

Fast Art Slow Fashion Competition - International round task

Title of the task	Behind the scenes of fashion – Create a news broadcast
Deadline of the task	21 August 2022
Detailed description of the task	
<p>Have you ever wondered what a reporter’s job could be like? How do you find a piece of news, how much creativity and perseverance does he/she need to communicate it to a large audience in an understandable way while also want to make an impact out of people?</p> <p>Now, this is your chance to become a reporter for the duration of a task and make a broadcast of what the fashion industry is like beyond the glittering showcases. It’s up to you to decide what hidden facts to reveal, the aim is to talk about how the fashion industry works. So you have to create a FACT-FINDING VIDEO in which you show how the fashion industry works. (You can imagine this task, as you are a reporter at CNN.)</p> <p>The language of the created material is ENGLISH.</p> <p>Let’s see what steps you need to take:</p> <ol style="list-style-type: none"> 1. Check related content on the FASF website, YouTube channel and Facebook Instagram page. And please look for other relevant information which can be used as sources. 2. Choose issues of fast fashion/fashion industry which you would like to show for the public in an understandable way, and think through the appropriate methods and formats to present them in a newscast. 3. Think of a target group you would like to reach the public, and prepare a comprehensible structure the viewer of the video can easily follow. Document all relevant information in a storyboard. 4. Plan the newscast, share the tasks in the group: Decide who in your group takes which role, or if you are participating on your own, think of ways to either involving others, or doing it alone (with a tripod for your camera, or stop motion technique). Write the text before you start the recording. 5. Create all materials, which you would like to use in the broadcast, and in a recorded video. 6. Find the good spot, settings for light, audio, practice speaking in front of the camera and manual skills, if necessary. 7. Record, cut and edit the footage: choose a suitable software to edit your video, adding catchy headings and subtitles, suitable sounds. But be careful as additional 	

pictures, music, must have a free license or must be your own creation. (You can use Pixabay, Unsplash, Pexels). Your final video should not be longer than **7 min.**

8. Submit

What do we expect from you? (upload to your drive folder)to before the deadline
- your video.

Please note: your files needs to have the name of your team in order to be recognised for the evaluation.

Your contribution will be assessed by an independent, international jury along the evaluation criteria below. You will learn about your results after the final deadline; by end of September the latest.

You have 1 month to complete this task. **The submission deadline is 21 August 2022, 23.59.** We can only consider solutions that are received by that deadline!

The team of the Fast Art Slow Fashion project has produced **useful and informative videos, podcasts, animations, documents** that you can find on Fast Art Slow Fashion’s website (https://www.fasf.creativedu.hu/fasf_digguide.html), or on the Fast Art Slow Fashion’s Facebook, Instagram and YouTube channels. Please feel free to use them to solve the task.

P.S.: Don’t forget to join our Facebook group, where you’ll receive useful tips every week on how to solve your task successfully!
<https://www.facebook.com/groups/125680932967999>

Evaluation Criteria

- **Theoretical knowledge which used in the broadcast: 0-10 points**
The participant (group) has made a thorough investigation into the topic of fast and slow fashion, realisation of fact-finding view .
- **Creative own ideas and implementation: 0-10 points**
The participant (group) has come up with individual responses to the fashion issues identified and has chosen creative ways of presenting them to an online audience.
- **Quality of visual representation: 0-10 points**
The participant (group) is capable to record and edit the footage appropriately so that it is comprehensive and visually appealing.

Maximum: 30 points

Competencies which developed by completing the task

- Rhetorical and digital competences (Planning, recording, and editing video footage)
- Increased knowledge on the fashion industry, problems of fast fashion, and possible alternatives
- Competence of critical thinking
- Ability of searching of informations and process
- Developing the outline / storyboard of a newscast video and presenting it in an informative and motivating manner
- Language competences (English)

Submission platform

The video (max 7 minutes length) must be uploaded to a (Google Drive) folder, which the organizers have created for each team by 21 August 2022, 23.59. The contact person will receive the access link via email.