



# NOISE Flicks 2009 – 2011

## Programme Review



***“It was true awesomeness in its purest form”***

Participant, 2011



Victoria Durrer  
Youth Arts Coordinator  
South Dublin County Council

## TABLE OF CONTENTS

Introduction	3
The Programme	7
Participants	21
Methodology	30
Findings	31
NOISE Flicks Internship Programme: Expectations and Findings	41
Appendix A: Biographies of Professionals Involved in NOISE Flicks	48
Appendix B: NOISE Flicks 2011 Young Filmmaker Competition	51
Appendix C: Photo, Web & Audio Consent Form	56
Appendix D: NOISE Flicks 2009 - 2011 Young Filmmaker Award Judging Criteria	57
Appendix E: Mobile Shorts Competition	58
Appendix F: NOISE Flicks Mobile Short Competition Judging Criteria	63
Appendix G: NOISE Flicks 2011 Screenwriting Competition	64
Appendix H: NOISE Flicks screenwriting Judging Criteria	71
Appendix I: How did you get there? Talk by Gerry Gilvary	72
Appendix J: Sample of NOISE Flicks Press Coverage	74
Appendix K: NOISE Flicks 2011: Internship Details	76
Appendix L: Interviews with Professionals for Festival	83

## INTRODUCTION

### Background

This report presents a review of the past three years of NOISE Flicks Youth Film Festival. The report details the objectives and programme development of the festival during that time and makes recommendations for future programme and direction.



NOISE Flicks is a youth film festival initiative of South Dublin County Council's Arts Office that began in March 2009. It is part of the NOISE South Dublin online project and networked NOISE Community of creative young people in South Dublin ([www.noisesouthdublin.com](http://www.noisesouthdublin.com)).

Ireland boasts national youth film festivals, such as FRESH (held annually in early March with regional heats and a final in Limerick) and other regional festivals open to entrants across the country, such as Co-Motion and Cinemagic, which provide opportunities for young people to show films to a wide audience and, in some cases, attend masterclasses.

NOISE Flicks aims to showcase and celebrate the creative talent of young people who have an interest in film in South Dublin County, ages 14 to 25. It serves as a locally based festival for young students and residents. The festival began as an action-research initiative so that South Dublin County Council's Arts Office could gain a better understanding of the interests and activities in film undertaken by young people in the County. Since its first year, the festival has grown to provide information about pathways for progression in filmmaking, links with professionals, and access to workshops for skill building.

The initial objectives of NOISE Flicks in 2009 and 2010 were:

- To provide an opportunity for young people to show their film work to an audience in a professional setting
- To provide an opportunity for young people to meet, interact with and hear from professionals in the filmmaking industry
- To provide an opportunity for young people with an interest in film to meet other young people with similar interests

Since 2009, the festival has expanded its objectives:

- To provide opportunities for young people to build skills in the field of filmmaking, which may include screenwriting, animation, editing, camera work, directing and other such areas of work

- To expand the awards offered via the festival to promote and acknowledge all creative aspects of filmmaking, including screenwriting
- To utilise the festival more fully as a platform for providing bursaries and opportunities for young filmmakers
- To provide opportunities for national film organisations to interact with young people in the County to
  - Help young people understand pathways into the wider field of filmmaking outside the local area
  - Promote the creativity of young people from South Dublin County to professionals
- To utilise the festival as an opportunity to provide internships and work experience to young people in the County who have an interest in the fields of Marketing and PR and Graphic Design
- To connect the festival to the wider youth community by involving young people as volunteers



***L: Nicky Phelan, Director of Granny O’Grimm, doodling before the festival starts (2010) R: Best Overall and Audience Choice Winners for 2011, Pobalscoil Iosolde, Transition Year Students***

***“The NOISE Flicks festival is a great opportunity for young people to engage with industry professionals in a relaxed environment”***

**Participant, 2011**

## Partners

The festival has been continually supported via funding from the Arts Council and South Dublin County Council.

Since the launch of the festival in 2009, NOISE Flicks has involved the following partners:

Year	Partner	Role
2009 – 2011	Institute of Technology, Tallaght Gerry Gilvary	Promotion of festival amongst students Promote links to third level study Provide judge on NOISE Flicks panel
2009	Dublin Community Television	Documentary film of first festival, screening of award-winning films on DCTV channel 802 Provide judge on NOISE Flicks panel
2010 – 2011	RTÉ Two Tube Sheila DeCourcy, Commissioning Editor of Young People’s Programmes	Attend festival and lead Q and A / Conversation with ‘special guest’ industry professionals
2011	Filmbase Gráinne MacLoone, Production Training Manager	Present talk on importance of starting with short films to build body of work and reputation in film industry
2011	An Lár TV ( <a href="http://www.anlar.tv">www.anlar.tv</a> ) Susanne Carpenter, Director, Strategic Operations	Sponsor award for Special Mention Categories of Young Filmmaker Award Sponsor award for short mobile phone film competition, screening winning shorts on An Lár TV
2009 – 2010	RUA RED, South Dublin Arts Centre	In-kind support for venue space and bookings Sponsor award for Special Mention Categories of Young Filmmaker Award
2011	RUA RED, South Dublin Arts Centre	Sponsor award for Special Mention Categories of Young Filmmaker Award In-kind support for venue space and bookings Support festival programme development Advise and participate in the hiring and supervision of NOISE Flicks interns in Marketing and PR and Graphic Design

RUA RED, South Dublin Arts Centre has become a growing partner of NOISE Flicks since 2009. Most recently, RUA RED has supported programme development,

provided in-kind support for venue space and bookings of workshops and screenings, and advised and participated in the supervision of NOISE Flicks interns in Marketing and PR and Graphic Design.



***“I am a big supporter of youngsters taking an active role in understanding media. NOISE affords them this opportunity, and it’s great to see so many youngsters take up the challenge of telling stories and creating films of a consistently high standard.”***

**Industry Professional, 2011**

## THE PROGRAMME

NOISE Flicks has grown since its initiation in 2009 based on response from young people in the County as well as practitioners supporting youth film in youth services, community centres and schools. The Festival's developments have also been possible through growing relationships between the Arts Office and organisations in the wider field of arts, film and television.



*Gráinne MacLoone, Filmbase speaks at the 2011 Festival*

### The Awards

#### Young Filmmaker Award

In order to celebrate and find more out about what types and quality of films young people are making in the County, a consistent strand across each festival has been the Young Filmmaker Award. This Award is a competition open to individual young filmmakers (14-25yrs), living or studying in South Dublin County, as well as groups (such as in school, PLC or Third Level colleges or youth services) in South Dublin County. Development of the Award was initiated in consultation with Gerry Gilvary, Film and TV Production Lecturer at the Institute of Technology Tallaght. Two awards for this category are given in two age categories, 14 – 18 years and 19 – 25 years. The categories have been unchanging since 2009:

- Best Overall Film/Animation Award (14 to 18 years)  
Prize: €300 toward film equipment or masterclass
- Special Mention for a Film (14 to 18 years)  
Prize: Free use of editing equipment in RED South Dublin County Arts Centre for 12 hours
- Best Overall Film/Animation (19 to 25 years)  
Prize: €300 toward film equipment or masterclass
- Special Mention for a Film (19 to 25 years)  
Prize: Free use of editing equipment in RED South Dublin County Arts Centre for 12 hours

Statuettes and individual prizes, as indicated above, are given for each award. In 2011, NOISE Flicks began giving certificates to shortlisted filmmakers as well, based on the suggestion of the PR and Marketing Intern at the time.

Award selection is made by a panel of judges based on originality; strength of script/story; and quality of editing, camera work and directing. Over the three years, judges for NOISE Flicks have included TV and Video Production Lecturer at ITT, Gerry Gilvary (2009 – 2011), director and filmmaker Ken Wardrop (2009 – 2011), actor Aidan Gillen (2011), James Ready of DCTV and Areaman filmmakers Shane Hogan

(2010) and Tom Burke (2011) (see Appendix A). An Audience Choice award is also presented based on audience vote. No prize is given for this award other than a statuette. The call and judging criteria for this Award are available in the Appendices.



