



ARCHIVE MASHUP

TRAINING SCHEME APPLICATION GUIDANCE NOTES

**Closing Date for Applications – 12 noon, Wednesday 8th February
2012**

INDEX OF CONTENTS

Page/s

1. Background to the Scheme
Who is it for?
2. Who is Cyfle?
3. Who are the funders and supporters of the Scheme?
What is this training Scheme and how is it structured?
4. Scheme classroom dates
6. Criteria and selection processes
8. How much does the Scheme cost?
Is there a qualification with this Scheme?
What is expected of me if I am accepted on the Scheme?
9. How will Cyfle support me on the Scheme?
What will I achieve in 6 months?
10. Hints and Tips
Interviews
11. Other important information



ARCHIVE MASHUP

APPLICATION GUIDANCE NOTES

Please take time to read these guidance notes before completing your application form. **This is essential for you to gain a full understanding of this scheme and what is expected of you.**

BACKGROUND TO THE SCHEME

A training scheme designed to teach the creative, innovative and essential skills needed to create a new world of experiences out of footage already in existence.

Thousands of tapes, reels and discs of previously shot footage and images languish in archives, libraries and storage areas across the country. What could be achieved with all this material? Why stop at an 'interesting documentary about World War II with a famous narrator..'? **What about a 'mashup' to music, or a comedy programme, or something completely different?!**

This is a 6 month part-time training scheme, delivered over 5 weeks of intensive classroom based contact, a personal project, online support and individual mentoring. The 3 main stages of development during the training will be –

1. Archive essentials (copyright essentials, clearance rights etc)
2. Repurposing creatively and commercially
3. Distribution, marketing, business

***“Repackaging** is the process of taking existing content and making it available in a different venue or on a different platform. With the proliferation of mobile technologies, the repackaging of full length features into shorter ‘episode’- like programs is an opportunity waiting for an audience...**Repurposing** is much like repackaging, except that it includes legacy content that is then re-cut (re-edited) or shaped to a different length, for a different audience or purpose.”* Moving Media Storage Technologies: Applications & Workflows for Video and Media Server Platforms by Karl Paulsen (Focal Press, 2011)

WHO IS IT FOR? – this scheme is open to applicants who currently live in Wales and could either be enthusiastic new entrants into the creative industries wishing to make their mark

on the industry, or junior and experienced professionals wishing to develop their skills further in this field (**see page 6 for further details on Criteria and Selection Processes**).

As an example this course would be suitable for the following types of people (this list is not exclusive) –

- **TV Production Companies** – especially those wishing to exploit their own archive
- **Freelance Independent Producers** who wish to create new and exciting content
- **Film-makers**
- **University Graduates** looking to add to their skills base to increase employability
- **Authors/Publishers**
- **Marketing and PR companies and departments** – especially those looking to create innovative, creative and interesting campaigns.
- **Teachers/Lecturers** – especially those looking to create innovative materials for educational purposes
- **Musicians** – especially those looking to create innovative promotional material / music videos etc.
- **Theatre Production Companies/Producers/Creatives**
- **Arts and Heritage and Tourism Organisations**

This scheme has been created in response to S4C's 'Vision 2012 and beyond, Content Plan'.

WHO IS CYFLE? – www.cyfle.co.uk

Cyfle, meaning opportunity in Welsh, is the training company for the creative industries in Wales, with training centres in Caernarfon and Cardiff. We are the only Skillset Approved Training Company for the Creative Media Industries in Wales. Cyfle was established in 1986 in order to train technicians for the industry in response to the creation of S4C. Since then, we have established a reputation for delivering a variety of high quality structured training schemes in English and Welsh, which are purposely designed to meet the demands of a rapidly changing industry.

WHO ARE THE FUNDERS AND SUPPORTERS OF THIS SCHEME?

This scheme is being delivered by training provider Cyfle and is funded by the Skillset Cymru Training Framework.

The Skillset Cymru Training Framework is a joint approach by Skillset Cymru, the Welsh language broadcaster S4C and the trade association Teledwyr Annibynnol Cymru (TAC) to support the skills and training needs of the Welsh independent TV production sector and the wider Creative Media Industries. It offers a more collaborative and strategic approach to identifying training needs, gathering data and intelligence from the sector in Wales, and using it to fund training provision and develop skills in the sector in future. www.skillset.org

WHAT IS THIS TRAINING SCHEME AND HOW IS IT STRUCTURED?

This training scheme will see participants develop a thorough understanding of how to create and develop an archive based project from start to finish, covering the creative, legal and commercial aspects of bringing old footage back to life.

Overview of Course Structure -

- 5 weeks intensive classroom based training delivered over a period of 6 months (dates detailed below)
- Development of own/company 'repurposing of archive project' to be undertaken in own time and discussed and developed further with tutors
- Group work based at the archives in BBC Wales, ITV and S4C
- On-line support through Basecamp project management software system
- Individual mentoring
- Monthly blogs
- Credits awarded by the University of Glamorgan (please see page 10 for further details on qualification)



SCHEME CLASSROOM DATES

It is anticipated that the scheme classroom based dates will be (subject to change) –

- Week 1 - 26th - 30th March 2012
- Week 2 - 30th April – 4th May 2012
- Week 3 - 11th – 15th June 2012
- Week 4 - 9th – 13th July 2012
- Week 5 - 3rd – 7th September 2012

All the training will be based at the Cyfle Training Centre in Cardiff Bay, with the exception of on location work which will take place at archives such as the broadcasters BBC Wales, ITV Wales and S4C.

