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## Your Creative Product

Teams are required to develop a digital package which is compelling and creative. Teams should consider how they will make the biggest impact, stand out from the crowd, and use their talents to be persuasive and demonstrate passion for the cause.

Due to social distancing regulations, you must use technology to support teamworking, research, the development of your creative product, and the submission of your final work.

### Points to consider:

- How will you work as a team? How will you delegate tasks and areas of responsibility?
- How can you use the skills and talents within your team? Do you have a budding film director, animator, poet, artist or performer?
- Consider which creative element, or combination of elements, would be most impactful.
- Make sure you refer to the submission success criteria – you don't want to end up with style over substance.
- Develop the story behind the numbers, facts and figures (while recognising that charity contact will be limited due to the ongoing pressures faced by many organisations).
- What will be your closing message? What do you want your audience to do – your call-to-action?
- Could you create something that the charity can potentially utilise through their social media channels to promote their cause?

Please see below some tips and examples based on our experience of digital products through YPI:

### Spoken word:

Make people pay attention. Challenge thoughts and ideas and create emotional impact through powerful spoken word. Mediums such as stories, poems, monologues, slam poetry and rap can be incredibly persuasive and elicit emotion from your audience. Check out [Tony Walsh](#) and [George the Poet](#) for inspiration.

### Creation of a video or animation:

Video or animation can be very powerful in terms of storytelling. Below are some examples for you to consider; what makes them persuasive, impactful and engaging? There are lots of free apps which enable you to make videos and stop motion animations including: [Kinemaster](#), [Flipaclip](#) and [Stop Motion Studio](#). Consider what format your video will take ensuring that it can be viewed by others, MP4 or MOV are preferable.



#### Banchory Academy –

- Are you left with a clear understanding of the social issue and the impact it is having on the community?
- What makes you pay attention? How is the story built up throughout the video? Do you feel connected to the girl?
- What is the closing message and call to action?

#### Lourdes Secondary School –

- How are facts and statistics shared in an engaging way?
- Are you left with a clear sense of what the charity does, and how many people it supports in the community?
- How is music used to create emotive impact?
- What is the closing challenge to the audience?





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### International School Aberdeen –

- How does the use of a personal story make you feel? Does it support your understanding of the need for such a service to exist?
- How has imagery been used throughout to tell the story?
- Is the creative use of drawing and animation engaging?



### Hazlehead Academy –

- How is music used to create an emotional impact?
- How is stop motion used to tell a story and show the impact of the social issue?
- Does it have an emotional impact on you?

### Emotive dance and music:

Storytelling doesn't always require speaking. Dance and music can be highly effective ways to elicit emotion through creative expression and movement. This example formed the creative section of a YPI presentation at **Alness Academy**. Consider how they use movement to tell the story.



### Production of an infographic or poster:

Posters or infographics can effectively engage an audience by sharing key message, facts and figures in a visually impactful way.

The example opposite was drawn live on stage during the YPI 2019 National Event. It captures key themes, messages and quotes. Think about how this example grabs your attention.



### Narration of a concise presentation:

Traditional presentation software, such as PowerPoint or Prezi, can be utilised. However, it will be important to think about how you might make these as creative and impactful as possible, for example the use of infographics, limiting the amount of text per slide or narration of the presentation (utilising the 'record slideshow' function).