

	MORPH - ACTIVITY TECHNICAL FORM	
	Activity name & Related film	Make Your Own Morph Workshop / The Amazing Adventures of Morph: Pete's Top 5 Morph Clips incl. Grandmorph's Home Movies
	Summary & Context	<p>The iconic animated clay character Morph made his TV debut in 1977 and entertained an entire generation with his slapstick antics. Almost 40 years on, he is back with 15 brand new adventures, recently premiered on YouTube. Morph's early prototypes 'The Gleebies' were created by Aardman for Deaf children. He is a very simple-shaped character, that can make everyone laugh and be easily reproduced by all. Go on, create your own Morph adventures with this little plasticine man! As part of Slapstick Festival, kids and their families were invited to watch classic Morph moments both old and new on the big screen and to make their very own Morph model with expert model maker and animator Jim Parkyn from the Aardman studios. They also got to create their own Morph Stories with some storyboarding tips from Morph creator Peter Lord and access to a free downloadable app Animate It! We also presented a special family event with Morph's creator Peter Lord selecting classic and new Morph clips and, exclusively, the final episode in the latest Morph series.</p> <p>Aardman model maker / animator Jim Parkyn:</p> <p>"I think it's really important for kids and adults really professionally and starting off in either education & learning about animation to look back at the history of animation; from Willis O'Brian's work on <i>King Kong</i> and Ray Harryhausen in <i>Jason & The Argonaut</i> and up to <i>Morph</i> and <i>Wallace & Gromit</i> to see the different approaches."</p> <p>"A much simpler pared down thing like Morph is a really nice way into animation. It doesn't have to be a massive production; it doesn't have to be really expensive; all singing and dancing."</p>
	Venue	Watershed, Bristol, UK
	Partners (if any)	Aardman Animations, Slapstick Festival

Resources	<p>Resources</p> <ul style="list-style-type: none"> ➤ 1 x professional model maker ➤ 1 x workshop space with a large table & chairs set up in a U shape ➤ 1 x Morph's Home Movies & brand new adventures DVD (projection from a laptop) ➤ 2 x members of our team (facilitation + documentation/evaluation) ➤ Morph Storyboarding Notes ➤ Pencils ➤ Clay (0.16 kilograms per Morph) ➤ Wet wipes and cocktail sticks <p>Activity Context from Aardman model maker / animator Jim Parkyn: “Morph is beautifully simple. It’s a table top and some accessories and a box and a lump of clay; 5 and a half ounces of clay (0.16 kilograms) I think you can learn a lot from paring things down back to the raw ingredients.”</p> <p>“I think it’s really important for kids and adults really professionally and starting off in either education & learning about animation to look back at the history of animation. A much simpler pared down thing like Morph is a really nice way into animation. It doesn’t have to be a massive production; it doesn’t have to be really expensive; all singing and dancing.”</p> <p>“The great thing with stop motion especially model a model making workshops like this is that it’s for children from 5 to 95.”</p>
Number of sessions	1
Sessions' length	2 hours
Target Audience	Kids aged 6 - 11years old & 30 - 40 years old friends & families
Who engaged with the activity (how many and mix of people)?	<ul style="list-style-type: none"> ➤ Morph Screening + Model Making workshop sold out: 10 x kids and 7 x adults attracting a diverse group in terms of age and ethnicity. 80% were attending this type of workshop for the first time and stated that they would come back. ➤ Seeing Double! Morph and Chaz special linked family event with Peter Lord attracted: 152 Admissions incl. 56 children.
Output	<p>Everyone involved created a Morph and learnt about the Morph history, characters and stories with expert model maker and animator Jim Parkyn from the Aardman studios. They also got to create their own Morph Stories with some storyboarding tips from Morph creator Peter Lord and were given access to Animate It! a free downloadable app.</p>

