

Cambridge Creative Encounters

Guidance for Applicants

The deadline for applications is **5pm, 1 July 2022**.

All applicants will be notified **by 15 July 2022** about the success of their application.

Before you start completing the application forms

IMPORTANT: Please note that the online application must be filled in one session. The form does not have a "save and return later" option. If you end your session without completing the form with your final answers, you won't be able to return to it. We recommend looking at the [pdf document](#) of the applications available under each section to prepare your answers and documents required in advance and start filling the online form once ready to submit.

About Cambridge Creative Encounters

Creative Encounters provides opportunities and funding to enable researchers to work with creative professionals and students. It challenges researchers to re-think the way they communicate their work and find creative ways to reach diverse audiences outside the academia, by transforming complex research into a visual language, such as film, illustration, animation, photography, theatre and poetry.

The combined skills of researchers and creative professionals bring research at Cambridge to life. Through these creative pieces, we hope to inspire and continue to reach wider audiences- and create opportunities for conversations and questions where we can each share our knowledge and understanding.

One of the long-term outcomes of the project has been continued collaboration between some of the researchers and filmmakers, films and animations have been screened in film festivals and researchers have used their outputs to reach new audiences including schools, charities, policy makers and patient groups.

Scope of the projects

This year we present four categories that you can take part in. All researchers can apply for one or all of the categories. Once the applications have been reviewed, we will notify the researchers regarding the categories they will take part in.



[Cambridge SHORTS](#)

Cambridge SHORTS is the continuation of a project to support researchers in making professional quality short films with filmmakers, illustrators and animators. Short films will be presented online and during the Cambridge Festivals to spark discussions and increase the visibility of your work.

Watch the short films from this and previous years here:

[Cambridge Shorts 2021](#)

[Cambridge Shorts 2020](#)

[Cambridge Shorts 2016](#)



[Cambridge SNAPSHOTS](#)

Photography can be a powerful tool to communicate with your audiences with no language, cultural, gender and age barriers. Whether you are a novice or have experience with photography, transforming your ideas into a timeless visual tool is just a click away.

Based around workshops, SNAPSHOTS will introduce the participants to the technical and conceptual fundamentals of photography, and engage in practical and experimental exercises to develop and refine each individual's final creative output for the project. Led by a professional photographer, the workshops will stimulate and guide each participant towards their exhibition piece. Final works will be showcased in an exhibition during Cambridge Festival 2023.



[Cambridge WORDS](#)

Have you ever wanted to discover how poetry can bring a new perspective to your research? How your words can engage new audiences with the subject you are passionate about?

WORDS is your opportunity to explore the wide worlds of poetry together with a poetry and public engagement professional. Selected applicants will work with a professional poet to explore different formats and to bring out the poetry that lies within your research for performance and for publication.



New Format

[Cambridge PARTNERSHIPS](#)

In previous years as part of this category researchers have collaborated with media students from a local further educational college. This year our researchers will form partnerships with visual, performing arts and media students from Cambridge Higher Education institutes. You will be paired with students to produce a creative piece of work based on your research. The creative outputs may be films, video games, animations, performance pieces, zine, digital media or podcasts amongst others.

Watch the short films created as part of Cambridge Partnerships 2020 and 2021 [here](#).

Format and timelines

Once all the applications have been reviewed, shortlisted researchers and creatives will be contacted **by 15 July**.

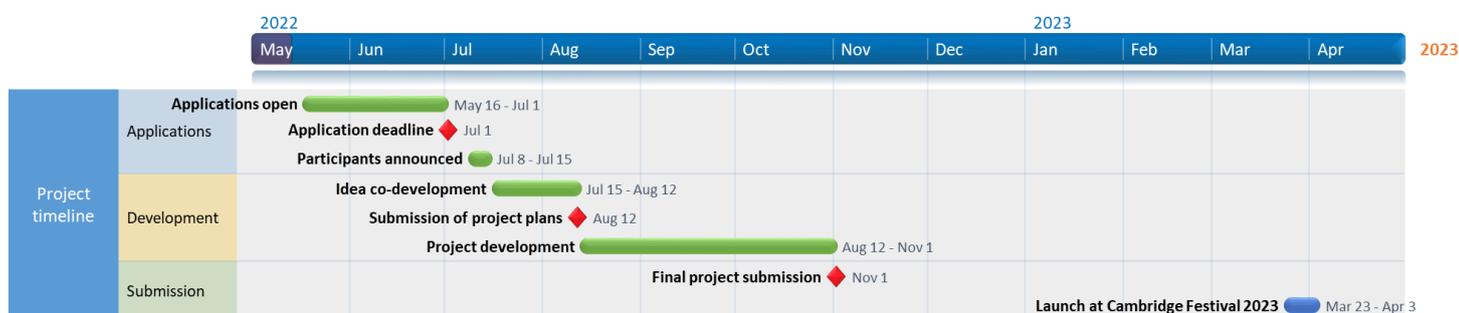
For the SHORTS category an introduction session will take place ONLINE on a suitable date for all parties between 15 July- 12 August to introduce researchers and creatives, and pairings will take place. During this session, we will provide an overview of Cambridge Creative Encounters, project timelines and deliverables.

