

## StoryFutures Immersive Community Producers

# StoryFutures



# Collective

Top, left to right: David Olusoga, Hayley Butler, James Bennett, Angela Chan, Amanda Murphy  
Bottom, left to right: Lee Baker, Liam Walsh, Kim-Leigh Pontin, Mike Smith, Damien Smith, Ben Luxford

In this document:

- [The Project](#)
- [What we are looking for](#)
- [Opportunity 1 – Immersive Community Producer](#)
- [Opportunity 2 – Mobile Community Producer](#)
- [How to Apply](#)

## The Project

StoryFutures and its partners, including [StoryFutures Academy: The National Centre for Immersive Storytelling](#), are developing an unprecedented storytelling experiment project which will mix film, augmented reality and location-based experiences. We are on an inherently human mission to inspire people across the UK to explore their world, their history and to encourage a conversation about:

### **Who are we? Where did we come from, and where are we headed?**

The project will draw on the expertise of the British Film Institute and their world-leading heritage in film, as well as award-winning television production company Uplands TV and historian and broadcaster, David Olusoga. Our partnership also includes design-led cultural experts ISO Design, immersive experience creators Nexus Studios, AR platform operator Niantic, and place-makers ProduceUK. With the support of The Reading Agency and their network of libraries, we plan to engage communities in at least 16 different towns and cities across the UK.

### **What are we looking for?**

As part of our R&D at StoryFutures we are looking for exciting community producers to work with the project partners to help us shape our approach to community storytelling in immersive and engage with the research and development challenges ahead of the main project.

Working over 10 weeks, starting on the 1<sup>st</sup> June 2021, our Community Producers will explore storytelling and creative workshop formats, the BFI archive, location-based parameters as well as a series of research and development challenges in establishing our ways of working.

We are looking for brilliant people who like making exciting, creative things happen and supporting people to develop their own ideas, skills and creativity. We are seeking storytellers with curious minds and change-makers to establish ways of working with communities and creatives across the UK from a diverse array of backgrounds.

StoryFutures and its partners are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

Our project seeks to amplify the voices of underrepresented groups in the creative industries and build a new generation of immersive storytellers.

We want our producers to represent the communities of the UK. As part of our commitment to diversity and inclusion we actively encourage applicants from black, Asian or minority ethnic backgrounds, working class backgrounds and applicants with disabilities.

There are two opportunities that will appeal to different types of creatives outlined below. On offer is £15,000 (+ VAT), for time, expenses, rights and asset clearances for a period of approx. 10 weeks starting 1<sup>st</sup> June 2021.

The two opportunities are as follows:

### **Opportunity 1: Immersive Community Producer**

### **Opportunity 2: Mobile Community Producer**

To be eligible for either opportunity you must:

- Be available from 01 June 2021
- Be available to work as a freelance creative consultants over 10 weeks to undertake this project
- Have a UTR number or working through a Limited Company.

In addition, the Immersive Community Producer must have strong and present links with Lambeth communities.

Read on to learn more about these opportunities and find out how to apply.

## Opportunity 1

### Immersive Community Producer

A key part of our project relies on the ability to galvanise, enthuse and co-ordinate the contribution of communities across the UK in a new form of storytelling. In order to do this, we need people committed to working with those communities and to unearthing historically based stories that we can tell using immersive technologies.

You will work with local communities in **LAMBETH, LONDON** for a pilot R&D and scoping exercise to gauge what matters to the future of those who live there, unearthing human and historic stories in line with our project themes. You will also be working with The Reading Agency, StoryFutures creative and research lead and our Royal Holloway, University of London History Hub and our partners at the BFI and BBC. You will take the lead on finding historically based stories that resonate with our project's themes. You will research stories about the place we are based in, work with communities there to gauge reaction and get their input on potential stories. You will take responsibility for finding new sources of regionally-specific archive, working with local libraries, museums and individuals who hold assets and artefacts we may want to use.

A key part of our project will also involve the production of a series of physical installations that are able to make augmented reality experiences viewable to the public on big screens or in a way that liberates them from having to use mobile phones. We imagine that these experiences will capture and include many different stories or contributions from members of the public, such as [magic mirrors](#) or [projection mapping](#).

Working as part of our StoryFutures team and alongside key partners ISO Design, Produce UK and The Reading Agency as well as doing original research, you will be acting as the connector between our partners and the communities we are working within. You will workshop the themes of our projects in those communities, and generate creative responses to those themes. You will then produce those creative responses and working with our partners help to generate a series of community sourced stories that may require capturing or recording.

Technical support will be on offer to work with capture technologies and you will be supplied with templates that help frame story and the gathering of digital assets. Editorial support will be in place to support you crystallise stories into simple but powerful pieces of user generated content which may be made available to audiences in a number of different ways. For example, The Virtual Reality project "[Where Thoughts Go](#)" curated individual dreams into a collective

experience; the [Million Masterpiece](#) asks artists and non-artists alike to create one small square of a giant digital canvas and social media campaign [#blackandbritishhero](#) asked people to nominate their British black and British hero as part of a BBC TV series.

