

The Lydia Plus Osteoporosis Digital Media Prize @ QMU

For the creative production of digital media to highlight the public health issues surrounding osteoporosis

Through research and education, the Lydia Plus Osteoporosis Project aims to work with healthcare staff to increase awareness of the public health issues surrounding osteoporosis.

We wish to offer the opportunity for emerging digital content creators to use their medium to create a narrative which highlights the key messages on bone health we wish to disseminate. These include public health messages on nutrition, exercise and other lifestyle factors to ensure good bone health and identification of those at risk of the disease. Please refer to our webpage

www.lydiaosteoporosis.org for further information on the Lydia Plus Osteoporosis project.

Criteria of applicants:

- Applications should be a groups which consist of:
 - QMU final year UG students, PG QMU students or recent QMU graduates (graduating within the last four-years);
 - Multidisciplinary, from at least two different courses (cross-Division and/or cross-School is encouraged but not essential)
 - A mixture of creativity and technically minded ensuring the project can be undertaken by the group.
 - At least one member of the group being available on **13th December 2022** to deliver a livepitch.

This competition is **open to all programmes of study. We are keen for collaboration across Film and Media and Health Sciences. In order to use the QMU Digital Editing Suites and equipment, groups must include a QMU student or recent graduate who has already been trained in the use of the suites. With this, it is anticipated that groups will include at least one student from Film/Media or BA Media and Comms programmes (this is only essential if the QMU Digital Editing Suites and equipment are to be used).*

Key Contacts:

- Dr Karen Matthews, Lydia Plus Osteoporosis Project, kmatthews@qmu.ac.uk
- The Development and Alumni Team - development@qmu.ac.uk
- Graham Drysdale, Lecturer in Media, Communication and Performing Arts – gdrysdale@qmu.ac.uk
- Walid Salhab, Lecturer in Media, Communications and Performing Arts – wsalhab@qmu.ac.uk

The brief:

- The creation of engaging digital content of any genre including animation to relay the public health narrative of osteoporosis
- To be used extensively in health care professional education
- The piece must be around 10 minutes long and no less than 4 mins.
- Be based around the key concepts about osteoporosis which will be presented at the networking event run by the Lydia Osteoporosis team on 22nd September 2022.



Prize

- There will be one prize of £4,500.
- The winning work will be used extensively by the Lydia Plus Osteoporosis Project and partners (which include the NHS)

Judging criteria

All applications will be judged on the following criteria:

- Sticking to the Competition brief.
- Engaging digital content.
- Clear message / story telling.
- User friendliness.
- Appropriateness for audience of health care professionals but also accessible to general public.
- Multidisciplinary approach.
- Budget – within budget stated.
- Production schedule.
- Competence in delivery.

Application Process

Stage 1

- We recommend that interested students/recent graduates attend an introductory workshop and networking event early September (date TBC) which is delivered by the Lydia Osteoporosis team. If you are unable to attend please get in touch so we can facilitate meeting potential working partners.

Stage 2

- Student groups should submit a proposal for a piece of digital content. Each proposal is likely to include:
 - a story board or similar
 - a 500 word outline of the proposal
 - examples of the students' previous work
 - a production schedule
 - budget (this should be no more than the prize money of £4,500)
 - QMU Academics will undertake a shortlisting process if required.
 - Submissions can be made to development@qmu.ac.uk

Stage 3

- Shortlisted applicants invited to stage 3 will then take part in a live pitch to a judging panel at which the panel members can ask further questions about the proposal.
- The panel will then select one winning groups, which will be provided with a £4,500 prize to

complete the work. *Note: this group will be selected a QMU academic member of staff to supervise the project.*

- The judging panel will include (at minimum but not limited to):
 - At least 2 x members of the Lydia Osteoporosis project
 - At least 2 x members of relevant QMU staff.

T's and C's

- Ownership of all the digital content created will rest jointly with the creators, QMU, and the Lydia Osteoporosis Project.
- QMU media equipment will be available to all winners to help create their content (free of charge). All teams must consist of students/graduates trained in the use of equipment.

Timeline (dates TBC)

Month	Activity
4pm 22 nd September 2022 (TBC)	Call. Workshop and networking event
20 th October 2022	Launch
w/c 31 st October	Shortlist of candidates
w/c 7 th November 2022	Live pitch. Please note at least one member of each group must be available to deliver a live pitch.
w/c 27 th Feb	Submission of film
w/c 5 th June 2023	Launch film