

This Is Us: Digital Resource Developer **Digital advert and Ident Creative Brief:**

Threshold Studios wishes to commission a Digital Advert and ident for the **This is Us** project.

The purpose of the advert is to create a living active resource from archive materials and assets to promote the project and be used as an outreach tool/digital asset to engage participants in person and online.

The advert will form an integral part of the project identity and be the basis for a shorter ident that can be used with moving image assets produced during the life of the entire project.

Audience: The project is intergenerational so needs to appeal to both younger and older demographics.

Aesthetic: In order to ensure a reach to a diverse audience, the ident and the advert needs to use digitised archive footage (which will be provided to you), be clear and clean and show a contemporary audience connection to historic artefacts and images.

Outputs: The advert should be between 30 seconds to a minute long, and the ident should be under 10 seconds long.

Funder logos will need to be clearly displayed.

Final assets should be supplied as mpeg4 ready for upload and also we would ask for a high res version also

Timeline: The resource would need to be completed by end of June

Deadline for submissions: Monday 18th June 2018.

Fee: £3000 inc VAT

Outline of *This Is Us* Project.

This is Us is a project that will explore the history of industry and migration in the Sincil Bank/ Park Ward area of Lincoln from the late 19th Century to the present. Sincil Bank is one of the most culturally diverse area of the city and continues to attract a mix of migrant workers, communities across the world, long term and transient residents. Threshold Studio's will collaborate with Sincil residents comparing the changing face of the area from the past to the present through history and workforce for engineering firm Robey & Co Ltd (Est.1854 to 1988).

This is us is supported through National Lottery Heritage Lottery Fund.

To apply please send the following:

A brief outline of how you would approach the commission with concepts clearly outlined.
Links to your current website/showreel

For more information or to find out more please contact sophia@thresholdstudios.tv to set up a phone conversation with our Creative Engagement Manager or Director of Programmes.

Outlines and applications can be emailed to bo@thresholdstudios.tv for the attention of **Bo Olawoye, Creative Engagement Manager.**

About Threshold Studios

Threshold are an award winning organisation committed to increasing diversity and engagement across the arts and society. Through innovative programming, participation opportunities and talent development we strive to transform the places we live and the shape of the cultural sector.

Threshold Studios has been producing new media art since 1998, with specialisms in moving image, digital and emerging technologies. We also produce and curate high-quality, no barriers festivals (see links for Frequency festival) with a commitment to democratising arts engagement – enabling those who might not regularly attend gallery spaces to experience surprising and playful art that has meaningful relevance to their lives.

As educators we foster new talent and devise initiatives to offer routes into the arts and media industries, with a particular focus on those from diverse backgrounds and those who are currently under-represented in these industries.

As a consultancy we play a strategic role in the development of the arts and creative industries, mentoring individual artists and creative organisations through periods of change or development. We also work with Universities, businesses, and local authorities to design creative projects that engage both existing communities and new audiences.

Thresholds are currently an Arts Council England National Portfolio organisation.
www.thresholdstudios.tv
www.frequency.org.uk

Cultural Equity Policy and Statement: Cultural Equity at the Core

The principles of Cultural Equity are at the core of our organisation: the encouragement and collaboration between people of diverse ethnic and cultural backgrounds. These principles are the foundations of our relationships with participating individuals, communities, practitioners, partners and stakeholders.