*Sheila DeCourcy in conversation with  
Stephen Shields, 2011*

All young filmmakers who are shortlisted for the festival receive feedback on their films from the competition judges via South Dublin County Council's Youth Arts Coordinator. An email is sent to each filmmaker after the Festival, informing them of the feedback given by Judges during the awards process.

In 2010, the awards programme was unchanged.

However, in 2011, the festival awards programme was expanded considerably. In focus group discussions with young people during the consultation period in 2010 for South Dublin County Council's next Arts Plan (2011 – 2016) young people, ages 14 - 19 who were screen writers and/or individual filmmakers (those not associated with school or youth groups) expressed a need for further support for improving and fostering their growth as screenwriters, producers, and filmmakers. During this consultation session, proposals such as mentoring and bursaries were put forward.

In an attempt to address this need, South Dublin County Council's Arts Office, in partnership with RUA RED, Filmbase, and An Lár TV devised new awards categories for the festival. These are as follows:

#### NOISE Flicks Mobile Shorts Award

Mobile phones offer new opportunities for independent filmmakers.<sup>1</sup> It was felt that a competition focusing on mobile phones might provide opportunities for young people who engage with filmmaking in a viral and web-based way. This competition held in 2011 was open to any young person residing or studying in the County, ages 14 – 25 years. One award was given for the whole of that age range. Participants

---

<sup>1</sup> Ellis, M. (2010) "Mobile Phone Making" Raindance Film Festival, Filmmaking Tips, Mobile Phone Filmmaking.  
Available at: [www.raindance.org](http://www.raindance.org)  
Accessed: 4 November 2010



could submit short films up to 3 minutes in length maximum of any type: drama, comedy, action, dance, documentary, or animation. The aim was that these would be created on individuals' mobile phones and uploaded to Youtube. Development of the Award was in consultation with animator Maeve Clancy and Carolyn Jones, Development Officer of RUA RED.

90% of the judging was based on public hits on Youtube and 10% on originality and creativity; strength of script/story; and quality and contribution of editing, camera work and directing to the overall story. Decisions were made by a panel of judges, which included Susanne Carpenter, Director of Strategic Operations for An Làr TV and Carolyn Jones, Development Officer for RUA RED, South Dublin Arts Centre (see Appendix A). The awards were as follows:

- €100 voucher for use at Dublin Camera Exchange, 63 Great Georges Street, Dublin 2 for the overall winner
- 5 shortlisted films will be screened at the launch of NOISE Flicks on Friday, March 25<sup>th</sup>, 7pm
- 5 shortlisted films will be screened on the official programme of An Làr TV ([www.anlar.tv](http://www.anlar.tv))

#### NOISE Flicks Screenwriting Award

Research via the consultation for the Arts Plan and via projects held with young people in film demonstrated that there are a number of budding screenwriters in the County who do not necessarily have the skill set or resources to realise their script to film. In 2011, NOISE Flicks launched a screenwriting competition open to any young person residing or studying in the County, ages 14 – 25 years, for a 2-minute script for a film of any type: drama, comedy, action, dance, documentary, or animation. Recommended length of script is 2 ½ pages maximum strictly. Development of the Award was in consultation with screenwriter Cecilia McAllister, Director Mark Noonan and Youth Film Leader, Eric O'Shaughnessy.



*Screenwriter Award Winner,  
Shane*

Selection of the winner was made by a panel of judges that included Eric O'Shaughnessy, Youth Film Leader of Tallaght Young Filmmakers, filmmaker Mark Noonan and Production Training Manager of Filmbase, Gráinne MacLoone (see Appendix A). The award included access to and training on film equipment for the screenwriter and his / her interested / potential film crew as well as support and mentoring for the realisation of the film. The award aimed to provide young people with training and thus future access to film equipment available for hire by the community from South Dublin County Council's Arts Office. It also aimed to help young people gain training on utilising the editing software available in RUA RED. The award details are:

- Two 2-hour sessions training with Sony Z1 HDV cameras and sound equipment for you and your crew, up to 4 people
- Access to free use of 2 Sony Z1 HDV cameras and sound equipment
- Mentoring for 1 day film shoot, up to 6 hours
- 5 hours training on capturing footage and use Final Cut Pro in RUA RED's MAC LAB
- Burning of 5 copies of your film to DVD for submission to film festivals
- Advice on local and national Film Festivals to submit film to

## Workshops

Again, based on findings from consultation with youth in 2010 for South Dublin County Council's Arts Plan (2011 – 2016) workshops / masterclasses were introduced to the NOISE Flicks programme in 2011. In consultation with RUA RED, the Arts Office linked the masterclasses to the new awards introduced to the 2011 festival. Workshops in Screenwriting and Animating with one's mobile phone were held in the month prior to the festival (February 2011) and award deadlines in order to assist young people interested in entering as well as to build up an interest in and enthusiasm for the festival.



Illustrator, animator and artist Maeve Clancy (see Appendix A) led a masterclass to help interested individuals learn how to use the camera setting on their mobile phones to make animated films. The workshop was entitled, *Animating with Your Mobile Phone* and was held in RUA RED's Multi-media Suite on a Saturday in February. Work created could be entered into the Mobile Shorts Competition. The price for the workshop was €2.

Screenwriter and director Cecilia McAllister (see Appendix A) led a masterclass on composing an original, creative and realistic script for a two minute film. The workshop was held on a Saturday in February. Work created could be entered in to the Screenwriting Competition. The price for the workshop was €2.

During the actual festival weekend, a workshop in Special FX make up was also held by Terri Pinnell (see Appendix A). Terri's workshop complimented a Q and A held between writer Stephen Shields and Sheila DeCourcy, Commissioning Editor of Young People's Programming for RTÉ. Both Stephen and Terri had worked on *Zombie Bashers*, winner of RTÉ's StoryLand 2010. The price for this workshop was €3.



*Ken Wardrop, Stephen Shields, Tom Burke and Sheila DeCourcy chatting at the 2011 Festival*

### **Screenings and Festival Weekend**

The 2009 programme of NOISE Flicks included one night of screening and awards presentation. The night also included DJ music from a local young person. DCTV attended and documented the night for a film that was shown on their 802 channel. The documentary serves as a strong record of the aims and outcomes of the festival night as well as assisted DCTV with creating content for their channel that was community-based. Finally, the night included a conversation between award-winning directors, Brian Durnin and Ken Wardrop and a presentation on film studies programmes by Gerry Gilvary, ITT (see Appendix H). The programme is detailed below.

***“... thanx very much for  
the wonderful night in the Rua Red. The kids all really  
enjoyed themselves  
and have all caught the film making bug!”***

**Teacher, 2011**

**NOISE Flicks 2009 Programme, March 21**

<b>6:00pm</b>	<b>Welcome, Refreshments and music with DJ MatJazz</b> (Breakology)
<b>6:30pm</b>	<b>Screening of shortlisted films for NOISE Flicks</b> <i>(There is a brief pause after the first film)</i>
7:30pm	Interval
<b>7:45</b>	<b>How did you do that? Conversation with Directors Brian Durnin and Ken Wardrop</b> Screening of Brian Durnin's 'An Teanga Runda' and Ken Wardrop's 'Useless Dog' Q & A with Ken Wardrop and Brian Durnin
8:30pm	Interval
<b>8:45pm</b>	<b>How did you get there?</b> Talk by Gerry Gilvary, Lecturer in Video/Television Production, ITT
<b>8:55pm</b>	<b>Awards ceremony</b>

The programme indicates a pause after the first film as it was felt that this film might have been upsetting to some younger audiences. Made by a student from ITT, and winner of the Best Overall film for the 19 – 25 age category, the film depicted the life (somewhat graphically) of a young woman with a drug addiction.

Films Screened in 2009 (in order of screening):

**Dust**

**Amy Buckley, Creative Digital Media, ITT**

**19–25 category**

Depiction of the downward spiral of a young woman addicted to heroin.

This film is not suitable for people under the age of 16.

**Pure NOISE**

**The Soundation Team, Lucan Youth Service and Rathfarnham Concert Band**

**14–18 category**

Recording session between Rathfarnham

Concert Band & The Soundation Team in

Lucan Youth Service. No synthesizers, sampler instruments or other audio recordings were used in this film production.

