

**FIND a story programme example**



**1. Application**

Roxanne applies: she is interested in discovering hidden fashion and lifestyle stories in Hackney, her home borough, but doesn't know in what format/how.

**WEEK 1**

**Workshops:** Research fundamentals; data analysis

**Task:** Find a cause you care about and back it up with reliable resources. 1st pairing.

**2. Start**

Roxanne is selected for a cohort, based on matching her interests and motivation to the core values and resources available. She begins her journey with 5 fellow YP; they work in pairs throughout.

**WEEK 2**

**Workshops:** Sustainability and ethics in fashion; Earth Logic

**Task:** Understanding the implications of the cause selected in 1st exercise and its impact on stakeholders. 2nd pairing.

**3. Critical thinking, ideation & planning**



**WEEK 4**

**Workshop:** Concept creation & ideation

**Task:** Write up key insights and visualising the first story. 3rd pairing.

**WEEK 3**

**Workshops:** Interview techniques; project management; budgeting & pricing

**Task:** Interview with a person of interest; write up. 3rd pairing.

**WEEK 5**

**Workshop:** Storytelling & mood boarding

**Task:** Storyboard & plan a story about your local area. 4th pairing.

**WEEK 6**

**Workshops:** Creative direction; styling; photography/videography

**Task:** Prepare a feature pitch backed up by visuals assets, insights and references. 5th pairing

**4. Story pitching & technical skills**



**WEEK 8**

**Workshop:** Sustaining your creative practice: finding work, client liaison

**Task:** Mind-map & business plan for future projects. Individual task.

**WEEK 7**

**Workshops:** Presentation techniques; online PR & marketing

**Task:** Prepare in-person & social video presentation of a story.

## WEEK 9

**Workshop:** Researching & resource gathering

**Project milestone:** The group shares insights with mentors who help identify focus areas and next stages.



## 5. Tutoring & production

Roxanne decides to take part in 3 projects which have been pitched by her and/or fellow students to the OFF team. Roxanne leads on the production of a clothes area guide to her neighbourhood. Roxanne is interested in writing and editing, so collaborates with 2 other fellow YP on photography/videography & graphics/layout to bring her idea to life.

## WEEK 10

**Workshop:** Ideation, storyboarding & project planning

**Project milestone:** The group produces story board & logistics plan: budget, kit, locations, collaborators, interviewees.

## WEEK 12

**Workshop:** Editing & post-production

**Project milestone:** The group finalises the content of the feature. As they want an interactive element, a new tutor specialising in UX is introduced to the group to help with production.



## WEEK 11

**Workshop:** Visualising, recording and data gathering

**Project milestone:** The group goes on location to conduct interviews, research, and produce visual recordings.



## 6. Publishing

At the end of week 12 the project is presented to the OFF team for review before publishing.