

Apprenticeships: Get with the Programme!

Film Guidelines

We are looking for apprentices who would like to feature in a film we are making to celebrate Apprenticeships. The film will be shown at National Apprenticeship Service events and on the Apprenticeship.org.uk website. This is a great opportunity to present yourself or your business to a vast audience.

In order to participate all you have to do is create a short video in which you answer a few questions. It's simple!

The Brief

The video should be no longer than 5 minutes. Whenever possible **SHOW**, as well as tell. Be creative and visual! Try to capture your personality and bring it to life. The video does not need to be perfectly edited. You can edit in camera whilst filming or supply different clips. Please, record your answers in a quiet environment (at work, at home, indoors or out) - we want to be able to hear your answers. And, unless specified, please don't use any music.

The Questions

Please answer the questions below. Remember, **SHOW** and tell if possible.

1. What is your name and profession? For example; my name is Sarah and I'm an apprentice hairdresser
2. What type of Apprenticeship are you doing? An Intermediate level (i.e. NVQ level 2), Advanced level (i.e. NVQ level 3) or Higher Apprenticeship (i.e. NVQ level 4 or 5)
3. What is the name of your employer and where are you based?
4. How would you describe your day in 30secs?
5. Why did you choose to become an apprentice?
6. What's the best thing about being an apprentice?
7. What impact/contribution have you made to your workplace?
8. What would you say to people who are thinking about becoming an apprentice?
9. Say the theme of the film: APPRENTICESHIPS. WE'RE WITH THE PROGRAMME!
You can sing, shout or talk normally, whatever you prefer, but try to convey your enthusiasm and excitement.

Make sure you look into the camera lens when you talk and include the question into your answer, i.e. My name is, My day starts with waking up, etc etc ...

The Camera

You can film on any camera you've got – your video camera, your stills camera with video function or your mobile phone (please make sure you get a landscape image, this may mean holding the phone sideways) – but, you will need to record sound, so make sure you're NOT in a noisy environment.

Also, we need a stable picture, so please put the camera on a tripod, or a table or chest of drawers, or get a kind friend or colleague to hold it.

The Framing

We want to see where you are (at home, at work, indoors or out - whatever you like) and below are some examples of the type framing we would like:



We don't want this:



- The **deadline is Friday 26 August 2011**
- Post tapes or CDs/DVDs with files (as high resolution as possible) to:
Maria Apps
Worldwide Pictures,
103 The Timber Yard
Drysdale Street
N1 6ND
- Or email it via:
<https://www.yousendit.com/> OR <https://www.wetransfer.com/> to
mariaa@worldwidepictures.tv
- By sending us the film you are agreeing for National Apprenticeship Service to be the exclusive owner of the recording and to use it in all media and perpetuity.
- You must get permission from your employer
- If you are under 18 you must provide written permission from your parents
- Any queries please contact Maria Apps on 020 7613 6580 or
mariaa@worldwidepictures.tv