Although the number of classroom based dates make this a part-time scheme, participants should be aware of the additional commitment required to complete the home-based personal project, and online blog.

Although this is not a vocational training scheme, the participants will be putting their learning into action by producing their own piece of work by the end of the period, as well as learning how to pitch to industry experts/clients.

There will also be an **End of Course Showcase** – where the participants will showcase the work they have done to an invited audience from the industry and beyond.

Each participant will have the opportunity to work through the medium of Welsh and the main course tutors can provide bilingual support.

Scheme Overview – ‘at a glance’ (Subject to Change)

Week 1

Mechanics of the archive, including history / formats / telecine and grade.

Week 2

Creative use of Archive, including Personal Archive, How to tell a Story, Creating Emotion and Creating an Archive Personal Collage, Creating Noir Comedy stories out of Archive clips, Creating characters out of Archive material.



Week 3

Exploring the Archive Database, including What's there and available? Spotting the gem, Blending the Archive and Choosing Material for the Personal Project. (working in small groups based at the archives of BBC Cymru, S4C and ITV Cymru).

Week 4

Editing and Creation, including an FCP course and Creating the Personal Project.

Week 5

Commercialisation of the Property, including Guest sessions from Producers / Advertisers / the Media in how they exploit their own archive & Pitching to Clients.

The group must take what they've created in their Personal Projects and pitch this to a panel of industry experts.

End of course Showcase

After the training scheme has ended, there will be an industry showcase, where the participants will showcase the work that they have produced over the period of the scheme to an invited audience from industry, and other interested parties.

Online Learning

During the periods of distance learning, participants will be guided and supported with online support. The scheme will use Basecamp (www.basecamp.com) as its main project management communication tool, where the participants will be able to interact with each other and the wider community. The online resource library (via Delicious and Course Subject Wikis) will also be used.

If participants wish to learn more advanced skills, Cyfle can accommodate this through providing access for participants to well respected specialist online tutorials via established e-learning websites such as www.lynda.com (design) and www.thinkvitamin.com (technical based tutorials). Subject to booking and availability, the Cardiff and Caernarfon training centres and facilities will also be available for participant use if need be.

Participants will also be expected to complete a dedicated content rich blog detailing their



learning experiences, and their reactions to these. For examples of how the blog contributes towards learning on the course, please visit www.digitaldelta.co.uk which features the blogs of those participants attending the Cyfle Digital Delta 1 (Digital Professional and Multiplatform Writer) Scheme (2011).

Trainers and Mentors

Experienced practitioners in their field of work will deliver the workshops and masterclass elements of the scheme.

Participants will receive one-to-one mentoring from the course supervising team to facilitate their progress through the scheme.

CRITERIA AND SELECTION PROCESSES:

- Applicants must be 18 years of age or over.
- This scheme is only open to applicants currently living in Wales
- We are looking for individuals with a wide-range of experiences and/or qualifications who show genuine enthusiasm for the subject matter, as long as you are over 18, age is also not an issue.
- We are unable to accept applications from individuals who will be in full time education during the period of the scheme.
- You must be available for the whole of the scheme period as outlined and be able to commit to complete all the remote work as required.
- Applications from Welsh language speakers are very welcome – there will be opportunities to produce work through the medium of Welsh.
- Cyfle is an Equal Opportunities Employer and applications are encouraged by individuals of all backgrounds.

Applicants will have the following Essential Skills –

- Excellent written and spoken English
- Initiative and problem solving skills
- Resourcefulness and ability to trouble shoot
- Excellent verbal and communication skills

- Precise attention to detail and methodical approach
- Punctuality / Time management
- Ability to confidently use either a PC or Mac – and Microsoft Office Word / Excel / Power Point / Internet and email packages
- Ability to Research and Present Relevant Information
- Ability to use Creative Skills to create content

Applicants may also have these Desirable Skills –

- Storytelling experience
- Active interest or qualification in recent history
- Active interest in current affairs
- Interest in the power of visual imagery
- Have an active interest in Multiplatform creative content
- Knowledge and understanding of the Creative Industries

Applicant Attributes

- Ideas, Imagination, Innovation and Enthusiasm
- Ability to work independently and as part of a team
- Good interpersonal and communication skills
- Ability to take direction
- Respect for others
- Ability to cope well under-pressure and work to deadlines

When applying for this scheme candidates must submit the following:

- **The relevant Application Form.** Only information on the official application form will be considered at this stage, please don't send your CV, photos or any other material.

We want you to tell us in your application:

- What experience (if any) do you have in the creative industries
- Why you enjoy working in a creative environment
- What you have done that will show us that you work effectively in a team and have a wide range of experience beyond formal education



- That you are flexible and have the communication skills that are needed to work in a creative environment

- **Diversity Monitoring Form**

HOW MUCH DOES THE SCHEME COST?