**Loathing****Area 24' Youth Health Café, Tallaght Youth Service****14—18 Category**

Aimee Lee moves to a new area and decides to visit a local youth café. She encounters a boy with different taste in music from her and they don't get along. Rocker versus Rapper—the story of two teenagers!

**A Sign of Life****Laura Greally, ITT****19—25 Category**

Living life in Silence. A view from both sides.

**Zartog****Adam and Tadhg O'Reilly****14—18 Category**

A Sci Fi film in which the Lord Zartog demands earth's supply of fruity lip gloss...or else!

**Quarryvale Community Centre****Quarryvale Multi Media Group, Ronanstown Youth Service****14—18 Category**

An animated documentary on Quarryvale Community and Leisure Centre.

**Teddy Bears Picnic****Tallaght Young Filmmakers****14—18 Category**

Teddy Bears in Tallaght  
Libraries aren't what they seem...

**Tale of Genji****Tallaght Young Filmmakers****14—18 Category**

A sinister love story based on an ancient Japanese tale of the same name.

Judges for the 2009 festival were Ken Wardrop, Gerry Gilvary and James Ready (see Appendix A).

The 2009 programme included hospitality, such as popcorn and drinks served at no cost in RUA RED's café prior to the film screenings.

In order to promote the 2010 festival and encourage submissions, expressions of interest forms were sent out to school and youth groups during the 2009 autumn term. In addition, the expressions of interest forms served as an opportunity to find out about dates that might best suit potential audiences as well as any suggestions for event activities.

The expressions of interest forms also attracted attention from one third level

programme aimed at training students in graphic design work. The school approached South Dublin County Council's Arts Office and two students were taken on for work experience to design flyers for the 2010 event.

The programme format for NOISE Flicks 2010 remained the same as 2009, but there was an attempt to widen relationships and links with film industry professionals for the festival. Nicky Phelan, Animation Director/Designer of Granny O'Grimm's Sleeping Beauty by Brown Bag Films participated in a talk with Sheila de Courcy Commissioning Editor of Young Peoples' Programmes, RTÉ. Having recently attended the Oscars for that nominated film and being from South Dublin County (Tallaght), it was felt to be positive for young people to meet and hear from Nicky Phelan.

<b>NOISE Flicks 2010 Programme, March 20</b>	
<b>6pm</b>	<b>Welcome, Refreshments</b>
<b>6:30pm</b>	<b>Screening of short-listed films for NOISE Flicks</b>
7:40pm	Interval
<b>7:55</b>	<b>Conversation with Nicky Phelan, Animation Director/Designer, Brown Bag Films</b> Screening of Granny O'Grimm's Sleeping Beauty by Brown Bag Films
	Q & A with Nicky Phelan, Director with Sheila de Courcy, Commissioning Editor, Young Peoples' Programmes, RTÉ
8:30pm	Interval
<b>8:45pm</b>	<b>Awards ceremony, presented by Sheila de Courcy,</b> Commissioning Editor, Young Peoples' Programmes, RTÉ
<b>9:15pm</b>	<b>Close</b>

The films screened in 2010 (in order of screening) were:

**Gears**

**Dead End Productions**

**19—25 category**

Three small-time criminals make their getaway after a robbery—the getaway was meant to be the easy part!

**Bridie and Arthur**

**Anthony Assad and Gary Teeling**

**19—25 category**

Young or old, art is born from the soul, but Bridie's expression is limited by the throes of

her disability until a loved one offers her a chance of relief.

### **Inside Out**

**Lucan Dance Film Group**

#### **14—18 Category**

Looking at you, looking at me. An exploration of judgment and perception, reality and how we see others through movement, image and music.

### **Mute**

**Thomas Reynolds**

#### **19—25 Category**

Kev and Dave argue like all brothers, only quieter!

### **Dystopia**

**Seán Conroy**

#### **14—18 Category**

Set in Ireland amidst a long recession, this film documents how political instability, corruption and economic depression can provide a basis for tyranny.

### **Butterfly**

**Click-Click Production**

#### **14—18 Category**

A seemingly ordinary day, where something extraordinary happens!

### **Vinny**

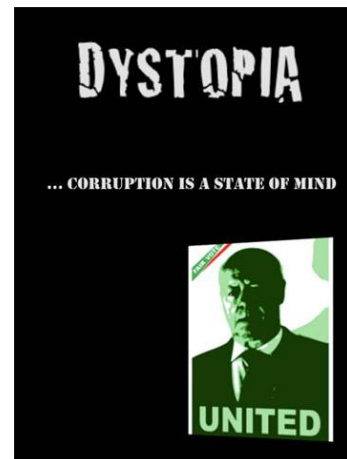
**Killinarden Community School with Tallaght Young Filmmakers**

#### **14—18 Category**

Vinny feels that no one can see her, and she feels nothing. She can't fit in but appears the perfect student. When Paul sticks up for her in school, there is a glimpse of light, but soon she succumbs to her own doubts and fears and rejects a chance of friendship.

Judges for the 2010 festival were Ken Wardrop, Gerry Gilvary and Shane Hogan (see Appendix A).

In 2011, the relationship between RUA RED and South Dublin County Council's Arts Office for work on NOISE Flicks was strengthened as were relationships with organisations involved in fostering an interest in film, such as Filmbase. RUA RED consulted on the programming for the festival and the added support helped to expand the one-day festival into two.



The roles and responsibilities for the 2011 were established as:

<b>Youth Arts Coordinator (YAC)</b> <b>SDCC Arts Office</b>	<b>Development Officer (DO)</b> <b>RUA RED</b>
<p>Agendas and notes for all meetings</p> <p><b>NOISE Flicks Competitions and Festival Screenings</b></p> <ul style="list-style-type: none"> <li>• Administer competition</li> <li>• Liaise with and fund judges</li> <li>• Liaise with speakers</li> <li>• Source prizes</li> <li>• Assist with promotion</li> <li>• Source volunteers to assist with event</li> <li>• Liaise with Mayor for launch</li> <li>• Run programme on the two nights</li> </ul> <p><b>NOISE Flicks Workshops</b></p> <ul style="list-style-type: none"> <li>• Assist with promotion</li> <li>• Liaise with facilitators</li> <li>• Fund facilitators</li> </ul> <p><b>Marketing &amp; PR Intern</b></p> <ul style="list-style-type: none"> <li>• Assist with provision of space for intern</li> <li>• Provide intern any press contacts and film network contacts we have (by Fri, Jan 7)</li> <li>• Fund any travel costs incurred</li> <li>• Fund complimentary tickets</li> <li>• Responsible for reviewing press releases and going over these with intern</li> <li>• This intern should check in on work with YAC on any immediate questions???</li> <li>• One meeting with YAC, DO and intern to review CV once internship complete</li> </ul> <p><b>Graphic Design Intern</b></p> <ul style="list-style-type: none"> <li>• This intern should check in with DC on any immediate questions??</li> <li>• Fund any travel costs incurred</li> <li>• Fund complimentary tickets</li> <li>• One meeting with YAC, DO and intern to review CV once internship complete</li> <li>• Sign off designs and printing costs in agreement with Carolyn</li> <li>• Fund printing costs</li> </ul>	<p><b>NOISE Flicks Competitions and Festival Screenings</b></p> <ul style="list-style-type: none"> <li>• Set up NOISE Flicks YouTube page</li> <li>• Assist with promotion</li> <li>• Ensure venue for awards' ceremonies booked and set up</li> <li>• Work with YAC to set up an Audience Liaison Internship (this was not established for NOISE Flicks)</li> <li>• screen grab of Graphic Design intern's work</li> <li>• Assist with Tech for both nights</li> <li>• Source decorations???. Atmos music from café? (funding?)</li> <li>• Liase with café on being open for events?</li> </ul> <p><b>NOISE Flicks Workshops</b></p> <ul style="list-style-type: none"> <li>• Handle bookings</li> <li>• Ensure venue is booked and necessary equipment is there</li> <li>• Inkind support of venue space</li> </ul> <p><b>Marketing &amp; PR Intern</b></p> <ul style="list-style-type: none"> <li>• Provide work space and phone or liaise with YAC for days that she can use the Council (perhaps share as she will want to be a part of the art centre—did we say Monday's were best?)</li> <li>• Provide intern any press contacts and film network contacts we have (by Fri, Jan 7)</li> <li>• Do u want input on press releases?</li> </ul> <p><b>Graphic Design Intern</b></p> <ul style="list-style-type: none"> <li>• Provide work space and arrange times for use of MAC LAB</li> <li>• Assist intern in liaising with a printer; agree costs with YAC</li> <li>• Sign off designs and printing costs in agreement with YAC</li> </ul>



The 2011 festival included workshops in the lead up to the weekend, in February, and 2 days in March with screenings, talks, award presentations and a workshop. The programme is detailed below.