For SNAPSHOTS category the initial introductory meeting and workshop sessions will take place IN-PERSON on a suitable date for all parties between 15 July- 12 August in Cambridge. Please note that we are not able to provide support for accommodation and travel. Please make sure that you are available to attend in-person sessions. All session dates will be confirmed jointly among the participants and category leads.

For WORDS category the initial introductory meeting will take place on a suitable date for all parties between 15 July- 12 August. The meeting will be held IN-PERSON or ONLINE based on the majority of applicants' preference. Please indicate your preference in the application form.

For PARTNERSHIPS category there will be an option available for ONLINE or IN-PERSON meetings with creatives. The initial meeting will take place on a suitable date for all parties between 15 July- 12 August.

All shortlisted researchers and creatives must attend their initial introduction session, on a suitable date for all parties between 15 July- 12 August, and following sessions as agreed within each group.



- 1 July** Application deadline for researchers and creatives
- By 15 July** Shortlisted candidates will be contacted. Pairing between researchers and creatives
- 15 July- 12 August** Initial meetings will take place for the co-development of project idea between researcher and creative
- 12 August** Submission deadline for project ideas and final budgets to project coordinators, this will be followed by a project meeting (via MS Teams or Zoom)
- 12 August – 1 November** Creation of final short film and documentary
- 1 November** Deadline for film submission
- December 2021-April 2022** Project presentations during Cambridge festivals and online

Additional support for researchers

All researchers will have access to the following resources:

- Bespoke trainings, such as “Research Storytelling”, “Social Media”, “Evaluation for Public Engagement”, “Public Engagement and Impact” to provide researchers with some key tips and advice on effectively communicating their projects, maximize their reach, as well as evaluation techniques to demonstrate impact of research and creative outputs.
- Promotional materials available from Cambridge Creative Encounters leads to promote your creative outputs before and after the launch of the project.
- Promotional support from the Cambridge Public Engagement social media accounts, the Creative Encounters social media and the Cambridge festival accounts.
- Opportunity to take part in the Cambridge Festival Launch.
- Support for and Invitation to opportunities to submit your works to festivals, competitions, outreach events and projects.

Assessment criteria

Applications will be assessed against the following criteria:

Clear project summary:

- a short compelling statement summarising project/research
- the intended contribution of chosen creative category to their research
- clear identification of target audience
- anticipated short term and long term impact
- Planned ways of use of the creative output/s after the festival launch

Added value: the applications should include how taking part in Cambridge Creative Encounters will be expected to develop or enhance the impact and reach of research/projects, additionally how final creative work aim to benefit both the applicant and their target audience.

All applications will be reviewed by a committee formed of members of the University Public Engagement and Impact Team.

Applications are treated as confidential.

Evaluation

Successful applicants may be asked to take part in Cambridge Creative Encounters evaluation reporting through interviews. They may also be asked to fill out a short feedback questionnaire during or after the project’s completion. It is important that all participants provide their feedback.

Progress and Final Reports

To measure Impact and to ensure future funding of the project, progress updates from researchers and creatives will be required after six months, or halfway through the project, and after a year. Updates will be submitted through the “Impact Table (this will be circulated in advance)” to record the use of creative outputs.

Further advice and support

Please contact Dr Selen Etingu-Breslaw, selen.etingubreslaw@admin.cam.ac.uk or Creative Encounters Admin, CreativeEncounters@admin.cam.ac.uk with any queries or for advice on your application.