

## Profile your students as part of the British Council's global Shakespeare Lives campaign

The British Council's Shakespeare Lives project involves a host of activities across the world to mark the 400th anniversary of Shakespeare's death on 23 April – a chance to celebrate the impact of a writer who has had an effect across centuries, spanning all areas of culture, arts, science, philosophy and more.

The British Council's Education UK website will be producing **13 short films** as part of Shakespeare Lives. These will complement our existing efforts to inspire students to study at the UK's world-class universities and colleges. They will be used as part of Shakespeare Lives and British Council promotions across the world, from digital campaigns to on-the-ground activities ranging from student outreach workshops and exhibitions to high profile in-country talks about the impact of Shakespeare.

We plan to select **three UK international students** to feature in a total of **four Students of Shakespeare films**. These will sit in the series alongside our **Shakespeare academics** and **Alumni of Shakespeare** films (please see separate information).

**The deadline for applications is Wednesday, 23 September 2015**

### Who are we looking for?

Our students of Shakespeare films will feature international students in the UK who are inspired by Shakespeare in a range of areas of their student life. Using the 'hook' of Shakespeare, we will bring show the UK's world-class education, explore how students can discover and develop shared interests in the UK, highlight the cultural offer that students can enjoy in the UK and promote the UK's multicultural environment through the lens of the global relevance of Shakespeare.

We aim to select **three** students and produce three individual films and one featuring all three students.

We will feature students from a range of institutions. We aim to represent students studying as wide a range of subjects as possible, not just humanities.

Students can be of **any age**.

When selecting students, we will particularly be aiming for:

- A humanities student, either on a specialist Shakespeare course or a course with a large component relating to Shakespeare
- A drama student on a course/doing options that feature Shakespeare performance
- An English language student who has explored Shakespeare in his/her course
- If there is a strong candidate, we are also keen to feature a student of a non-humanities or non-creative subject – e.g. STEM fields – who has a real, proven passion for Shakespeare

- We will aim to select **one** student from core **South Asian** countries (Bangladesh, India, Nepal, Pakistan and Sri Lanka) and **one** student from **China or Hong Kong**. However, **we are not limited to featuring students from these countries** if other candidates from other countries appear to be the best fit for our campaign criteria
- Students can be of any age and gender
- We plan to feature students from a geographical spread of institutions across the UK

### Film Specification

- 2-3 minutes in duration
- Filmed using Shakespeare Lives identity which has been designed to complement all partners: British Council, GREAT, Education UK and the institution participating
- Student interviews to outline their motivation for choosing to study in the UK, their UK education experience and the relevance Shakespeare has to this
- Previous examples of shoot style (we are contacting design agencies to develop a unique look and feel for this series in line with Shakespeare Lives campaign identity) : <https://www.youtube.com/user/BritishCouncilUSA>
- Subtitled in English
- Institution brand and logo featured
- British Council retains all rights and footage.

### Distribution and Promotion Specification

- Hosted on British Council YouTube
- British Council website (93.6 million annual visitors) and online communities (15.6 million following); Education UK (international student facing): website, 2.2 million; social media, 115k; exhibition attendance over 200,000 annually.
- Promoted by Shakespeare Lives and GREAT campaign partners, e.g. VisitBritain: 2.9m on Facebook, 290k Twitter; FCO channels: Several million worldwide. [Please see here for more details.](#)
- Used as backdrop to Shakespeare Lives events, e.g. Education exhibitions, in-country events led by British Council and FCO

### How you can participate

We are looking to UK institutions to nominate students for us to choose from. We will be making selections primarily based on the fit between the student and our campaign objectives but a strong consideration will also be to ensure that the breadth of institutions types and locations is represented.

- Nominations by institution international office
- Please indicate what background footage you can provide: High-quality B-Roll or images of institution; films or digital images of students during their time at institution and in the UK. We will be commissioning a design agency to produce an eye-catching look and feel for the films in line with Shakespeare Lives identity. We will need confirmation that the British Council has the right to use this background footage, if selected.
- Institutions can nominate as many students as they choose
- Student must be available on shooting days and for pre-shoot consultation.

- A strong preference will be given to students with experience of previous interviews or who the institution strongly believes are capable of being appealing and genuine spokespeople for UK education.
- We will accept nominations of students from any country but have a particular preference for at least one student from:
  - China
  - USA
  - India

### **Costs**

- Institution must make an £800 (exc. VAT) contribution to the costs of filming.
- Institution must cover all transport and subsistence costs associated with participation.

### **Timeline and location**

- Application deadline: **Wednesday 23 September (23.59 UK time)**
- Participant notification: Monday 5 October
- Skype consultations will take place on 8, 9, 12 and 13 October (to be arranged individually)
- Filming: Students will be required on one day between 26/10/2015 and 13/11/2015
- Filming will take place in Manchester or London, based on your preference

### **Application**

Please fill out the following application form by the deadline above:

[https://britishcouncil2.formstack.com/forms/shakespeare\\_students](https://britishcouncil2.formstack.com/forms/shakespeare_students)

International offices should complete sections one and two of the application form and ask the student to provide answers to section three.

### **For more information**

Please email [educationuk.student@britishcouncil.org](mailto:educationuk.student@britishcouncil.org)