In addition to the 2011 programme was the introduction of two internships, detailed further in the report: one in Marketing and PR and one in Graphic Design.

### **NOISE Flicks 2011, March 25th**

**7pm:** Launch of festival weekend by Marie Corr, Mayor of South Dublin County  
Why Start Short? With Grainne MacLoone (Production Training Manger, Filmbase)

A special screening of Oscar nominated Irish short The Crush and a selection of first time writer/director shorts and Filmbase training films. Followed by a post screening discussion.

Screening of shortlisted Mobile Short films.

Screenwriting Competition shortlist announced

Awards sponsored by South Dublin County Council and An Lár TV

### **March 26th**

#### **WORKSHOP**

**2 - 4pm:** Special FX Make-up with Terri Pinnell  
*Zombie Bashers* make-up artist demonstrates how to create realistic cuts, bruises and other effects for film and television.  
Price: €3

#### **NOISE SCREENINGS & AWARDS CEREMONY**

**7pm:** Start

**7:20pm:** Screening of shortlisted films for the NOISE Flicks Young Filmmaker competition

**8:45pm:** Interval

**9pm:** Screening of an episode of RTÉ Storyland's *Zombie Bashers* Q & A with *Zombie Bashers* writer Stephen Shields and Sheila DeCourcy, Commissioning Editor of Young People's Programming for RTÉ.

**9:30pm** Interval

**9:45pm** Awards ceremony for NOISE Flicks Young Filmmaker Awards sponsored by South Dublin County Council and RUA RED, South Dublin Arts Centre

**10pm** Close

The films screened for the 2011 festival were:

**Interview in Progress**

**Tallaght Young Filmmakers**

**14 – 18 category**

People will do anything for a job these days.

**Our Community, Our Place**

**Ronanstown Film Club**

**14 – 18 category**

What puts the unity into community?



*Students from Firhouse Community College, Winner of Special Mention 2011*

**Spooked**

**Tallaght Young Filmmakers**

**14 – 18 category**

Even killers have fears.

*Please note, this film contains flashing images for a time.*

**Mental Health Awareness**

**CAS Youth Mental Health Awareness Group**

**14 – 18 category**

How would you rather cope? Life's rich, enjoy living.

**Animal Testing Centre**

**Firhouse Community College, Transition Year**

**14 – 18 category**

You'll never look at school the same again.

**Whiskey and the Jar**

**IT Tallaght**

**19 – 25 category**

A fast drinking, smart talking PI lands a demanding client who wants results.

**Bad Reception**

**Tillerman Productions**

**19 – 25 category**

A quirky film about a man who just wants to watch some tele.

**Magic Headphones**

**Pobalscoil Iosolde, Transition Year**

**14 – 18 category**

Life in Palmerstown was boring until two students found Magic Headphones.

**10 People, 1 Question**

**Eoghan McEntee**

**19 – 25 category**

One simple question. Ten very different answers.

**New Kids on the Block**

**Firhouse Community College, Transition Year**

**14 – 18 category**

35 nationalities, one school.

Tom Burke, Ken Wardrop, Gerry Gilvary and Aiden Gillen (see Appendix A) were the festival judges.

## PARTICIPANTS

This section details the participants/groups that took part in NOISE Flicks over the last 3 years, the geographical area in which they reside or study and the age range. What follows is an analysis of the change (or not) in the demographics of participant involved with NOISE Flicks.

### 2009 Festival

Participants for the 2009 Festival registered based on the Young Filmmaker Awards, which provided a chance to win a bursary and have their film screened publically. The festival also provided an opportunity to hear from professional filmmakers, Brian Durnin and Ken Wardrop.

Participant (individual names not included)	Location/Group Affiliated with	Number of people involved	Avg Age	Film Entered	Genre	Award Category
	Templeogue	Individual	16	A Planned Walk (not shortlisted)	Drama	Young Filmmaker, 14 – 18
	ITT	Individual	22	Ah Jaysus (not shortlisted)	Comedy	Young Filmmaker, 19 – 25
	Templeogue	Individual	16	Appearances (not shortlisted)	Drama	Young Filmmaker, 14 – 18
	Tallaght	Individual	17	Cribs (not shortlisted)	Mock – u – mentary	Young Filmmaker, 14 – 18
	ITT	3	22	Dust (Winner, Best overall)	Drama	Young Filmmaker, 19 – 25
	Firhouse	Individual	23	Hiker’s Hostel (not shortlisted)	Documentary	Young Filmmaker, 19 - 25
	ITT	4	21	Lipstick	Comedy	Young Filmmaker, 19 – 25

**2009 Festival, continued**

<b>Participant (individual names not included)</b>	<b>Location/Group Affiliated with</b>	<b>Number of people involved</b>	<b>Avg Age</b>	<b>Film Entered</b>	<b>Genre</b>	<b>Award Category</b>
	Tallaght Youth Service	9	15	Loathing	Drama / Comedy	Young Filmmaker, 14 – 18
Soundation	Lucan Youth Service and Rathfarnham Concert Band	7 filmmakers / composers; 20 musicians	17	Pure NOISE	Music / experimental	Young Filmmaker, 14 – 18
Quarryvale Multi-media Group	Ronanstown Youth Service, Quarryvale Community Centre	6	15	Our Centre	Stopmotion	Young Filmmaker, 14 – 18
	ITT	5	22	A Sign for Life (Winner, Special Mention and Audience Choice)	Documentary	Young Filmmaker, 19 – 25
	Templeogue	2	15	Zartog (Winner, Best Overall)	Sci-Fi	Young Filmmaker, 14 – 18
	Templeogue	2	15	Out of Body Boy (not shortlisted)	Drama / Thriller	Young Filmmaker Award, 14 – 18

**2009 Festival, continued**

<b>Participant (individual names not included)</b>	<b>Location/Group Affiliated with</b>	<b>Number of people involved</b>	<b>Avg Age</b>	<b>Film Entered</b>	<b>Genre</b>	<b>Award Category</b>
Tallaght Young Filmmakers	Tallaght, South Dublin County Council	5	16	Tale of Genji (Winner, Special Mention)	Thriller	Young Filmmaker, 14 – 18
Tallaght Young Filmmakers	Tallaght, South Dublin County Council	5	16	Teddy Bears' Picnic	Thriller	Young Filmmaker, 14 – 18
<b>TOTAL Participants entering festival</b>		<b>73</b>	<b>17</b>			

## 2010 Festival

Participants for this festival also registered based on the Young Filmmaker Awards, which provided a chance to win a bursary and have their film screened publicly. The festival also provided an opportunity to hear Oscar-nominated Director, Nicky Phelan, in conversation with Sheila DeCourcy.

