

LIGHTHOUSE

Reframed - Project Development Programme Guidelines

Introduction

The Reframed project development programme offers an opportunity to explore the emerging creative practices and technical processes around immersive and interactive storytelling across different formats, including VR, games, augmented reality and 360°.

Made up of five residential sessions run at Lighthouse in Brighton between July – October 2017, the programme will support six selected individuals/teams to each develop a project idea through a structured, intensive and inter-disciplinary process. The programme will combine workshops with experts in the field, peer-to peer exchange, development support, mentoring and online support.

Bringing together storytellers and technological pioneers from the converging worlds of film, gaming and contemporary arts and media, Reframed will provide supported learning, dialogue and a space to test ideas in a stimulating and collaborative environment.

Lighthouse aims to help improve diversity across the creative sectors by addressing the issues of access which individuals often face when progressing their practice and careers. We welcome applications from across the community, and will provide financial assistance to those who require it for pre-agreed travel, subsistence and childcare costs. We are also able to facilitate access for deaf and disabled people – please see the **Equal Opportunities** section for further information.

Reframed is run by Lighthouse as part of its Studio programme, and supported by the National Lottery through the BFI and Creative England, with additional support from the University of Brighton.

Programme Overview

The Reframed project development programme combines onsite learning and co-working with mentoring and online support. Five residential sessions running over 2-3 days will take place at Lighthouse in Brighton:

	Dates	Content Overview
Residential 1	5, 6 & 7 July 2017 (3 days)	<ul style="list-style-type: none">- Introductions & programme induction- Immersive and interactive technologies - an overview- Workshop: Choosing the right platform- Workshop: Creating immersive environments- Case Studies- Practical exercise- Introduction to mentors- Development planning

Residential 2	20 & 21 July 2017 (2 days)	<ul style="list-style-type: none"> - Workshop: Understanding Audiences - Workshop: Story and narrative - Different development methodologies - tech, design, story - Audience Feedback: testing, research and iteration - Case Studies - Practical exercise - Progress review and feedback
Residential 3	3 & 4 August 2017 (2 days)	<ul style="list-style-type: none"> - Workshop: Audio in interactive and immersive environments - Workshop: Creating links between physical and digital worlds - Case Studies - Practical exercise - Progress review and feedback
6 week break for project development		
Residential 4	20, 21 & 22 Sept 2017 (3 days)	<ul style="list-style-type: none"> - Progress review and trouble-shooting - Targeted audience feedback - Business: finance and distribution - Pitching training - Case Studies
Residential 5	5 October 2017 (1 day)	<ul style="list-style-type: none"> - Participants will present and pitch their project proposals to a panel made up of funders, commissioners and potential partners - Industry drinks reception

Workshops

Workshop leaders will all be experts in their field, actively working in the arts and/or creative sectors, with up-to-the-minute experience and knowledge of current and emerging trends, processes and challenges. Contributors will be announced over the coming weeks, with some later additions tailored to the needs of the projects and participants after they have been selected.

Mentoring

A mentor will be assigned to each project to provide expert guidance on creative, business and technical issues over the duration of the programme.

Peer-to-peer Support

Participants will be made up of creatives and professionals from different fields, with diverse skills and varying experience. Through group-work, peer feedback and an online facility, the group will be able to learn as much from each other as from the programmed sessions.

Development Planning & Feedback

Working with the mentors and management team at Lighthouse, each project will draw up a development plan, identifying key milestones, goals, opportunities, expected challenges, and areas that will need particular focus and support. The plans will be reviewed and adjusted as needed throughout the programme to monitor progress.

Online Support

Between the onsite face-to-face sessions, project teams will be able to maintain contact with other participants, mentors and the Lighthouse management team through Slack, an online chat and sharing platform.

Co-working Space

Participants will also be able to take advantage of co-working studio space at Lighthouse (subject to availability) during the programme, to further develop their projects and work alongside the Lighthouse team.

Eligibility & Selection

We are looking for six projects with exciting creative and/or market potential, that use immersive and/or interactive technologies and platforms to tell a story in some form.

Please note - participants do not need to have prior experience of working in this area - it's the strength of your ideas we're interested in, not your track record of producing similar work.

Projects can be an initial concept, or in the very early stages of development, to be worked up into a well considered and researched proposal, ready to be presented and pitched to potential funders and partners by the end of the programme. For some projects, it may also be appropriate to produce some type of prototype or proof-of-concept.

Applications are invited from any of the following fields:

- Film, documentary, animation
- Games
- Interactive arts or media
- VR / Augmented Reality / Mixed Reality
- Immersive Theatre

Applicants may have experience of one or more of the following, although the list below is not extensive:

- Writing, directing, producing, animation
- Artist, illustration, graphic novels
- Coding, interactive design, games development
- Set design, production design, sound design, VFX, cinematography

Due to the nature of the funding, four of the six selected projects will be from applicants based in England, outside of London.