You need have no prior experience of working with immersive technologies to apply for this opportunity, but you should have an experimental and inquisitive attitude towards new technologies.

- You will need to have good networks and knowledge of communities in Lambeth and be able to act as a connector between the project and local people.
- You will be involved in the delivery and promotion of our project in traditionally under-served communities through a model of community-led participation. You will enjoy playing a pivotal role as part of a creative team bringing an understanding of and empathy with the needs of communities in this place-based programme.
- You will need to evidence good communication skills that can be applied within a community context to engage and work with people from very different backgrounds as well as those working with them, including technical teams, and TV teams. You may already have specialisms working in areas including; outdoor arts, community engagement, festivals or have experience working with visual artists.
- You may have experience of creative practices and projects yourself via community work education youth work or other creative and amazing things we haven't listed here.
- You should have the instinct on what makes a good story, the capability to work well as part of a team as well as on your own and have excellent organisational and communication skills.
- You will develop ideas for a series of immersive installations and mobile AR experiences by producing location specific research and stories that will have the input of the communities within which we are working.
- Working with our partners you will help to coordinate a series of workshops in each of our communities which you will take responsibility for running. You will play an active role in recruiting for these workshops, in creating an active community of participants following these workshops and an ongoing "creative group" that will sense check and contribute towards evolving ideas.

- You will be planning, organising and researching work that will be used by other members of our team so you will need to, collect, verify, fact check and be able to write clear briefs for others to respond to.
- With support and access, you will be expected to assess the value of a variety of archive sources including, film and tape archives, specialist collections, picture libraries, museums and government departments.
- Our project is about the innovative use of emerging technologies to help tell amazing stories, but it is important that we address issues including accessibility and digital exclusion. We are seeking imaginative responses to overcome issues of digital exclusion and to make sure that the experience we produce is accessible to all.
- You should be willing to learn new skills and be prepared to work with creative software packages and/or with camera technology as we expect some involvement in 3D scanning, for which training will be provided.

## Opportunity 2

### Mobile Community Producer

A key part of our project will involve the creation and production of a series of location specific mobile augmented reality experiences. These will integrate archive content, create new forms of archive content and allow users to explore their towns in playful and gamified ways that unlock amazing and hitherto untold stories and moments of wonder. We expect this producer to work closely with the Lambeth community producer outlined above.

You will be working with mobile AR experts Nexus Studios, whose work includes projects such as [ChangDeok Palace Mobile AR](#) and [The Gruffalo Spotter Mobile AR](#). Together with StoryFutures, Produce UK and The Reading Agency you will help develop and inform the production of a mobile augmented reality experience. You will be working within a set of creative constraints determined by our partnership that will give you the freedom to tell a wide variety of stories in the way that you want but within a format that will allow us to scale AR stories across a number of different locations across the UK.

- Creativity – you may have some limited experience in immersive already but more likely you know how to tell stories in another medium and and

you have credits to prove it. You could have a portfolio of work on Tik Tok, Instagram, Snap or YouTube. You might have short film or TV credits, worked in immersive theatre or designed and built games, or done something creatively fabulous we've not listed. But you know how to tell stories and you have work that you want to share with us.

- Production - We need an experienced naturally inquisitive individual, who can take responsibility for the experience from start to finish. You may not have immersive storytelling experience but with our support you will set the creative roadmap, provide direction, and really own the delivery of this scoping project. Your creativity and flair for telling stories will already be proven but you also need to show your ability to manage a project, to take ownership, make tough decisions and deliver what you say you will. Your decision-making process will need to be consultative and you will be sensitive and responsive to the communities that you are working with.
- Problem solving – You are someone that enjoys solving complex problems. You are comfortable dealing with different stages of ambiguity to arrive at the best solution. There is no blueprint for what we are trying to achieve, so your role is to help write one.
- Collaboration – This is a project that is championing previously unheard or unknown stories, that wants to make the marginal mainstream. In order to do this you will need to collaborate meaningfully with the communities we will be working within. You need to make room for people's voices and for traditionally unheard and under-represented communities and for their creativity within the story you want to tell. You will also need to work with other teams and stakeholders as you seek to use archive, historical research and modern-day artefacts i.e scanned objects you can turn into 3D models within your storytelling.
- Curiosity - The new does not scare you and are genuinely interested in a new world of spatial storytelling, a world where the internet is evolving from a 2 D into a 3D experience. You are excited to explore simple ways to interactively engage participants in the story experience and you are open to learning and discovering new ways to tell site specific stories. You may have seen AR filters on Snap, played Pokémon Go or just be curious about how the augmented and physical worlds can combine to create magical and compelling experiences

## How to Apply

[Please follow this link to apply for Opportunity 1 – Immersive Community Producer.](#)

[Please follow this link to apply for Opportunity 2 – Mobile Community Producer.](#)

Please submit your applications by the **23<sup>rd</sup> May 2021 at midnight.**

If you have any questions about the opportunities or the application forms, please reach out to us at [storyfutures@rhul.ac.uk](mailto:storyfutures@rhul.ac.uk)