

BRIEF FOR ANIMATION ARTIST



Fish Tales: working with schools to celebrate engineering on the River Severn

Project background:

The Unlocking the Severn project is underway, with major engineering taking place at Diglis and Bevere weirs on the River Severn. We are unlocking the River Severn for people and Wildlife through this 3 year conservation and river-engagement project that is made possible by modern engineering and the support of volunteers.

The Fish Tales mini-projects have been designed as a way to engage young people and their families living close to the new fish passes.

The interpretive themes that underpin our work are:

- Overarching Theme: our project helps UK fish, including the rare twaite shad, to pass human-made barriers and to thrive in the mighty River Severn.
- Theme 1: Epic Engineering. A creative team has designed passes to adapt Worcestershire weirs for fish, solving many logistical challenges.
- Theme 2: Shad Succeed. New technology, fisheries experts and citizen science combine to track and make discoveries about the 'May Fish' as it journeys to ideal spawning
- Theme 3: Water Worlds. The UK's longest river is both dynamic and sensitive with habitats and wildlife boosted by the shad's return.
- Theme 4: River Relationships. What is my own, the project partners' and people's wider relationship with the Severn and river, and how can it improve?

Overall purpose of the Fish Tales mini project:

Children will feel proud that their river is part of a large important restoration project. They will be supported to respond to the project themes in creative ways, and make their own works of art and design inspired by the river. They will share their new knowledge and enthusiasm with their families and class mates in a whole school celebration in Summer 2020.

Overall approach of the Fish Tales mini project:

One school, Cherry Orchard Primary School near to the River Severn Diglis weir site has been selected, and they are very excited about being involved. The offer is completely free for the school (being funded through project grants), and includes:



- A whole school assembly to discover the amazing fish species that live in the river and learn why people built weirs in the past, and the clever modern engineers who are helping endangered fish return to the river.
- A class visit for each year four group to see the exciting engineering in action and a chance to take part in a river themed engineering activity.
- Year 4 engagement on Diglis Island with a mosaic artist so that children can creatively design and produce a piece of artwork that celebrates the return of the shad.
- Whole school engagement with an animator so that children can work cooperatively to produce a short film about the river and the return of the shad.
- A celebration in the Summer term where children will share what they have learnt and created with their families.

Specific brief for an animation artist:

We are looking for an animation artist to deliver the following for 650 students aged 5-11 in Cherry Orchard Primary School. There are around 21 classes in the school, each class containing approximately 30 children.

Engagement with children:

- Work with the Unlocking the Severn Education Officer to develop animation workshops that engage the whole school and produce a final short video celebrating the project and the return of the shad. The type of workshop can vary between classes, for example one year group may be responsible for creating the river sounds while others focus on imagery.
- Deliver workshops across 4 days from 18th-21st May 2020. Based in Cherry Orchard Primary School with 650 pupils engaged across the days.
- Attend a celebration event at the school, where families are invited to attend. Likely to be either 29th, 30th June or 1st July. Introduce and launch the animation to school and families.

Output:

- Collate students' work and produce a fully edited short film (approx. 5 minutes long) that tells the story and narrative of the shad and its return. As this is a narrative it will link in some way to each of the interpretation themes listed previously. Our inspiration for this is:
<https://www.youtube.com/watch?v=H93BARq9nks&t=37s>.
- Ensure that the film has audio and subtitles.
- Produce a highlights/teaser version of the film (30-60 seconds long).
- Help us document the workshops and artistic outputs and gather feedback from children/parents/teachers about what they have learnt and enjoyed from the workshops and celebration event.
- There is flexibility and opportunities for artistic input to the brief. The animation would need to reflect the fish themed aims of the project and provide information about the project. Our aim is to build intrigue and excitement and

encourage children to tell their parents and families all about the amazing rivers Severn and Teme and the exciting modern engineering helping species to return.

- As a conservation charity we are keen to use environmentally friendly materials and methods and recycle and avoid waste wherever possible.

Overall Fish Tales timeline. Yellow highlight indicates dates you would need to attend:

Feb/March 2020 Two assemblies to introduce the project to the whole school.

March 2020 Year 4 site visits to meet the engineers and take part in river themed activity.

April 2020 Series of artist-led mosaic workshops for year 4 on Diglis Island.

May 18th – 21st 2020 Whole school engagement with an animation artist.

Either June 29th or June 30th or July 1st *Welcome Shad* celebration event for school and families.

Next steps:

If you are interested in this contract please contact us with the following:

- An outline of the animation technique you propose.
- An outline of how you plan to deliver the workshops.
- A quote based on a day rate to include the 4 contact days with the school and 1 day celebration event, plus days needed for preparation and post-production work, all material costs and any additional expenses.

Send your proposal to Rosie Croggon, Education Officer by 5pm on Sunday December 1st to:

rosie.croggon@severnriverstrust.com

Phone: 01886 888394

If you have any questions or wish to discuss further, please get in touch.

