.

But what do you and the young people in your community think? What makes it better for young people experiencing bullying, and what do you think doesn't help? What do you think this would look like on the big screen? We want your help to answer these questions.

Here are some more prompts to think about before you get started in your creative process:

- What does bullying behaviour look like to you?
- What do you think is the impact of bullying on young people?
- Why do you think bullying exists in our society?
- What small or big actions, can help others overcome bullying?
- What approaches do you think are unhelpful when addressing bullying?

Remember! It is really important that your film demonstrates the real views of young people - think about how you might gather these views. We also want your film to have an overall positive message - think about the ways in which your film might inspire and lift people who watch it.