

BEHIND THE SCENES: CREATING A REAL LIVE MYTH BUSTING MASTERPIECE

Not many undergraduate film students get the opportunity to produce a real film for a real charity that directly results in almost 300 people registering to donate their own stem cells; but I did. As a member of the Mippets team that produced the winning film of the Kingston Smith Creative Vision Award, I had the unique opportunity to work on a live brief for a real client and create a short film that has impacted real people's lives – and received over 25,000 views over social media channels (YouTube and Facebook).

Working with national blood cancer charity **Anthony Nolan** was a fantastic experience. Not only were they great to work with – open, willing and so helpful with their insightful feedback – but I was always aware that the cause I was working for was so incredibly worthwhile, which made the whole project very fulfilling. It also provided a wealth of learning opportunities, as our team received feedback from experienced individuals who worked outside the animation industry. Gaining their insight into matters that affected their organisation – as a member of the charity sector – was really useful. It helped us to develop an understanding of issues that weren't otherwise obvious to us.

When it came to choosing a script, in addition to the obvious – but important – practical considerations such as its length (a script much longer than 30 seconds would have needed a lot of re-working), one of the things that appealed to us most about the script we chose was its humour. Humour is always a great aspect to incorporate into a script, although of course it must be handled with sensitivity, particularly with such a delicate and important subject matter. We wanted to make the film appeal to viewers' sense of humour by exaggerating the thoughts and feelings of the characters – from the young man's overstated sense of fear at the thought of needles, to his dream of being treated by an attractive female nurse. During the storyboarding part of the process we realised the idea of the script, where we refined certain sections and accentuated other elements of the message. This was one of the most enjoyable and fun parts of the film creation process, as well as being one of the most important, as it served as the blueprint for the rest of the project.

One of our greatest challenges in the film making process was physically making the film in such a short space of time – there was very little margin for error. As a team, we overcame this challenge and produced a short film that we are all immensely proud of, in which each scene was carefully thought through and included for a very specific purpose. We have been amazed by the film's impact and feel privileged to have had the opportunity to play a role in helping Anthony Nolan achieve its objectives in busting the myths associated with stem cell donation. And I can't deny that it's a great talking point and boost in helping us pursue our artistic careers in animation!



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