

THE MAGNIFICENT FACTORY

INSTRUCTIONS FOR CREATING THE PROJECT WORK

During the e-learning phase of the PCTO La Magnifica Fabbrica, you had the opportunity to learn about the history and amazing cultural and artistic importance of the Teatro alla Scala. You discovered what lies behind one of the most important institutions in the world: the daily work of countless professionals who bring their art not only on the stage but most importantly, behind the scenes.

For the Project Work phase, we ask you to collect this legacy and promote it among your peers nationally and abroad. Specifically, we ask you to make a creative video that represents and highlights the unique values of the Teatro alla Scala.

The objective of the video is engaging and passionate storytelling about the Theatre, stressing its characteristics and the curious facts that you have learned and would like to share with your peers, both Italian and foreign. To plan the video and create the final project, follow these steps.

PHASE 1 – BRAINSTORMING AND ORGANIZATION OF THE WORK

The Project Work of the Magnificent Factory is a class assignment, meaning that all members of the class, or at least those who have registered for the PCTO, must work on the same project. This must be a collective work. Working as a team is very stimulating and all stages of the work must be well organised, from the idea to the implementation, up to the final editing.

Therefore, we recommend that you set up actual working groups each dealing with a specific task. This does not mean that each group works independently of the others; on the contrary, coordination and cooperation are key.

Once the teams and their roles have been established, you can focus on the heart of the project, the core idea. What do you want to convey in the video? Which element you want to highlight?

To help you identify these elements, try answering the following questions:

- ▶ Had you ever heard of Milan's Teatro alla Scala before the PCTO?
- ▶ What is the element, story or characteristic that struck you the most?
- ▶ In your opinion, which profession will open up the most to digital technology in the future?
- ▶ Which of the professions you have become familiar with could benefit from and/or replaced by artificial intelligence?
- ▶ What skills do you think are necessary to perform the tasks described in the training module?

Based on these and other suggestions, also personal ones, structure the concept of the video, deciding the main elements such as the character/s, the setting, tone, topic, narrative view point

STEP 2 – WRITING

Once you have the outlines of the story you want to tell, figure out how to tell it. For this step, it will be helpful to write a short film synopsis, i.e. a story that shows in general terms what will happen in the video.

The synopsis is not just a narrative text, but a clear and concise product that helps to figure out the story briefly introducing the characters and the central theme exactly as you would see them on screen.

STEP 3 – FILMING

The story/ies you wrote will be guiding you through the fun part of the project: filming your video.

It is essential to be well prepared for this phase: make sure that the equipment you chose (smartphone, video camera, ring light, drones, microphones) is in good working order and fully charged. To be on the safe side, bring chargers, spare batteries or power banks. If your video includes dialogue or monologues, make sure the actors know their lines and are as spontaneous as possible.

Finally, don't be afraid to shoot and re-shoot a scene until you're satisfied: take the time you need to do a good job.

STEP 4 – EDITING

Editing is one of the most demanding phases of the project, where you give shape and meaning to the various scenes filmed. To complete the project and make it special, you can add sound effects and music, scene transitions, subtitles or superimposed text.

Remember that the video will have to be in Italian and English. You may:

- ▶ Make the video in Italian and add English subtitles;
- ▶ Make the video in English and add Italian subtitles;
- ▶ Make the video both in English and Italian, and translate the dialogue simultaneity.

STEP 5 – FINALISING AND LOADING

Finalise the video and watch it entirely, from begin to end a couple times, marking possible improvements you might bring to it. You could also show the video to someone outside the working group (friends, relatives or teachers) to get a more objective opinion. Again, don't rush to finish: take the time you need to handle every aspect of the video.

Once you are confident and satisfied with your work, upload it to the relative section following the instructions on the platform.

Many thanks to