Participant (individual names not included)	Location/Group Affiliated with	Number involved	Avg Age	Film Entered	Genre	Award Category
	Fairy Jonas Dragon Pop, Old Bawn	4	15	The Road Less Travelled	Drama	Young Filmmaker, 14 – 18
	Dead End Productions, Clondalkin	4	21	Gears	Thriller	Young Filmmaker, 19 - 25
	Rathfarnham / Terenure	Individual	16	Dystopia, Winner, Best Overall	Thriller	Young Filmmaker, 14 – 18
	Clondalkin	2	20	Bridie and Arthur	Drama	Young Filmmaker, 19 - 25
	Tallaght	Individual	19	Mute, Winner, Special Mention	Comedy	Young Filmmaker, 19 - 25
	ITT	6	22	A Little Less Conversation	Comedy	Young Filmmaker, 19 - 25
	ITT	10	22	Before It's too Late	Drama	Young Filmmaker, 19 - 25



**2010 Festival, continued**

<b>Participant (individual names not included)</b>	<b>Location/Group Affiliated with</b>	<b>Number involved</b>	<b>Avg Age</b>	<b>Film Entered</b>	<b>Genre</b>	<b>Award Category</b>
St. Kevin's Integrated Youth Arts Group	St. Kevin's Family Resource Centre, Kilnamanagh	7	15	Butterfly, Winner, Special Mention Need for Speed Tallaght's Top 5 Tricks	Comedy and Experimental	Young Filmmaker, 14 – 18
Lucan Dance Group	Lucan Youth Service	14	16	Inside Out	Dance	Young Filmmaker, 14 – 18
Killinarden Community School and Tallaght Young Filmmakers	Killinarden, Tallaght	20	16	Carry Vinny	Drama Drama	Young Filmmaker, 14 – 18
Tallaght Community School	Tymon North	8	16	School of Death	Horror	Young Filmmaker, 14 – 18
	Fat Block Sagas, Old Bawn	6	16	3 weeks of Fat Bloke Mini Sagas (not shortlisted, DVD was blank)		Young Filmmaker, 14 – 18
<b>TOTAL Participants entering festival</b>		<b>83</b>	<b>17</b>			

Promotion of the 2010 Festival via the Expressions of Interest forms resulted in attempts by young people who reside and/or study outside of South Dublin County to submit work for entry (4 groups). This included work by the Digital Film School. However, work from outside the County was not accepted as it was felt that other national and regional festivals, such as FRESH, Cinemagic, and Co-motion provide opportunities for young people throughout the country to screen work. At this time, NOISE Flicks aim is to focus on providing opportunities for young people studying and/or residing in South Dublin County.

## 2011 Festival

As the 2011 Festival was expanded to include the Screenwriting and Mobile Shorts Awards along with the Young Filmmaker Awards in addition to two nights of film screenings and talks, participants for this festival came from a broader spectrum of interest in filmmaking.

Participant (individual names not included)	Location/Group Affiliated with	Number involved	Avg Age	Film Entered	Genre	Award Category
	Colaiste Bride Resides: Deansrath Clondalkin	Individual	15	The Only Exception The Killing Streak <a href="http://www.youtube.com/watch?v=GjI3-ZGZc6o">http://www.youtube.com/watch?v=GjI3-ZGZc6o</a>	Family movie Comedy Animation	Screenwriter Mobile Shorts
	Tallaght	Individual	15	Conrad Martense's Last Photo	Drama	Screenwriter
	Lucan	Individual	15	Bon Apetit		Screenwriter
	Tallaght school Resides: Co Wicklow	Individual	18	Untitled		Screenwriter
	Quarryvale	Individual	21	Tongues		Screenwriter
	Quarryvale	Individual	21	Asphalt Comfy, Screenwriter Award		Screenwriter
	Colaiste Bride	8	16	TY Nation Street <a href="http://www.youtube.com/watch?v=T868HhvOVnY">http://www.youtube.com/watch?v=T868HhvOVnY</a>	Drama	Mobile Shorts
	Colaiste Bride Resides: Palmerstown	Individual	15	The Adventures of the 3 Amigos <a href="http://www.youtube.com/user/AineGavin15?feature=mhsn#p/a/u/2/OE0cQgIFD5U">http://www.youtube.com/user/AineGavin15?feature=mhsn#p/a/u/2/OE0cQgIFD5U</a>	Comedy	Mobile Shorts

**2011 Festival, continued**

<b>Participant (individual names not included)</b>	<b>Location/Group Affiliated with</b>	<b>Number involved</b>	<b>Avg Age</b>	<b>Film Entered</b>	<b>Genre</b>	<b>Award Category</b>
	Kingswood Heights	2	15	What the Hell you doin' to My Body?!!! <a href="http://www.youtube.com/user/martrbob?feature=mhum#p/a/u/1/j_WMbzS9BmM">http://www.youtube.com/user/martrbob?feature=mhum#p/a/u/1/j_WMbzS9BmM</a>  February 19, 2011 <a href="http://www.youtube.com/user/martrbob?feature=mhum#p/u/6/vm-AcFIOYSO">http://www.youtube.com/user/martrbob?feature=mhum#p/u/6/vm-AcFIOYSO</a>	Comedy Animation Comedy Animation	Mobile Shorts
Firhouse Community College	Firhouse	23	15	Animal Testing Centre New Kids on the Block	Comedy Documentar y	Young Filmmaker, 14 – 18
Tallaght Young Filmmakers	SDCC, Tallaght	12	16	Spooked Interview in Progress	Horror Comedy	Young Filmmaker, 14 – 18
TY Pobalscoil Iosolde,	Palmerstown	12	15 ½	The Bus Magic Headphones Cans	Comedy Comedy Comedy	Young Filmmaker 14 – 18
	Knocklyon / Templeogue	3	19	10 People, 1 Question	Documentar y	Young Filmmaker, 19 – 25
Ronanstown Film Club	Ronanstown / Neilstown	7	16	Our Community, Our Place	Documentar y	Young Filmmaker, 14 – 18
CPLN, Mental Health Group	North Clondalkin	4	15 – 17	Mental Health Awareness	Drama	Young Filmmaker, 14 – 18

**2011 Festival, continued**

<b>Participant (individual names not included)</b>	<b>Location/Group Affiliated with</b>	<b>Number involved</b>	<b>Avg Age</b>	<b>Film Entered</b>	<b>Genre</b>	<b>Award Category</b>
	ITT Reside: Blessington Rd	4	22	Whiskey and the Jar	Film Noir	Young Filmmaker, 19 – 25
Tillerman Productions	ITT Reside: Ballyfermot	8	23	Bad Reception	Comedy / Drama	Young Filmmaker, 19 – 25
		4	18	The Void In Duality (not shortlisted)	Drama	Young Filmmaker, 14 – 18
	Tallaght Comm Sch	Individual	16	Three films, DVD not burned so not viewable		
	Old Bawn	Individual	17	Event-ful Week (not shortlisted)	Documentary	Young Filmmaker, 14 – 18
<b>TOTAL Participants entering festival</b>		<b>95</b>	<b>17</b>			

The 2009 Festival saw a number of entries largely from the Tallaght and Rathfarnham / Terenure Electoral areas. In 2010 and 2011 the Festival opened up more broadly to include more entries from Clondalkin and Lucan Electoral areas. This is felt to be due to the growing relationship with the Youth Services in Lucan, Clondalkin and Ronanstown as well as through school-based projects in Clondalkin.



15 films each were entered into the 2009 and 2010 Young Filmmaker Award. 6 films were entered in the 2011 Mobile Shorts Award and 7 screen plays were entered. 14 films were entered in to the 2011 Young Filmmaker Award.



In 2009, a total of approximately 73 young people entered the Festival Awards with 83 in 2010 and 95 in 2011. The average age of participants across each Festival is around 17 years old.

In 2009, there were 10 entries to the 14 – 18 category for the Young Filmmaker Award and 5 for the 19 – 25 category. In 2010, there were 10 entries for the younger age category and 5 for the older. In 2011, the Mobile Shorts and Screenwriting Awards went across the full age range of 14 – 25. For the Young Filmmaker Award that year, there were 11 for the 14 – 18 category and 3 for the 19 – 25.

It appears that there has been consistency of numbers participating across the festivals in terms of submission in both age categories. The genres consistently submitted are comedy, horror, documentary (though limited) and drama.

## METHODOLOGY

Different methods of evaluation were employed for different festivals.

In 2009, participants who submitted work to the festival were asked to describe on their application forms what other opportunities in film for young people they would like to see happen in the County. Additionally, a survey was handed out to 35 people who attended the festival. There were 15 responses.

In 2010, no formal evaluation feedback was gathered at the festival, however participants were asked on their application form to describe opportunities in film they would like to see happen for young people in the County.

