|  |  |  |  |
| --- | --- | --- | --- |
| **Project** | Immersive Experience – Content for Early Years Children | **Project Team** | LA/GF/MH/LH |
| **Point of contact** | Laura AdamsLaura.adams@realideas.org | **Timeframe** | See indicative timeline below  |
| **Commissioned by** | Real Ideas | **Project completion** | December 2023 |

|  |
| --- |
| **Project Outline – What's our intention?** |
| Real Ideas are seeking to commission the production of two new fulldome experiences aimed at early years children (0-4 years) and families. The experiences broadly seek to bring families together through shared immersive experiences, fostering new connections and making steps to tackle social isolation commonly felt by new parents. The individual or organisation successful in the commission will be required to carry out a collaborative co-production process working with local communities to establish the creative direction for the films. Real Ideas will provide links to community groups and support in facilitating sessions. |

|  |
| --- |
| **About Real Ideas** |
| Real Ideas is a social enterprise with a 16-year track record of making positive social impact. We are passionate about finding solutions to social problems, creating, and supporting real and lasting change for individuals, communities and organisations.Our beliefs * We believe our economic model needs to change, to create a fairer world that works for everyone
* The climate emergency cannot be ignored, we must stop trashing the planet and help to recover
* Bringing together the skills and experiences of diverse people is essential for socially and economically prosperous communities.
* Agency, choice, and equitable power is vital for local communities and individuals
* We need liveable places, that value and meet the needs of everyone
 |

|  |
| --- |
| **Creative direction** |
| Below is an initial guide of the creative direction for each film, suggested by co-production partners from the local community.**Film 1:** Focus – Colours, alphabet, numbers and 2D shapes. Structured patterns and calming music are essential. Duration, approx. 25 mins.**Film 2 –** Focus – An animated journey showcasing different modes of transport e.g., a car, ferry, airplane etc. Animations should be 2D and stylistically tailored to an early years audience. The film should also feature buildings of importance for young children, such as schools, houses, hospitals etc. There should be no narration, instead use realistic sounds to match the icons and environments shown visually. Whilst there is no sequential plot, this experience broadly aims to support young children’s understanding of journeys and moving between spaces. Duration, approx. 25 mins.Creators are invited to apply for the production of one or both films.Throughout this project, we will be working with children and young people with a range of needs, as well as their parents and carers. It is essential that we deliver a meaningful, collaborative co-production process and their thoughts and opinions are central to the design of the films. We would like to give the community groups an opportunity to view the experience at a ‘rough edit’ stage and input comments and reactions to inform the final version. At the end of the project in December, there will be a showcase event with the groups (final date to be agreed – mid-December).This project is supported with funding from the Rank Foundation.In-person attendance to the sessions is not mandatory, but preferred.  |

|  |
| --- |
| **Key information**  |
| Timeframe  | * Now – Applications open
* Midnight 7th November – Applications close
* 8th November - Real Ideas shortlist applications
* 9th November – Real Ideas notify applicants

 * 16th November: First content review with Real Ideas and community groups. Creators should have initial designs or work in progress ready to show.
* 30th November: Second content review, with final notes/changes.
* 12th December: Final films to be submitted to Real Ideas
* 14th December: Showcase event in the Market Hall immersive dome.
 |
| Procurement & Sourcing  | * This project is supported with funding from the Rank Foundation
 |
| Dome Specification | * 15m Immersive Dome
* 2 Panasonic RQ32K projectors provide a calibrated 360-degree visual field of view for content
* 19.1 L’Acoustics speaker array which can be profilled into an array of formats. Including; 2-Channel Stereo L/R, Quad, 5.1, 7/1, Atmos, up to 19.1 and Ambisonic
* 4K Projection
 |
| Formats | Final film – * H.264
* 30fps or 60fps
* 4K
* Opening and credit sequence, wording and logos to be supplied by Real Ideas

Trailer version - * 2K trailer version of the final film with watermark (supplied by Real Ideas)
* H.264
* 30fps or 60fps
 |

|  |
| --- |
| **Selection criteria/partners and developers** |
| * Proposals that are most likely to address the needs of each group
* Proposals that utilise the dome environment most effectively
* Proposals with high production value, strong visual and audio elements
* Proposals that demonstrate previous experience and the necessary skills
 |

|  |
| --- |
| **Budget and Investment Information** |
| Whilst this project is supported with funding from the Rank Foundation, we are working with modest production budgets for each film.Final budget to be agreed during shortlisting. |

|  |
| --- |
| **Format of Application** |
| * Outline of the experience/s you wish to apply for, clearly labelled ‘Film 1’ ‘Film 2’ or both. This should be no more than 1 side of A4.
* Max. 500 words why you would like to get involved in this project.
* Indicative budget.
* 1-page CV. List of previous work with links/examples also encouraged.
* Send to **immersive@realideas.org**
 |

Please contact **immersive@realideas.org** if you have any questions about the application. We look forward to hearing from you.