Applications will be assessed by Lighthouse, Creative England and sector experts appropriate to the type of projects. Submissions will be judged on the following criteria:

- the strength of the project idea, including its creative potential within an interactive and/or immersive format
- the ability of the individual/team to drive the development of the project proposal during the programme
- development goals that are achievable within the duration of the time-frame specified
- a willingness to work in an open and collaborative process, and ability to contribute to the group.

Shortlisted projects will be invited to interview, in person in Brighton, or on Skype where appropriate.

Location

All sessions will take place at Lighthouse - 28 Kensington St, Brighton BN1 4AJ

Hotel accommodation will be provided for those who need it, along with financial support for travel costs. Please see the **Equal Opportunities** section.

Fee

The fee to participate is £300 per project (not per person).

The Reframed project development programme is heavily subsidised - without the financial support of Creative England, the University of Brighton and Lighthouse, the cash cost would be £5600 per project.

Enquiries

Enquiries about eligibility, the application process or technical issues should be directed to:

administrator@lighthouse.org.uk

Please include a phone number in your email in case we need to contact you to discuss your query over the phone.

How to Apply

The deadline for submissions is **5pm, Tuesday 30 May 2017**.

Before starting an application, please ensure you have read the **Programme Guidelines**. There are two stages in the application process:

1. Complete the online **Application Form**
2. Complete the online **Equality Monitoring Form**

Within the **Application Form**, you will be required to answer the following questions:

1. Please provide an overview description of your project. This should include whether there any partners or contributors already attached to the project, any development funding awarded or investment received, and what work has already been undertaken on the project, if applicable. (max 500 words)
2. What challenges do you face in developing your project and how would the Reframed programme help you to overcome them? (max 250 words)
3. What do you hope to gain from working with a mentor, other programme participants and the Lighthouse team? (max 250 words)

4. What skills and experience do you feel you can bring to the process, and share with the other participants on the programme? (max 250 words)

You will also be required to upload your **CV**.

Applicants will have the option to also upload **additional materials** to help illustrate their ideas for the project, such as a synopsis or treatment, mood board, pre-visualisation, trailer, or any other audiovisual elements as appropriate, and available. Please note, submission of these additional materials is not compulsory.

A link to the **Equality Monitoring Form** will be sent once you have submitted the **Application Form**.

To start the application process please visit:

<https://form.jotformeu.com/71086513145351>

What Happens Next

Interviews

Interviews will take place in Brighton or by Skype on **Mon 12 & Tues 13 June**.

It will not be possible to conduct interviews outside of the dates specified above, so applicants should ensure they are available on at least one of these days. Skype interviews can be accommodated if necessary. For invited candidates who live outside of Brighton, pre-approved travel expenses will be reimbursed on production of receipts.

Due to a tight timetable we are unable to give much advance notice for interviews - shortlisted candidates will be contacted in the week before, by **Wed 7 June** at the latest. The interview panel will include members of the Lighthouse management team and other industry professionals.

Applicants selected for the programme will be notified by **Monday 19 June 2017**.

Partners

Reframed is managed by Lighthouse and produced in partnership with Creative England and supported by the University of Brighton.

Creative England invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. They aim to grow the brightest, the best, and those with the most promise so that individuals and businesses can achieve their full creative and commercial potential. They help identify future opportunities to grow the economy and generate jobs.

The University of Brighton is focused on realising potential and shaping futures. They foster a vibrant, agile learning and research community; supporting established experts and nurturing the next generation of talent from their undergraduates, postgraduates and early career researchers.

Equal opportunities

Accessibility

Lighthouse aims to help improve diversity across the creative sectors by addressing the issues of access which individuals often face when progressing their practice and careers. To ensure equality of opportunity, access will be facilitated in the following ways:

- all guidelines and information regarding the programme are available in large print format and can be downloaded from – www.lighthouse.org.uk/studio/apply
- individual needs of applicants will be discussed once they have reached the shortlist stage, prior to interview
- we have a budget allocation for access costs such as BSL interpreters and associated travel and subsistence costs
- all training sessions and networking events are held in venues which are wheelchair accessible.

Travel and Accommodation Costs

The Reframed programme takes place at Lighthouse in Brighton, with overnight accommodation provided for those who are travelling from other parts of the UK. This will not apply to London-based participants, except in exceptional circumstances.

Financial assistance is also available for a variety of access related costs including travel, subsistence and childcare, but applicants should note that we are only able to provide support to those who really need it. This will be determined on a means tested basis.

Every effort will be made to ensure selected applicants are able to participate in the full range of programme activities. Shortlisted candidates will be able to discuss their specific circumstances with the project management team once invited to interview.

Equality Monitoring Information

Due to the nature of the funding of Reframed, this information will be made available to project partners for monitoring and reporting purposes only. Although it is not compulsory, we would be grateful if you would complete the form we send you to ensure compliance with our Equal Opportunities policy. The form link will be sent to you on receipt of your application form, and will remain anonymous and separate to your application.