Short – term outcomes

- Sold-out Workshop: 10 x kids and 7 x adults attracting a diverse group in terms of age and ethnicity.
- Everyone involved learnt how to create a Morph out of clay and about the Morph history, characters and stories.
- High levels of satisfaction from children and parents: attendees all enjoyed the experience using words such as "Most excellent", "fantastic", "Morphtastic" "Really enjoyed it" "brilliant".
- 80% were attending this type of workshop for the first time and stated that they would come back.
- The cross generational element was a success
- There were no requests for doing anything different
- This gave us the confidence to go on to run a similar workshop for Shaun The Sheep on a bigger scale (3 x workshops in a day all sold out.)
- In October 2015, we are also collaborating with the BBC to run a similar Morph workshop: Make your own signing Morph for Deaf & Hard of Hearing participants as part of the BBC See Hear Weekend.
- Aardman model maker / animator Jim Parkyn on outcomes: "I think today went really well. There was a really good group of people; some seeing Morph for the first time; some kind of growing up like me almost the same age as Morph so it was a really good mix of ages; we all came away with a Morph at the end of the day. I think there were some real budding model makers and animators out there, some really great Morphs, accessories and even Shauns; actually a really good standard."

Long – term outcomes

- Morph's Home Movies was made available to ABCinema partners by Aardman Animations on DCP and DVD for free for educational workshops. As well as running a ➤ Morph screening and workshop, we presented a special family event with Morph's creator Peter Lord selecting classic and new Morph clips and, exclusively, the final episode in the latest Morph series.
- The Morph films and workshops went on to be re-imagined for France (at Cinéma Jean Eustache, Pessac – Aquitaine in March, Rencontres de Gindou Cinéma in March and Cartoon de Toulouse for primary schools in September), Cinematek (Belgium) and were repurposed in Bristol for BBC SeeHear Weekender Oct 2015 at Watershed in Bristol, UK with a focus on Deaf and Hard-of-hearing children and their families.

ACTIVITY EVALUATION FORM – for partners' use	
What's distinctive / innovative?	<ul style="list-style-type: none"> ➤ Delivered as part of major Slapstick Festival, Bristol's Silent Comedy Festival (added value / cross promotion) ➤ Cross Generational interaction ➤ Mix of Watching & Making ➤ Hands-on - everyone involved has created a Morph and learnt something about animation ➤ Opportunity for participants to develop their animation after the workshop using a free app Animate It! and to access more moving image content via Morph YouTube Channel.
What were you hoping the impact would be?	<ul style="list-style-type: none"> ➤ Curious, engaged and excited children many experiencing archive film for the first time, making their first Morph, picking up something about model making and stop motion animation. He want them to leave wanting more and make sure they can access more online (YouTube, Animate It! app) and at Watershed in the future. ➤ Engaged parents / guardians wanting to come back for more ➤ Cross Generational interaction
How did you go about capturing evidence to support this?	<ul style="list-style-type: none"> ➤ Tell us what you thought" Morph board with labels for kids and labels for parents and a box to collect them. ➤ Photographs (including work-in-progress and finished Morphs), - Box office data
Who & What did you ask?	<ul style="list-style-type: none"> ➤ KIDS: One Word to describe your experience? ➤ PRACTITIONER: An audio interview of the Aardman model maker who is running the workshop What do you think worked well? What could we have done better? Why do you think it's important to have workshops like this one? Why does Aardman bring archive films such as the Morph back catalogue out via Youtube and be shown in educational contexts? ➤ PARENTS/CARERS What could do better? How did you find out about the event? Have you ever been to a screening or event here before? Would you to come back?
Key Learning: what have you learned as a result? What did staff and partner organizations think?	<ul style="list-style-type: none"> ➤ Making & Watching at the same time can work ➤ Partnership working was the key. The partnership with world renowned Aardman Animation and Slapstick festival was key in attracting participants and delivering an engaging and high quality and timely event led by a professional model maker. ➤ It was great to get participants have opportunities to continue developing their creative ideas (storyboard, Animate It! app) after the workshop.

What could you do better and what would you need to improve?

- More time was good: a mistake with the timings (we ended up with an extra hour) proved useful in allowing more time for participants to complete their Morphs and start the storyboarding process as part of the workshop rather than at home. This also gave us a chance to pitch future workshops and ask for feedback
- More space or more events: the workshop sold very quickly. In future we will explore using a slightly larger space and/or organise a series of workshops as part of a day rather than a one off.