BIAAG 2012 LAUNCH VIDEO CONCEPT

Stop-motion animation film

Stop-motion animation using a teenage girl linked to Plan from the South, probably Africa. The girl will narrate the film to explain the campaign, often speaking in the first person. We will hear the girl's voice and see her, in animation, not real-time video.

Length – 2 minutes

What is stop-motion animation?

Stop motion is a technique used to make a physically manipulated object appear to move on its own. The object is moved in small increments between individually photographed frames, creating the illusion of movement when played as a continuous sequence.

eg

Peter Gabriel's music video "Sledgehammer" http://www.youtube.com/watch?v=hqyc37aOqT0&noredirect=1

– about 50 secs in

http://vimeo.com/13342152 - particularly from 50 secs in for about a minute

OXFAM Grow campaign:

http://www.youtube.com/watch?v=IEncHWEjLTI

Outline concept

The film will begin explaining the origins of the campaign title… A German woman visiting Nepal asks a mother why her daughter isn't in school. The mother replies "Because she is a girl"

Main character narrates – Because I am a girl I face discrimination. I am stuck. The cycle of poverty persists.

Focus is on adolescence – this is the crucial age\time in a girl's life. I stand at the door of adulthood.

But there are barriers to my progression. Doors are shut and I cannot open them.

Doors slam – poverty, domestic chores, fed last in the family, sexual violence in school, early marriage, pregnancy. (Here we go through the 8 barriers in the BIAAG Theory of Change)

The key to change this and break the cycle of poverty is… EDUCATION

(we make clear both formal and non-formal)

Education opens doors. So now we see doors as accessing opportunity. An educated girl has a key to the door.

Go through scenarios – An educated girl CAN:

-    earn more money

- marry later

- have fewer and healthier children

(We go through the assets in theory of change)

As an educated girl I become an active citizen and reach my full potential – I can be whatever I want to be

- a doctor

- a lawyer

- a teacher

- a business woman

- a community leader

Here we change the style from seeing our narrator in stop motion to seeing her in real time video, in her community. The idea is to show she's a real example of girls empowerment, not just a concept. Short text may appear to say what she does, or she could walk away from the camera into her activity, a real-life empowered scenario.

Campaign ask here: join the campaign – Because I am a Girl

Or Education for girls now

Or Join us www.plangirls.org etc

Tone

The film will be uplifting and positive so that viewers want to become part of the campaign and believe they can make a difference by doing so.

There may be darker moments in the film – when girls are stuck behind the doors and maybe we won't see what's happening but hear violence etc. But by the end we will see the great potential in educating a girl.

The film's message will be that educating a girl is good because it's good for the girl. There is a knock on effect – ie educate a girl and you educate a nation. Investing in girls is the smart thing to do but it's also the right and fair thing to do.

The tone will be more "get out of my way" than "help me"

Techniques to be used (stop-motion props)

- we will use engaging music and sound effects (doors slamming, knocks at the door, sweeping, crying/laughing etc – where appropriate)

- school equipment theme eg writing on chalk board, erasing words/pictures with an eraser, writing in school workbook, a globe etc

- significant words on screen eg "education" will be "written" in original ways eg on a chalkboard, or words made from sticks, or written in sand

- the girl may jump (over barriers) and land somewhere else

- the girl will have images that crash into her or try to squash her, or that she will push away

- we will use other animation techniques to link thoughts using colour and arrows

- Text will be kept to a minimum as we will be producing French and Spanish versions (and will try to help with other versions). The idea is that the voice over script can be recorded in different languages.