

One of the best ways to show the wider world and community what we do here at Catalyst is by giving them the chance to see how it's like from the inside and showing them what it's like to be a part of this diverse and creative community in Berlin.

With our students ambassadors project, we would like to ask 15 students to give us an insider view on their own journeys at Catalyst. We've come up with a list of topics/mediums to explore from the start of 2020. For this semester we will select a group of 15 students across our 5 programmes: VFX, EMP, CAP, Screen Acting and FILM.

From FEBRUARY you can collaborate/submit a selection of media from the list below until the end of the school year. As we know you're all pretty, we will only require two collaborations per month. We have a few different mediums to explore but would also accept your own creative ideas on features or content proposals. By June 2020 you will need to have submitted a **minimum of 8 of collabs** in total:

WRITTEN

- blog stories
- features
- reviews
- profiles

STILL IMAGES

- picture series,
- behind the scenes
- reportage

MOVING IMAGES

- video diaries
- behind the scenes

SOCIAL MEDIA

- IG takeovers
- Live events

How do I sign up?

Send an email to storytelling@dbsberlin.net with a short line telling us the reason why you'd like to participate in this programme and a quick description or example of what your first two collaborations would look like. Deadline 20th of January.

We'll confirm the student ambassadors via email/Moodle from the 31st of January.

In return for sharing your stories, which you will be duly tagged/credited for, we'd like to offer you:

- **1 hour of dedicated photography** - fresh shots taken by our school's collaborating photographer (Ian Dunham)
- **Brand building masterclass** - a dedicated masterclass on how to build your brand and launch it in the industry of your choice by our tutor and brand specialist Philip Röder.
- **Storytelling workshop** - workshop guided by our storytellers Deanne Ball and Temi Hollist Rest to guide you through the creative process required to start planning editorial content that will help you tell your story and journey. They will also review and help you improve your online profile descriptions.
- **Dedicated story** - a dedicated feature on our blog about your work, projects, music, etc - that will serve as a future reference you can link to.
- **1x free guest list and 2x drinks** for you and your guest for the Etikett Radio party in the spring and the end-of-year celebration.

What type of stories would we like to see:

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Stories about your industry, creative arts, technology, industry leaders, sources of inspiration, etc...

How does it feel to be an artist in this industry of today, what inspires us to pursue our creative passion, why do we feel the need to express ourselves in creative ways, how are we exploring the world of arts, where is technology taking our creative practices and which role does it play in our lives? All these topics shed light on your motivation behind studying with us and also express our learning method and vision.

Stories about Your personal and artistic journey

We want to know about your development on both professional and personal levels while here in Berlin. What are the skills you're working on? What are you experiencing in and outside of the school?

Stories about Your experience at Catalyst

What are the toys, tricks, techniques and tools you're learning and playing with?
What activities, classes and projects are giving you foundations, inspiring you or helping shape your portfolio?
How would you describe this place to someone who has never studied here?

With every piece of content, we also aim to reflect some of our community's values

Inspiring - Playful - Progressive - Unconventional - Empowering
The benefits of "learning by doing" and project-based curriculums

Blog stories

- Class reviews - pick one of your favourite lessons and tell us about it
- My inspiration - write about the things/people/ideas that interest or motivate you in your field of study

Features and reviews

- Review your new favorite albums, artists, films, events, or trends in your industry
- Review new pieces of technology, equipment, books, techniques

Report

- Tell us about the latest film or music festival you've attended, an exhibitions you've visited, a conference or panel talk...

Extracurricular activities

- Write about student initiatives going on around you, guest sessions, or events you partake in

Interviews and profiles

- Interview a classmate or tutor about their art, experience, projects, vision, etc,

Still image content ideas

catalyst

Picture series

- Pick a topic to illustrate visually for a picture story on our blog / gallery on Instagram. Eg: steps involved in setting up a piece of gear

Behind the scenes

- Document visually what goes on in your favorite classroom, during the production of a creative project
- Send us a picture with a detailed description or short story

Reportage

- Send us a few pictures from an event you attended with a short description

Projects and more projects

- Our teaching method is based on project-based learning. Pick one of your favorite projects and talk us through the creative process

Your creations!

- Share your new track, radio show, short film, music video, film stills or clips

Behind the scenes

- Document the behind the scenes of your film, acting or music project production

Host your own content

- Tutorials, interview with a classmate about a new project or creative idea
- Show us how you manage your workflows or a specific technique

IG takeovers

- Show us what a week at Catalyst is like on our IG stories (Week in a life of a filmmaker, music producer, actor etc)
- Take us behind the scenes for a specific event that you're attending
- Interview a tutor, student or special guest
 - Vlog series / behind the scenes look of your forthcoming productions; e.g. short film, music video or EP production release.

Live events

- Go live from one of our studios during a production or recording session
- Host a live feed from a film shoot and answer questions from the audience
- Live performance/ music / set
- Go live from the Etikett Radio booth

DO

- Confirm all series ideas with the storytelling team ahead of starting.
- Submit descriptions, references, links or profiles to include when submitting content, don't make us follow-up for more details.
- For still images and video - make sure quality/resolution are fit for online publication.
- Mind the formats for specific channels:
 - Instagram posts: *Square 1:1; Landscape 1.91: 1, Portrait 9:16; Portrait 4:5*
 - Facebook: *Square, Landscape and Portrait*
 - Website: *Square, Landscape and Portrait*
- Mind the file sizes for the specific channels:
 - Instagram posts: Max 15MB
 - Facebook: Max 4GB
 - Website: Max 4GB

BUT DON'T

- Use offensive language and unsettling visual references - remember we're part of a diverse and tolerant community.
- Be so serious! It's ok to be funny or sarcastic as long as we're not offending anyone.
- Create content around drugs, heavy alcoholic drinking, "kinky-ness" - let's not frighten anyone's parents!
- Be shy!