

How To Be A Creative Producer

Filming in Cambridge

www.accessart.org.uk/be-a-creative-producer

Our Approach

- OK, so for this session I'd like you to see yourselves as Directors.
- I'd like you to feel like you are going to be in control of the public and how they react to us.
- We made the t shirts so you can feel part of a team – so you're not alone, and look like you know what you're doing. **SO: think yourself into that role – pretend if you need to – this can be drama if it needs to be!**

As a Group:

- We will approach individuals who look like they might rise to the challenge!
- We will explain the project as simply as we can. Rather than read from a card as we did in Norwich, I would like you to be able to look them in the eye and tell them. To make this easier, I've written below a suggested summary you can say to them, and if you want (if it gives you confidence) pls learn it as a line before Thursday. BUT, remember you are starting a conversation and so act relaxed, smile, and be happy as you talk. They will respond so much better if we are relaxed.

Suggested line (we can tweak this tomorrow):

Hello, how are you... (pause!)

Have you got a couple of minutes to help us? (wait!)

We're working on a project about teenage creativity and we'd like to get a few videos of members of the public saying certain words and phrases, to use in animation we're making – would you be happy to do that with us just now? Should only take two minutes...

Thank you!

- If they agree, we need to get them to sign permission. This time I will make a simpler form for speed so they will literally just leave name and signature.

Still as a group, but taking it in turns to do the jobs:

- One will get a signature of permission
- One will start the process of getting them to say words to be filmed (see below)
- One will film
- One will hold up the words on cards (see below)

- And the other one will support

And then for the next person, we will swap roles.

Tips for getting the best out of the public (or any relationship in your life ;-))!!)

- You are starting a happy conversation with strangers – make them feel at ease
- You will be modelling what you want to get them to say. If you want them to speak more bossily for example... you might have to smile at them and say the line in a bossy tone! You might have to get them to say it 3 times before its right – use your instinct and push but don't be rude (as if you would) and don't push too far.
- You respond to what they say – you think on your feet – if you think it sounds too quiet, get them to speak louder. If it sounds too meh... get them to say it with more passion or aggression, or boredom whatever emotion we want them to convey,
- So, You also **ACT**
- You keep smiling. This is an important one. When they are speaking, and being filmed, nod and smile. Look encouraging not bored. They will feed off you.
- If you sense it's not working, or that they are even a tiny bit uncomfortable, you politely thank them with a friendly thank you and let them go!
- If it's working well – can you push them further?
- Don't be afraid to let your personality come through. Be friendly, maybe cheeky if that is you!

MOST OF ALL:

- **KEEP YOURSELF SAFE**
- **WE STAY AS A GROUP**
- **DO NOT GIVE AWAY YOUR NAME OR SCHOOL**

And if YOU feel uncomfortable with any of this just let me know.