

we the curious

Big Screen Guidelines

Delivery and Spec:

Please send a link to your content to bigscreen@wethecurious.org along with the Contributor Consent Form.

Videos should be sent in one of the following sizes:

- 1920(w) x 1080(h) pixels
- 1280(w) x 720(h) pixels
- 1024(w) x 576(h) pixels

In one of the following formats:

- mp4 (encode H.264)
- mpg
- mov

Images should be sent as:

- Jpegs
- 720 x 576 or 920 x 1080
- At least 72dpi.
- Font: use a clear font such as Arial (please don't use light/ thin fonts)
- Font Size: 20pts or bigger to make sure any text is clearly legible on the screen (the less text the better in terms of readability)

Submission Guidelines:

These guidelines cover the issues that most commonly affect material submitted to the We The Curious Big Screen.

Despite the restrictions outlined in this document, it is screen policy to accept user generated material wherever possible.

The topics have been selected as the most common recurring issues based upon the first few years of submissions to the Big Screen, when it was covered by the BBC editorial guidelines, they are by no means comprehensive and intended as guidance only.

Alcohol, Smoking, Solvent / Drug Abuse, Illegal Drugs:

We must balance the need to reflect the range of public attitudes and behaviour realistically, with the danger of encouraging potentially damaging or illegal behaviour, particularly amongst children.

For the purposes of the Big Screen, unless editorially justified we should not encourage, glamorise or condone the use of illegal drugs, the abuse of drugs, smoking, solvent abuse and the misuse of alcohol. It is understood that concert clips, musical productions, dramatisations of social activities and such contain images of some of the above. This is not in itself problematic. It only becomes an issue of debate if stylised to appear unduly appealing.

Campaigns:

We The Curious has to be careful about being seen to support campaigns, whilst we cannot endorse or support any personal views or campaigns, we can allow material that supports the work of We The Curious and fits in with the ethos of the organisation.

Changing Your Mind:

Any contributors are free to change prior to play-out and request that the clip be removed but once the play-out has commenced this is not possible.

Children and Consent:

You should obtain written consent of parents or legal guardians before interviewing children or young people, or otherwise involving them in video projects.

Please use the Contributor Consent Form to obtain parental or guardian appearance permissions from those under the age of 18. In the case of large groups (school classes, short films, clubs, choirs and such), it is enough that a single form is completed and signed by an adult in charge (teacher, project leader, director), providing they accept responsibility for having sought and received approval from the parents / guardians of all those taking part.

Children and Dangerous Limitation:

Children can be influenced by what they see, hear and read. Very careful judgements are required about material, which might lead to dangerous limitation, including the use of domestic objects in violent acts (e.g. knives, guns, hammers and scissors).

Commercialism:

The Big Screen is now open to advertising subject to meeting certain guidelines, such as no advertising of tobacco or gambling. If you are interested in advertising on the Big Screen then please [click here](#) for more information.

Language:

Offensive language is one of the most frequent causes of complaint across television networks. Judgements about its use are difficult because they depend on tone and context. There is no consensus about words that are acceptable, when, and by whom. Different words cause different degrees of offence in different parts of the world. So a persons age, sex, education, employment, belief, nationality, and where they live, all impact on whether or not they might be offended. Please avoid insulting terms or curses that may fall into the above categories. We do not reject on the basis of single or infrequent use. Instead please submit your film so that we might advise.

Links to third party websites:

On screen web links are permitted as long as these are justified within the context of the screening, e.g. to provide additional information or describe the project background.

Any sites must be clearly relevant to the content of the video material, suitable for the likely audience (including children), be regularly updated and refreshed, free to access and normally factually accurate.

Music Copyright:

All work submitted must have full clearances for rights including music and other talent rights covered. Completion of the Contributor Consent Form is usually sufficient evidence to this end.

Occasionally we may require further assurance (e.g. emails, written communication) to irrefutably confirm that copyright has been sought and cleared, and that there will be no liability for payments to artists / contributors / authors/ directors etc by showing them on the screen.

If the work includes a soundtrack you MUST obtain clearance for use in the work. This may incur a fee and details on how to do this are available from the [PRS for Music](#) website.

Music clearance is required as standard across all professional broadcast platforms; be it film, television, radio or the internet, including transmission in the public realm. Galleries, museums and places of exhibition also register music use in artworks. News stories increasingly refer to copyright infringement in the field of digital music downloads. Anyone wishing to pursue artistic goals beyond the home or educational environment must address this need – please visit the MCPS website for further information.

Local bands or musicians are a good source of soundtrack material and whose consent can be sought / verified with the use of our standard consent form. This explains that any material used – be it music or the film clip itself – remains the ownership of the creator(s) at all times and will not be used elsewhere except upon the Big Screen within the dates agreed.

Elsewhere, commercial companies sell online copyright free material that can be used indefinitely and without restriction. There are also websites (try a general search for audio libraries online), where music and sound effects can be purchased or downloaded for free.

Portrayal:

We aim to reflect fully and fairly all of the United Kingdom’s people and cultures. Content may reflect the prejudice and disadvantage, which exist in our society, but we should not perpetuate it. We should avoid offensive or stereotypical assumptions and people should only be described in terms of their disability, age, sexual orientation and so on when clearly editorially justified.

Sex and Nudity:

Partial / full nudity must be justified by the context and will not usually be accepted given the always ‘on’ nature of the screen; likewise material; broadcast in the public realm must not portray in-appropriate sexual behaviour or contain explicit sexual discussion unless clearly editorially justified.

Suicide, Attempted Suicide and Self-Harm:

Suicide, attempted suicide and self-harm should be portrayed with great sensitivity, whether in drama or factual programmes. Care must be taken to avoid describing or showing methods in any great detail and content producers should be alert to the dangers of making such behaviour attractive to the vulnerable.

We should take care to ensure that material does not condone or glamorise violence, dangerous or seriously anti-social behaviour and isn't likely to encourage others to copy such behaviour. This includes depicting violence in places normally regarded as safe such as the family home, hospitals and schools; suicide, attempted suicide or self harm; violence without showing the effect on the victim or the consequences for the perpetrator.

The Watershed:

Content scheduling decisions need to balance the protection of young people and particularly children, with the rights of all viewers, particularly those without children, to receive a full range of subject matter throughout the day. They must also be judged against the requirements of the Watershed: this is a concept familiar to UK television viewers by which challenging, 'adult' content of a controversial nature is reserved for broadcast after 21:00.

Additional video material that has been submitted and accepted will be shown throughout the day, so anything shown in the evening when children might be expected to be at home is also shown during daytime hours. For this reason the post-watershed, anything-goes' period does not apply. Another example might be that in the case of a gallery exhibition, a person makes a conscious decision to enter a building with some foreknowledge of the content; if not, they can always leave if offended.

The Big Screen is in the outdoor public realm on the Harbourside, adjacent to family attractions and this needs to be considered.

Challenging content will be considered on its own merits – we strongly encourage you to submit material over which you feel unsure as to suitability so that we might view and advise. To summarise: contributors should remain aware that all types of people can be watching at all times and that a balance needs to be struck. Public realm programming is in its infancy and with your assistance we are leading the way.

For further information and enquiries please email bigscreen@wethecurious.org

www.wethecurious.org/bigscreen