In 2011, surveys were presented at the animation and screenwriting workshops and on both Festival nights (2). These surveys were designed and administered, with the help of volunteers, by the Marketing and PR Assistant Intern. The response was:

- 11 out of 12 participated in evaluation for the animation workshop
- 11 out of 12 participated in evaluation for the screenwriting workshop
- 28 out of 127 who attended the festival screenings on Friday and Saturday

Evaluation was also conducted in relation to the NOISE Flicks internship programme. The methods were as follows:

- Pre-internship questionnaires completed by each intern
- Regular review meetings
- Post-internship questionnaires completed by each intern



## FINDINGS

### Attendance Figures

Below is a break down of attendance figures for the Festival. Of those surveyed, the majority of people who have attended NOISE Flicks would attend again and would also visit RUA RED and / or a NOISE event again.

Year	Event	Attendance
2009	Festival Screening	79
2010	Festival Screening	63
2011	Animation Masterclass	12
	Screenwriting masterclass	9
	Special FX Make-up	15
	Friday film screening	49
	Saturday film screening	78

The large number of group films that were short listed for the 2010 and 2011 festival caused a large number of individuals to be put on the waiting list. Unfortunately, on the night, not every individual in each group attended, which lessened attendance numbers for each event. It appears that limiting each group to a cap of crew members that can have free tickets might be necessary to allow for other bookings.

12 young people attended the *Animation Masterclass* ranging in ages from 15 – 25.

Age range is as follows:

Age	Number of participants of that Age
15	5
16	1
17	1
18	2
24	1
25	1

These individuals for the *Animation Masterclass* came from the following areas:

Area	Number of participants from that Area
Tallaght	4
Clondalkin	3
Rathfarnham	2
Blessington	1
Citywest	1

9 young people attended the *Screenwriting Masterclass* ranging in age from 14 – 19. Age range is as follows:

Age	Number of participants of that Age
14	1
15	5
16	2
18	2
19	1

These individuals for the *Screenwriting Masterclass* came from the following areas:

Area	Number of participants from that Area
Tallaght	4
Clondalkin	2
Dublin 20	2
Kildare	1
Dublin 10	1
Lucan	1

Further, these individuals in the *Screenwriting Masterclass* attend the following schools:

School	Number of participants from that Area
Palmerstown Community School	3
Colaiste Bride, Clondalkin	2
St. Kevin's, Deansrath (Clondalkin)	2
St. Paul's Greenhills	1
Templeogue College	1
Lucan Community College	1

1 person did not state which school they attend.

9 young people attended the Special FX masterclass despite their being a maximum number of 20 and a waiting list prior to the day the workshop was held. No specific data was gathered from the Special FX masterclass.

## **Promotion of Festival:**

### **Attracting Participants**

The addition of a Marketing and PR Assistant Intern to the NOISE Flicks team greatly added to the promotion of the festival overall.

- 1 individual found out about the Screenwriting competition via CPLN
- 1 individual found out about the Screenwriting competition through attending the master class in Screenwriting
- 1 individual learned of the Mobile Shorts competition through attending the animation workshop
- 1 individual learned of the mobile shorts competition through email and facebook



- 3/15 individuals who responded to the 2009 Festival survey stated that there was more publicity needed
- 1 individual heard about the 2011 Screenwriters award through a family member
- Publicity has regularly occurred via: the Irish Press Releases website (2009 – 2011);
- The expression of interests put out in 2010 raised awareness of the festival for people that had not previously known about it. This included film schools, secondary schools and individual young people. One individual stated, “I read a small piece in the Sunday Tribune that mentioned a film competition. That led me to [www.noisesouthdublin.com](http://www.noisesouthdublin.com)”.
- In the 2011 application form, one individual stated, “I think that NOISE Flicks and the South Dublin County Council Arts Office and [their staff] are doing great work in promoting film opportunities for young people, plenty available and great value and support”.

#### **Attracting Attendees:**

- The addition of a Marketing and PR intern on the NOISE Flicks staff greatly increased promotion and press of the event in the run up to the workshops held in February and the festival weekend in March. More detail on this breakdown is provided in the Internship section of this report.
- Surveys conducted at the Animation and Screenwriting workshops as well as the Festival weekend demonstrated that individuals of all ages found out about the events in the following ways:

<b>Method of promotion / hearing about Festival</b>	<b>Number of people</b>
School Principal/Tutor/Teacher	12
RUA RED website	9
RUA RED email	7
NOISE Website	6
Email	5
Family	5
RUA RED Brochure	4
Facebook page	4
RUA RED walk-in	3
Youth Arts Coordinator	3
Friend	2
Recommendation	2
Echo Newspaper	1
At another NOISE Flicks 2011 event	1
Twitter	1
Community Centre	1
Council Intranet	1
Flyer/Poster	1

A large number of people learned of the festival through word of mouth or email newsletter. In addition, schools seem to be the most popular way in which young people, more specifically, found out about the event. Many adults found out via RUA RED promotion.

For the 2011 Festival, attending workshops were some of the first times in which young people had heard about NOISE South Dublin and NOISE Flicks.

#### Young people's knowledge of NOISE

	Yes	No
Have you attended any NOISE events or workshops before?  11 / 21 young people responded to this question	1	10
Have you heard about the NOISE Flicks Youth Film Festival before? 21 / 21 young people responded to this question	8	13
Have you visited the NOISE website or Facebook page? 21 / 21 young people responded to this question	8	13

Out of those who attended the Screenwriting workshop, 2 had attended the Animation workshop and one had been a part of the NOISE Battle of the Bands, a competition that ran annually in the autumn from 2006 - 2010.

During the Festival Weekend, the make up of the audience was of mixed ages. 28 people responded to the survey questions. The majority (22) are from South Dublin County and equally between postcodes D24 and D22. 5 individuals were from Dublin City, 1 from Wicklow and 1 from Kildare.

Age	Number in that age bracket
10	1
14	2
15	7
16	5
17	4
18	3
25	1
28	2
37	1
45	1
59	1

28 / 29 of these individuals of mixed ages had previously heard of RUA RED. 21 / 29 had heard of NOISE South Dublin prior to the festival events in March, and 21 / 29 had heard of NOISE Flicks before. Of those, 12 had previously attended a NOISE event. These are detailed below:

Previous NOISE event attended	Number who stated this event
Animation Workshop	3
Scriptwriting Workshop	2
Both Animation and Scriptwriting	3
NOISE Flicks Youth Film Festival 2010	2
Battle of the Bands	1
Special FX Make-up workshop	1

### **Promotion at the Close of the Festival**

At the conclusion of the 2011 Festival, links made with the local newspaper, The Echo, by the Arts Office and the Marketing and PR Intern allowed for promotion of work made by the young people who entered the festival competitions. A full-page article with 7 photos was featured in The Echo on Thursday, March 31<sup>st</sup>, 2011. The article described the festival and awards presented for the Young Filmmaker Awards night and mentioned specific schools and groups who had taken part. The involvement of South Dublin County Council and RUA RED was also mentioned.

### **Suitability of Venue:**

Across the festival years, participants and attendees have commented on the suitability of the event. One or two professionals involved have commented on whether or not the festival screening venue could be larger, however it is felt that the response to the calls does not as of yet indicate a need for moving to a larger screening room. One participant stated, "Rua Red is a fantastic and diverse art space."

***"Just wanted to email you to let you know that my son went to the screenwriting workshop at the weekend and said it was fabulous. He managed to complete a script on the day and loved every minute of it. He said the tutor was excellent. Thanks for organising such good workshops"***

**Parent, 2011**

### **Enjoyment of Workshops**

- All individuals found the animation workshop enjoyable and 2 out of 12 young people felt it was better than expected.
- All individuals who replied to the survey found the screenwriting workshop enjoyable and 4 out of 7 young people who responded felt it was better than expected.
- Of the animation workshop, the overall experience of participants was extremely positive, with only two critical comments that mentioned the warmness of the Mac Lab on a sunny day and some difficulty in finding sound effects on the programmes being used.
- Young people taking part in both 2011 workshops stated that these activities are an opportunity to meet new people, learn new skills, hang out with friends and have fun.
- The screenwriting workshop brought additional levels of enjoyment for young people, particularly around having the opportunity to explore and share ideas with one another, and to watch films while examining screenwriting techniques. There were only two critical comments, which included a desire to interact more with other participants in the workshop and some confusion around instructions given.

