

10<sup>years</sup>  
pennyappeal

# A PICTURE IS WORTH A THOUSAND WORDS

FILMMAKING COURSE  
WITH AWARD-WINNING  
FILMMAKER SHEILA NORTLEY

CHARITY NO. 1128341





# NEW AND EXCITING COURSES FOR SCHOOLS

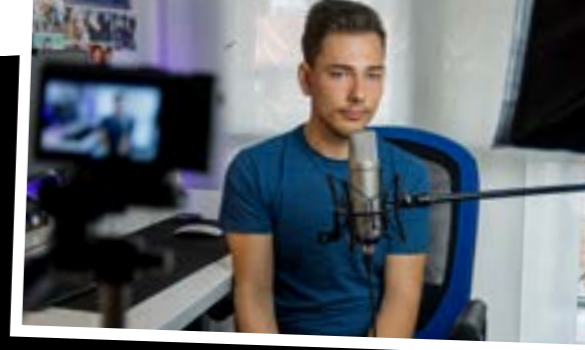
2

## THE WONDERFUL WORLD OF FILMMAKING

**'A Picture is Worth a Thousand Words'** is an exciting new filmmaking course for schools, introducing Year 9 students to the wonderful world of filmmaking.

Based in the UK, Penny Appeal is a charity that is dedicated to the contribution and betterment of society. Our content creation has rapidly grown in popularity amongst the youth, as we aim to empower young people, encouraging them to tell their stories and have their voices heard.

For this project we have partnered with Shelia Nortley, an inspirational filmmaker; as well as an award-winning team of talented industry professionals.



The programme delivers a high quality educational course that is also interactive and fun! So if you want to get your students involved in filmmaking...read on!



3

# PROGRAMME

Students will get the opportunity to create and screen their own film scenes in a one day course with industry professionals.

**WARM UP:** With Inayat Kanji

**TALK: The Art of Filmmaking with Sheila Nortley**

An inspirational talk on the art of filmmaking, character and story development.

**ACTING: Role Play with Inayat Kanji**

A fun and practical way to develop new and dynamic characters with a top working actor.

**CINEMATOGRAPHY and PRODUCTION: Filming tips; knowing your craft, pre and post production advice from Martin Ball and Ryan Harrison**

A presentation on camerawork; cinematography compositions and angles; lighting; location settings; sound; music and score; from industry experts, using your phone.

**CREATING STORIES: With Sheila Nortley**

Story generation and 'Thought Shower' session.



## FILMING

Students engage in a practical session, whereby they get to film their own scenes.

## LUNCH

## EDITING & DEBRIEF

The students learn how to edit their footage, all the while debriefing and discussing the challenges they faced and learning experiences gained from the experience.

## SCREENING AND DISCUSSION

We end the day with a screening of the students' films, followed by a group discussion and feedback session, where students get to hear the thoughts of their peers and the facilitators regarding the film scene they produced.



“

“We Hope To Inspire Young People To Follow Their Dreams And Encourage Them To Express Themselves.”

**Sheila Nortley, Filmmaker**

“

“This Is A Fantastic Opportunity For Students To Learn Directly From People Who Work In Film And To Get Their First Experience Behind The Camera.”

**Aamer Naem OBE, Penny Appeal Chief Executive**



# FACILITATORS

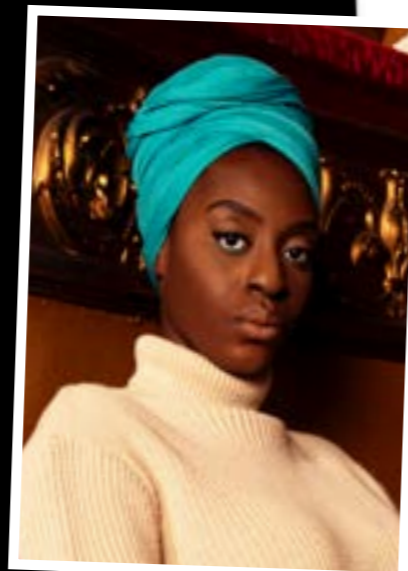
## SHEILA NORTLEY

Sheila Nortley is an internationally known award-winning screenwriter, who shot her first short film 'Eddie's Bar' in 2003. By 2006, whilst studying for her degree in Media and Communications at Brunel University, she launched a production company, specialising in music video production, documentaries and short films. This then led to her producing the neo-noir short film 'The Hydra', which won 'Best Film' in the BFM awards, at the British Film Institute in 2009.

In 2013, Sheila made her acting debut in the feature film 'Sable Fable', for which she was also the Associate Producer. The movie, directed by Steven Lloyd Jackson, premiered at the prestigious ABFF festival in Miami, Florida; where Spike Lee announced that it had won 'Best Film' and 'Best Director'. Further still, that year we also saw the completion of her first TV Pilot 'The Charlatans', directed by international film and television star Ashley Walters.

