

The Making Of: The “Fill Your Funnel” Scene

By Paula Briggs

This resource shares the making of a small clip from the [How To Be A Creative Producer](#) animation Project.

See this clip in its final context in [Part 2 Scene 3 So How Can We Become More Creative.](#)

The Brief

A large part of the **How To Be A Creative Producer Project** is about getting teenagers to appreciate the fact that each of us can only take in so much each day, and that if we fill our day with mindless consumption of digital media then we don't leave much time to fill our heads and hearts with stuff that inspires us creatively.

To illustrate this idea, we decided to use the symbol of a funnel over someone's head being filled with digital and non-digital media. This post shares how we used drawings, photographs and text to convey the message, layered with voice over and sound.



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