- All facilitators leading the workshops had an enjoyable time.

### **Enjoyment of Festival Weekend**

- 15/15 who responded to the 2009 Festival survey stated that they enjoyed the night. Statements given included: "it was brilliant" and "it was awesome"
- Regarding the 2011 event, the majority of people surveyed were happy with the programme's content. Some stated that they had "great fun", found the event "informative", "interesting", and "entertaining".

### **The festival provides new opportunities:**

- It provides an event at which to show work
- It provides support for individuals to produce work via masterclasses and competitions
- The awards give new chances to realise work, not only via the mentoring provided for the Screenwriter but also via the bursaries: "Really amazing to get some prize money as well! We certainly will put it to good use".
- The talks and working with industry professionals are felt to be a great opportunity, enjoyable and a potential to make contacts and learn new skills.

### **Positive Outcomes for participants:**

- A young winner of NOISE Flicks 2009, starred in Ken Wardrop's short film, Return to Roscoff (2010/11). Wardrop stated he was so impressed with the young actor in the film Zartog, that he requested he audition for Return to Roscoff. The young person travelled to France with his father for the film shoot.
- Winner of NOISE Flicks 2010 also won FRESH Film Festival and appeared on the Tubridy Show, RTÉ One radio programme, with Pat Shortt in March 2010.
- 2 participants in the Mobile Shorts competition learned about Tallaght Young Filmmakers through participation in the 2011 Festival events and joined the group. One has since been offered work experience for her Transition Year at Filmbase.
- The Screenwriting Award winner feels the competition allows for an opportunity to produce work as well as a chance to gain valuable experience in filmmaking and working with a crew and a greater understanding of the process of turning a script into a film

### **The festival helps build the confidence, pride and ambition of young filmmakers:**

- Regarding judges' feedback: "Thanks very much for that Tori, its a boost of confidence to hear that sort of feedback."
- Individuals whose films have since been posted on NOISE or Facebook have commented on their own films, such as: "THATS MY VIDEO!" and "i was part of that video :)"
- In 2011, certificates were given out for the first time for all who were shortlisted. This seemed to give a level of acknowledgement of

accomplishments made by filmmakers and writers that had not been given in previous festivals.

- The festival has a positive impact even on those who do not win awards, as one participant indicated, “Hey ... Thanks for Friday... it was a great night, i really didn’t think [my script] was gonna get shortlisted, this should really help me in the future.”

### **Positive industry reaction to the festival**

Industry professionals feel the festival is diverse and showcases interesting and impressive talent. A number of quotes from professional involved are listed below:

***“I really enjoyed Saturday night’s festival. The films were impressive and interesting, as were their makers. It gives me great hope to see such a diverse group interested in telling stories in these ways. I also enjoyed meeting ...the team and of course Nicky who is so unassuming about his talents!”***

Guest Speaker, 2010

***“...Thank you for having me the other night. I enjoyed the talk and talking to all the young filmmakers that attended”***

Filmmaker / Screenwriter, 2011

***“I’m excited and honoured to be a part of this year’s NOISE Flicks Festival. It’s going to be an amazing weekend and I can’t wait to meet and work with Dublin’s creative young people”*** Special FX Make—up Artist, 2011

### **Opportunities to Offer in Future**

All participants who took part in festival competitions, excluding those who entered the Screenwriting competition, were asked what other film opportunities they would like to see offered in South Dublin County. 1 person did not reply to this question. These included:

- 3/15 who responded to the 2009 Festival survey made suggestions for improvement of the overall programme. These included:
  - showing more films over a longer period of time (This was addressed in the 2011 festival)
  - include more specific categories for film submissions with guidelines
  - Give awards for specific types of filmmaking, i.e. documentary, animation, comedy etc...
- Films that involve acting (2011)
- Animation (2011)
- Action project for film (2011)

- Competitions (2010)
- Free monthly screenings of local filmmakers work with a Q and A afterwards (2010); possibility of allowing local filmmakers to meet up and network, discuss ideas and meet new people that could help them out, without any age restriction (2011)
- More festivals and film clubs in the South Dublin area (2010)
- Showings, workshops and opportunities to make work (2010)
- Workshops and events (2010)
- Workshops in editing, acting, screenwriting (2011)
- Photography (2011)
- Awards for more categories in the film festival, such as acting, editing (2011)
- More opportunities for young people to become involved in a practical capacity, more film clubs (2011)

In addition, there were other workshops suggested by participants of the Animation and Screenwriting workshops that could be offered in RUA RED and /or as part of NOISE Flicks:

- Computer courses
- Photography
- More animation workshops
- Movie-making courses
- More music workshops
- Screen-printing
- Visual Art
- Film Reviewing
- Acting Workshop
- Directing

A few individuals have suggested free food and drink, more film screenings, and demonstrations of Special FX as well as more events.

### **Areas of Improvement**

- One individual commented about the Special FX workshop during the survey for the Festival Weekend. The Special FX workshop had a number of young people attended whom the facilitator had already met through another workshop; this made it difficult for new people coming into the group. Some introduction games could be planned to ease participants in workshops and help them get to know one another.
- A few individuals felt that the Friday night event for the Festival weekend was too long. One commented that the industry talk was too long.
- Individuals also commented on the impression of a high price of drink sat Café 24.
- It has become policy of NOISE Flicks and NOISE South Dublin to ensure that all films screened present a warning for audience. This addition appears not only on the website but also on the NOISE Flicks programme and is based on feedback from the Youth Service. The statement is: Please Note: Some of the

work presented here may contain scenes and/or images that some viewers may find disturbing. The films presented here are artistic works created by young people and do not necessarily reflect the opinions or views of NOISE South Dublin and/or South Dublin County Council. Viewer discretion may be necessary.

- The festival could open up the Award categories to more closely recognise 'editing' via the RUA RED award. Further categories and potential awards could be considered.



***“The NOISE Flicks festival is a great opportunity for young people to engage with industry professionals in a relaxed environment”***

**Participant, 2011**



## **NOISE Flicks INTERNSHIP PROGRAMME: EXPECTATIONS and FINDINGS**

NOISE Flicks Youth Film Festival 2011 included two internships, one in Marketing and Public Relations and one in Graphic design, for young people ages 16 to 25 who study or reside in South Dublin County. The aim of these internships was to provide this age group with hands-on experience in various aspects of events planning as well as gain the input of young people on the running of the Festival.

NOISE Flicks Work Experience positions were organised by South Dublin County Council Arts Office and RUA RED.

### **Marketing and Public Relations Assistant**

Duties include:

- Working closely with the Graphic Design Team
- Participating in the development and implementation of promotional programmes for the Festival.
- Research media through which the Festival can be best marketed
- Assist with scheduling of the events
- Work closely with Festival organizers in developing a marketing plan
- Provide administrative and clerical support which may include writing press releases, liaising with the press and answering queries regarding the festival

Length of Internship and key dates: December 8<sup>th</sup> 2010 – March 26<sup>th</sup> 2011

Required skills and qualities for the post:

- An interest in film
- An interest in learning more about event planning and marketing
- Positive attitude
- Self motivation
- Willingness to learn
- Good teamwork skills
- Be dependable and reliable
- Confidence in communicating with the public

Support provided:

- Advice, support and mentoring from Festival organisers on marketing and public relations
- Advice, support, and mentoring on CV writing
- Use of telephones and computer/printing facilities in RUA RED
- Transportation costs
- Meals provided during the week of the festival
- 2 free tickets to all festival events
- Networking opportunities

## **Graphic Design**

Duties include:

- Working closely with the Marketing and Public Relations Team
- Design artwork for NOISE Flicks posters, flyers, and programme (printed promotional material)
- Liaise with printers

Length of internship: December 8<sup>th</sup> 2010 – February 26<sup>th</sup> 2011

Support provided:

- Advice, support and mentoring from Festival organisers on design of flyers, posters and programmes
- Advice, support, and mentoring on CV writing
- Use of MAC Lab in RUA RED
- Transportation costs
- Meals provided during the week of the festival
- 2 free tickets to all festival events
- Networking opportunities

Required skills and qualities for the post:

- An interest in film
- An interest in gaining experience in graphic design for events promotion
- Demonstrated skills in graphic design
- Positive attitude
- Self motivation
- Willingness to learn
- Good teamwork skills
- Be dependable and reliable
- Experience in Adobe Photoshop or Adobe Illustrator.
- Knowledge of Adobe Fireworks and Adobe InDesign desired, but not essential.