Due to the highly subsidised nature of this scheme, **participants will only have to pay £300** towards the training costs.

If you are successful in gaining a place on this training scheme you may be eligible for a bursary through Skillset Cymru. Check out the guidelines for further information:

http://www.skillset.org/funding/individuals/cymru_bursaries/

PLEASE NOTE – A non-refundable deposit of 75% of the cost of the course (£200) will need to be paid by Thursday 8th of March 2012 to secure your place. The remainder of the course fee will need to be paid by Monday 19th of March 2012.

IS THERE A QUALIFICATION WITH THIS SCHEME?

All participants will work towards gaining credits which will be awarded by the University of Glamorgan.

WHAT IS EXPECTED OF ME IF I AM ACCEPTED ON THE SCHEME?

- You will be required to attend every classroom based session – as outlined in the scheme timetable.
- You will also be required to work remotely online – where there will be articles to read, videos to watch and a content rich blog to be written.
- You will also be working on a personal project - which you will be required to work collaboratively with other participants both on and off line outside of classroom hours.
- All applicants must sign up to this commitment before being accepted on the scheme.

HOW WILL CYFLE SUPPORT ME ON THE SCHEME?

- A member of Cyfle staff and Course Tutors will work with each participant to create an individual training plan that will reflect the individual's training needs.
- Progress will be monitored according to the individual training plan and the qualification.
- A member of Cyfle staff and Course Tutors will meet to discuss each participant's progress and they will be available to offer support and advice when needed.
- The Course Tutors will give feedback to Cyfle on each participant's progress, and this will be used to monitor training needs.

WHAT WILL I ACHIEVE IN 6 MONTHS?

We hope that by the end of the scheme the participant would have gained specific knowledge, experience and competencies in the following areas:

- Understand the skills and knowledge required to creatively use and repurpose archive material
- Have an understanding and insight into the technical and legal aspects of using archive content
- FCP Editing Skills
- Understand the vast creative potential of archive content
- Understand the monetisation and exploitation possibilities of archive material
- The ability to work creatively in different genres
- The ability to build your own portfolio of creative ideas
- Write, and pitch/present ideas to clients

This consolidates a thorough and realistic insight into creatively using, repurposing and exploiting archive material.



HINTS AND TIPS

- Read the advert and guidance notes and make sure that you are clear about what skills, knowledge and experiences are needed
- Be clear on what attracted you to apply for this scheme
- State how your experience is relevant
- State how your skills match the scheme requirements – GIVE EXAMPLES!
- Demonstrate any transferable skills that you have which are relevant
- Fill in each section of the application form and monitoring form
- Check and double check for spelling mistakes and errors – CHECK AGAIN!
- Clearly communicate your skills, qualities and experience
- Make yourself sound positive and enthusiastic
- Be honest – can you back up your claims in an interview?
- Take a copy of the form to refer to before the interview (A copy of the application form will automatically be e-mailed to you if you complete the on-line application form)
- **SUBMIT THE APPLICATION FORM AND ALL THE OTHER REQUIRED FORMS AND INFORMATION BEFORE THE DEADLINE**

Due to the number of applications we expect to receive, we will be unable to respond to every applicant. Therefore if you have not heard from us 3 weeks after the closing date, you may assume that you have not been selected for an interview on this occasion.

We would recommend that you contact Skillset, the Sector Skills Council for the Creative Industries at www.skillset.org for further advice and information on industry training. For all careers enquiries visit <http://www.skillset.org/careers>.

INTERVIEWS

- Interviews will be held during the **week of the 20th of February 2012**
- Applicants should ensure that they are available during the interview period as we are unable to re-schedule the interviews

If you are selected for an interview, you will need to show:

- that you are able to communicate clearly
- a real sense of creativity and originality



- an ability to write concisely and informatively
- that you have an understanding of Cyfle

The interview will be in two parts:

- You will be required to complete a short task on the day
- Secondly, a face to face interview with the panel – where you will be asked to discuss the task, your application, and your understanding of Cyfle and the industry

The interview panels will include the Scheme Leader, a representative from Cyfle and experienced professionals from the Creative Industries.

If you are successful following an interview a written offer will be made subject to two satisfactory references. The scheme will begin on **Monday the 26th of March 2012**.

OTHER IMPORTANT INFORMATION:

Due to the number of applications expected, we will not be able to deal with telephone enquiries about receipt of applications.

We would prefer applications made via the online form or via email to arch@cyfle.co.uk

However you are also welcome to send it in the post. We strongly advise you to send applications in the post by recorded delivery if you need proof of receipt.

If you are posting your application please send it to:

CYFLE
Archive Mashup
33 – 35 West Bute Street
Cardiff Bay
CARDIFF
CF10 5LH

Please do not duplicate your application, EITHER send it electronically or by post.

Applications received after the deadline will not be accepted.

CLOSING DATE: 12 NOON, WEDNESDAY 8TH OF FEBRUARY 2012