In 2016, due to her work in film; and as a result of her winning the 'Woman of the Future Award 2016' in Arts and Culture; and on account of her wider work; Sheila was invited to Buckingham Palace and 10 Downing Street to meet the Prime Minister. The following year, her film 'Limbo' was accepted into the 'Cannes Pan-African Film Festival'. Following this, she was then honoured by a formal invitation to become an Associate Fellow at the Royal Commonwealth Society, where she aims to use her new found position to create new initiatives, within the international network that she has now discovered and is a member.

This summer, Sheila filmed her eagerly awaited feature film 'The Strangers'. Set in an interesting and inventive dystopian world, the film reflects upon relevant and current societal issues and themes. With relatable and dynamic characters, it explores issues of faith and culture through the exciting genre of conspiracy/thriller. Furthermore, Sheila just wrapped her latest short film, 'Sometimes I Feel Like in Autumn'. The film stars the talented Johnny Ray Gill and Zaraq Abrahams.



# FACILITATORS

## INAYAT KANJI

Inayat Kanji began his Performing Arts career as a Rapper/Singer with Def Jam UK, following a talent competition hosted by Sony Records and Choice FM in 2001, judged by popular music groups Mystique and Another Level. Graduating in English Literature in 2006 from Essex University, and having achieved a Post Graduate Degree Certificate in Education from Brunel University in 2007, he then became an English and Drama teacher. However, in 2008 he made his acting debut, as the lead 'Layth Ali' in the international (and later to become) cult-feature film '313'. Thereafter, he made some brief appearances on television and film, with a role in Eastenders as an Imam, followed by some small roles in several CH4 film productions; and he even made an appearance in the hit British film 'Finding Fatima', boasting a great British cast.

Inayat also has an extensive experience of theatre and puppetry too; recently featuring on the BBC and ITV, due to his role in the first 'Great Muslim Pantomime'; and having played the lead as well as other main characters within popular pantomimes/theatre tours such as 'Sleeping Beauty', 'Ali Baba and the 40 thieves', and West Ends 'Jungle Book'; amongst others. He currently also plays the character 'Khan' in the popular you tube comedy series 'Corner Shop Show', and is a part of the viral comedy sketch group 'The Halalians', as well as the interfaith theatre troupe 'The MUJU Crew'.

Inayat is also a TV and radio presenter and producer, having worked for the likes of Virgin Radio, Ummah Sonic, The Muslim Vibe and British Muslim TV, amongst others. Further still, he is also a documentary filmmaker, currently presenting a hard hitting documentary series called 'On the Level', produced by TMV.



# FACILITATORS

## MARTIN BALL

Originally from Cornwall, Martin Ball relocated to Yorkshire to study Film and Television Production at the Northern Film School in Leeds. In 2014, he joined Penny Appeal and started working as a Video Editor in the charity sector.

However, soon after, having demonstrated his skills, his role expanded to producing, filming and editing multiple productions for both British Muslim TV and Penny Appeal; especially those that would focus upon and are from countries that have been hit by crisis, or that are suffering from extreme poverty. Subsequently, later in 2014, he then became the Head of Video Production at Penny Appeal (and Head of Post Productions at British Muslim TV).

With a passion for creating visually appealing documentaries with important narratives, Martin recently produced the documentary 'A Song Can't Burn', which was filmed on the Syrian border. The film was accepted into multiple film festivals, and notably won 'Best Documentary' this year at the Dam Short Film Festival in Nevada, USA.



# FACILITATORS

## RYAN HARRISON

Ryan studied Music Technology at the University of Huddersfield, where he achieved a (BA, hon) 1st. Thereafter, he went on to continue with further study, achieving a Research MA degree as well.

On completion of his studies, Ryan started a freelance career in Sound Engineering and Recording. Since then, Ryan has acquired over 100+ professional credits in the film and TV industry, working with some huge talents and stars, including the likes of Al Pacino, Arnold Schwarzenegger, Jonathan Ross and even Mike Tyson!

Ryan now holds the position of Studio Manager at British Muslim TV; and lectures part time at the University of Huddersfield.



# ABOUT THE CHARITY

**Penny Appeal is an award winning, global charity. Established in 2009, we provide poverty relief across Asia, the Middle East and Africa; by offering water solutions, mass feedings, orphan care, and emergency food and medical aid to those who need it most. Striving to deliver holistic aid solutions to over thirty countries around the world, we have also ensured that we twin each of our solutions with a project right here in the UK; focusing both upon international and domestic issues.**

Working to transform lives and empower communities all around the world, our projects are carefully constructed and designed so that accessibility and effectiveness is maximised; breaking the poverty cycle, ensuring a brighter future for all. Combining emergency support, short term relief and long term sustainable interventions, we operate a multi-facet approach to our work that enables us to save lives in times of emergency; yet

remain to assist and improve situations over the coming weeks; whilst also being available to continually support, transform and assist communities for years to come.

Our global programmes include 'Feed Our World', delivering food parcels to over thirty different countries; 'Thirst Relief', building wells, providing clean and safe water solutions to communities; and 'Education First', establishing fully equipped schools for children all over the world. Furthermore, Penny Appeal offer numerous programmes that focus on marginalised communities, such as, 'Open Your Eyes', providing life changing eye care to impoverished communities; or 'Adopt a Gran', focussing on helping the elderly; each with their own domestic twin project, at home, here in the UK.