## **The Internship**

As stated previously, decisions to develop these internships were based on feedback from young people themselves. A desire was expressed to gain more experience in and knowledge of the arts and creative industries.

In addition, a short work experience programme for two students studying graphic design in a third level programme was piloted in 2010 by RUA RED and South Dublin County Council's Arts Office for NOISE Flicks. This experience had influenced the two organisations to take a more formal approach to any work experience and internships taking part with the festival.

It should also be noted that NOISE Flicks also involved volunteers to greet guests and assist with evaluation during the festival weekend.

## **Promotion of the Call:**

Promotion of the Internship occurred via the following organisations:

- Voluntary Arts Ireland
- Artsmanagement.ie
- Dublin universities and business schools as well as technology institutes
- Local email list, including youth services, schools, young people (NOISE South Dublin) and arts practitioners / artists

The community of practitioners, teachers, and youth workers gave positive remarks at the promotion of the two internships stating that they felt it was a great opportunity.

Seven applications were received for the Marketing and PR Assistant Internship and three were received for the Graphic Design Internship. 3 people were selected for interview for each position. Interviews took place at RUA RED.

- One intern noticed the posting on the Arts Management website: <http://artsmanagement.ie>, which was a website recommended by a friend because of its arts-related news and job advertisements

The feedback below is from the 2 interns who were selected to participate in the programme for NOISE Flicks 2011.

### **Application Process**

- *The process was clear.* 1 individual felt that the application process was “very straightforward and easy to download/complete”.
- *The process was efficient.* 1 individual commented that they received confirmation of receipt of their application “almost straight away” and “was contacted for an interview within a week”.
- *The process was professional.* 1 individual stated, “I found the interview to be professional, informative and un-intimidating.”

### **Potential new audiences resulted from the internship**

- *The application process informed people about NOISE Flicks who had not previously known about the festival*
- *The application process informed people about RUA RED who had not previously been to the arts centre.* 1 individual stated, “I thought that RUA RED seemed like a creative, fun and pleasant place to work in”.

*It should be noted that all individuals interviewed stated that it was their first time visiting RUA RED*

## Expectations

The expectations of interns at the start of the programme were:

- *To gain work experience in the arts/media industry.* The Marketing and PR Intern felt that the internship offered a chance to apply previous editing and writing experience to “become a better-rounded candidate for an arts/media industry based career”.
- *To gain experience in and/or awareness of the administrative, advertising and design side of the arts/media industry.* The Marketing and Pr intern expected to gain hands-on experience in administration, writing up of press releases, contacting press. She also expected to be able to observe and gain an understanding of the various roles/professions within both RUA RED and the NOISE Flicks team. The Graphic Design Intern hoped to gain an understanding of all stages of the design process from brief to concept to delivery and print.
- *To receive advice on CV writing and career development and the opportunity to make new contacts in the arts/media industry.*
- *To be part of something “worthwhile...interesting and rewarding” through working with and learning from others with similar interests.*
- *To learn more about arts opportunities available in the community.*
- *To receive support and guidance from professionals involved with festival.* The Marketing and PR Intern expected to benefit and learn from the knowledge of professionals
- *That the internship would provide experience directly related to the Intern’s own career ambitions.* Specifically, the Marketing and PR Intern had envisioned working in a press-office situation as part of a festival or arts-related organisation in the future, and that the role would directly relate to any future career. The Graphic Design Intern was interested in learning more about a potential career option.

## Overall Experience

- *Expectations for the programme were met by both interns.* One stated, “My duties were exactly as described in the job spec. In fact I felt I was entrusted with even more responsibility than I initially thought I would be and felt I was treated fairly, more like an equal than as an intern.”
- *Inclusive.* Both interns felt that the decision-making processes for design and branding were collaborative among themselves and the professionals involved.
- *Developmental.* The Marketing and PR intern was introduced to a professional in the field to hear about her experiences and gain advice. This

was a very positive experience for the intern. She felt she was “given great guidance and advice throughout the entire process and feel fairly confident about being in a similar position in the future”. In addition, the Graphic Design Intern received a mentoring session from a professional in the field. The internship was felt to renew interests in certain areas of work for one while also giving that same person the impression that they are now suited to work in the field in which they interned.

- *Respectful.* The tasks given were not felt to be overwhelming, but at the same time were felt to require much more responsibility than “coffee runs”. One stated, “I never felt as if I was being given the jobs that no one else wanted to do...I never felt taken advantage of or exploited in any way. I got the impression that the people really cared and wanted to help me get started on my career path and offer me whatever advice they could. I also felt my opinions and thoughts were always taken into consideration.

### **Outcomes—for Interns:**

- *Physical output of work put in.* The Graphic Design and the Marketing and PR Intern were proud and happy with having “actual physical evidence /results” of work / input to take away upon completion of the internship.

***“I enjoyed working in such a creative environment. I also had the opportunity to do some networking and made some fantastic contacts that I hope will be useful at some point in the future. I loved interacting with the youth and the people who attended the festival. I think it really reinforced the importance of RUA RED and festivals like NOISE Flicks and I will definitely do my best to support similar projects in the future.*”**

NOISE Flicks Intern, 2011

- *Learning Gained.*
  - Marketing skills were developed
  - Skills in promotional techniques and strategies
  - Skills in writing press releases and speeches
  - A greater understanding of the significance of graphic design and advertising to promotion
  - Insight into the significance of social networking sites, such as Facebook, for event promotion.
  - Understanding of the need for project plans that are flexible
  - Understanding of the need for “good communication”

- Understanding that design clients require more than one concept or draft to consider and spark further discussion and ideas
- Skills gained in Mac OS, Photoshop and design
- Both interns are now in paid employment and feel that the NOISE Flicks internship has contributed to that.

### **Outcomes for Organisations**

- *The press and promotion for NOISE Flicks 2011 was the highest of the three festivals.* This quantity is felt to be based on the fact that there was staff dedicated solely to promotion of the festival. Additionally, it is felt that having young people (the target audience of the festival) on staff helped local/youth promotion of the festival. The following press and promotional coverage was given to NOISE Flicks 2011:
  - Dublin Event Guide 193, February 2011. This guide is for free events only, but they still promoted the NOISE Flicks 2011 workshops
  - The following websites promoted the festival:
    - Filmbase, the screenwriting workshop, Zombie Bashers / Stephen Sheild's talk and the festival (with Aidan Gillen's involvement)
    - Irish Film and TV News for the overall festival
    - Entertainment.ie, Feb 2011 of overall Festival
    - Visual Artists Ireland, Animation workshop
    - Fwix.com, the Screenwriting workshop
  - Interview of South Dublin County Council's Youth Arts Coordinator on Dublin City FM, February 2011
  - Interview of South Dublin County Council's Youth Arts Coordinator on Dublin South FM 93.9 for the overall festival, February 2011
  - Interview of South Dublin County Council's Youth Arts Coordinator on Ulster Radio, March 2011
  - The Echo, for workshops; the festival weekend and promotion after the weekend concluded
  - Totally Dublin printed an interview of Terri Pinnell by the Marketing and PR Intern
- *Resources available for future young filmmakers.* The Marketing and PR Intern conducted interviews of the various industry professionals who took part in the festival. These appear in an Appendix L and can now be left as a resource for other young filmmakers beyond the life of the 2011 festival.

### **Recommendations for future internships.**

Recommendations for future NOISE Flicks internships are detailed below. It should be noted that being able to deliver these recommendations are based on office / desk space as well as the capacity to support and manage more than two interns over a longer period of time.

- Explore the possibility of initiating an internship position for someone to get experience developing the festival programme
- Consider taking on more than one intern in each area as it might be good for support and company.
- Try to provide the intern with the same workspace every day if at all possible

NOISE Flicks would like to acknowledge the following partners for their support with the festival over the last three years:

