



WELSH BACCALAUREATE

Advanced

Enterprise and Employability Challenge

Into Film Cymru

INTO FILM

Available for assessment from June 2018

PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Digital Literacy**, **Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

BRIEF

Into Film is a UK-wide film education organisation that aims to ensure that film is at the heart of every child and young person's life and learning. In Wales a bespoke programme is delivered by Into Film Cymru who work with schools, colleges and youth organisations across the nation.

Into Film also works closely with the Film Audience Network of Wales to provide opportunities for young people to interact and get involved in their local film venues and art centres. These opportunities can help young people to grow and flourish, gain entrepreneurial skills and experience enterprise in a working environment.



Experiencing an **innovation venture** provides an opportunity to develop and demonstrate a wide range of skills, qualities and attributes. This Challenge enables you to put forward an innovation proposal for a **film festival**. As an individual or group (3-6 members) your challenge is to promote and plan a film festival (2 or more films) for a specific genre at your local film venue. You will need to research all areas involved with hosting a film festival, from liaising with the local venue to programming, advertising, film licensing and budgeting.

You will need to identify, reflect on and develop the skills, attributes and experiences necessary for your chosen destination. You will also need to take into account additional factors such as the job market, recruitment procedures, your lifestyle expectations and the part played by managing personal finances in pursuit of your chosen destination.

By creating a digital **Destination Passport** you will be able to gather and showcase the skills, attributes, experiences and qualifications higher education and employers are looking for. By focusing on your future ambitions you can tailor the Destination Passport to match your career aspirations.

Resources

www.intofilm.org

To find your nearest venue: <http://fhw.hoffi.com/about-us>.

Contact details

Into Film Cymru, S4C, Parc Ty Glas, Cardiff, CF14 8DU

www.intofilm.org

welshbacc@intofilm.org