

The Brief



Facebook are looking for a **filmmaker to create an exciting and inspiring 60-90 second video** to promote the launch of an upcoming mission to space and tell the story of Australian Edu-tech company **Cuberider**, and their mission to inspire the next generation of innovators, entrepreneurs and critical thinkers.

Cuberider delivers a revolutionary educational program that introduces students to STEM (Science, Technology, Engineering & Maths) subjects. They turn students into rocket scientists by getting them to code an experiment that is run on the International Space Station (ISS).

In their first year, 1000 students from 60 school across regional and metropolitan Australia have participated the program. Their experiments will be launched into space on December 9th from Japan. **The film should be a creative and engaging video that highlights the Cuberider vision/mission and inspires students, parents and teachers to discover how cool STEM can be through our educational program.**

The film will also promote the launch countdown to #Mission2016, which will be streamed via Facebook Live on December 9th, 2016.

In order to help a broad audience understand who Cuberider is and what they're doing that is so special, the video should explore the following elements:

- This is Australia's first government approved mission to space. It will comprise of experiments of 1000 students from 60 schools across Australia.
- Cuberider's vision is to equip today's students for tomorrow by instilling passion for, and capability in STEM.
- Cuberider's mission is to inspire the next generation of big thinkers by giving them access to normally inaccessible learning environments.
- Creative Proposition: 'Discover the classroom with no ceiling
- The event will be streamed live from multiple locations around Australia with an interactive Q&A you can participate in.

Ideally the filmmaker will also be able to provide a re-edit of the video post-launch, to incorporate the rocket launch footage into the final video.

Background

Cuberider is the first Australian organisation to win government approval to fly a mission to space. On the 9 December 2016, Cuberider will make history when the experiments of 1000 students from 60 schools across Australia will be launched into space to the International Space Station (ISS).

Cuberider delivers a revolutionary educational program designed to support Science, Technology, Engineering and Mathematics (STEM) learning in secondary schools. Its mission is to excite and inspire young people about STEM and its importance in solving the challenges of the 21st century.

We give them the tools to design experiments that are tested in space on the International Space Station (ISS). The program uses a hands-on learning approach that engages and challenges students and allows them to use imagination, curiosity, critical thinking and problem solving – the skills they will need to solve tomorrow's problems.

The Problem

Over the next 20 years, almost half of all Australian jobs will be digitally disrupted. Around 75% of the fastest growing occupations require STEM knowledge. That's why it's critical that today's young people are skilled in STEM so that they can become the thinkers, innovators, makers, leaders and problem solvers of tomorrow.

The Audience

Australian High School Students

- 14 – 16 year olds. These are the high school students who typically do the program. The current way they are taught is through textbooks. Cuberider gives them a hands on personal experience, something few education programs provide.
- High School students generally.

High School Teachers and ‘active parents’

- The program can only be adopted with the consent of the school/teacher, so its important that the video also speaks to the about the powerful experience that Cuberider provides and inspire them to also want to teach this and recommend it to their school.

What do they think and do now?

Young people are turned off by school, especially science, it’s not cool. The STEM subjects seem boring, they typically ask “when am I ever going to use this!” They’re disengaged and disconnected with the benefits of undertaking STEM subjects, so they are not enrolling.

What do we want them to think and do?

We want to spark their curiosity with opportunity to take part in their own space mission and inspire them by demonstrating how Cuberider gives them learning opportunities only limited by their imagination.

Inspiring the students should cause them to visit Cuberider.com to find out more

The impossible to ignore proposition?

Discover the classroom with no ceiling

How can we back this up?

Thanks to Cuberider, young people now have unprecedented access to space. Using our hardware flown to the ISS and the data downloaded from it, every student in Australia has the opportunity to design an experiment and analyse the data.

Thanks to Cuberider learning opportunities are now only limited by their imagination. #Mission2016 experiments range from studies on the effects of living in space on Astronaut health, to music created from space data, to the investigation of pot holes in the Earth’s magnetosphere.

Please see Assets for reference of experiments creative by students in #Mission2016

Creative Direction

The video should capture the imagination, curiosity, critical thinking and problem solving that the students across Australian have employed.

It should be inspiring, engaging and exciting, and the tone of voice should make students and their teachers/parents to feel excited, enthusiastic and left with a sense of awe.

Pre-Production Considerations

Plan for mobile screen size: design boards and framing around shooting for mobile screen size and aspect ratio. Plan for **1:1 aspect ratio** as standard for Facebook and Instagram images and videos. Consider 2:3 (portrait). The vast majority of people do not flip the phones to landscape to watch video and 16:9 looks bad in an upright phone.

Make your story visually comprehensible. Plan for absence of sound: Determine how lack of sound will be handled for video and plan accordingly – i.e. shoot with room to add titles, plan for dynamic text, include SRT file for closed captioning at minimum.

Decide on your visually gripping upfront hook. You need to stop thumbs on your and you have under three seconds to capture their attention, so think about a visually arresting irresistible image. Something dynamic, surprising, or provocative.

Surprise the eye. Dynamic camera moves, speed ramps, jump cuts, zip zooms and the like.

Long takes that rely on heavy dialogue and little action should be avoided.

No long wide establishing shots. Wide shots of stunning landscapes don't look impressive on 1:1 on a mobile.

Post-Production Considerations

Plan for sound off and edit accordingly. Videos require inclusion of closed captioning at the very least and use of dynamic text and animation for optimal performance.

Edit against a 1:1 aspect Ratio for Facebook and Instagram content

Consider the edit of the first :03 – the most critical portion of your Facebook or Instagram video creative. How will you capture the viewer's attention?

Be thoughtful about including branding in the front of your video vs. a payoff at the end. If most viewers only see the first :10 - :15 seconds of your video, will they know what is being promoted?

Review your Facebook and Instagram content on mobile screens!

Clearances Required

Clearances for media *excluding* TV/Broadcast. Videos (including talent and music) need to be cleared for all media excluding TV/Broadcast, in perpetuity and in all territories.

Audio Requirements

Any voiceover will need to feature an Australian accent.

Assets

Please see below for the full list of Cuberider experiments and a style guide.

[cuberider-experiments-2016.pdf](#) (1.93MB)

[style-guide---cuberider.pdf](#) (1.71MB)

[cuberider-presskit.pdf](#) (7.25MB)

[cuberider-mission-patch.png](#) (452KB)

Video Deliverables

Video length:

60-90 seconds. Any additional cut downs would be a bonus.

Delivery format:

Video should be delivered in MP4 for web and in 1:1 ratio as best design for use on Facebook. Ideally a final edit will also be delivered after December 9th to include footage of the rocket launch.

Facebook

On the 11 November 2016, Cuberider will make history when the experiments of 1000 students from 60 schools across Australia will be launched into space on board the SpaceX Falcon 9 rocket at Cape Canaveral, Florida on the first Australian space mission to the International Space Station (ISS).

Cuberider delivers a... [Read more](#).

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How it works

Pitch a written/visual treatment to the brief. [Learn more.](#)



Pitch your idea!

The client selects a treatment(s).

If selected, you make the video.

Popular questions:

- [What is a Video Job?](#)
- [What is a treatment?](#)
- [What happens if my treatment is selected?](#)
- [How do I submit my existing Genero video?](#)



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