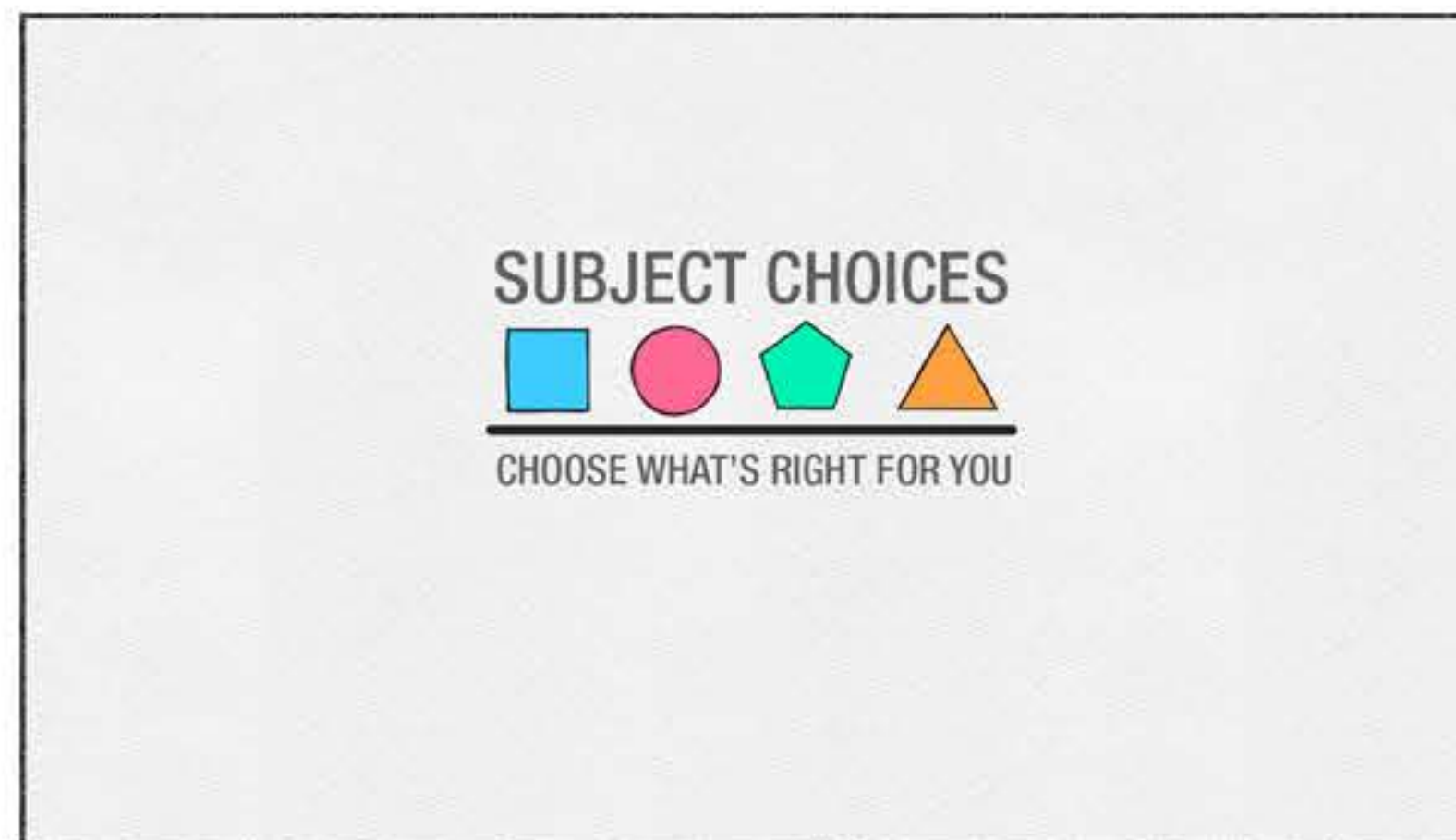
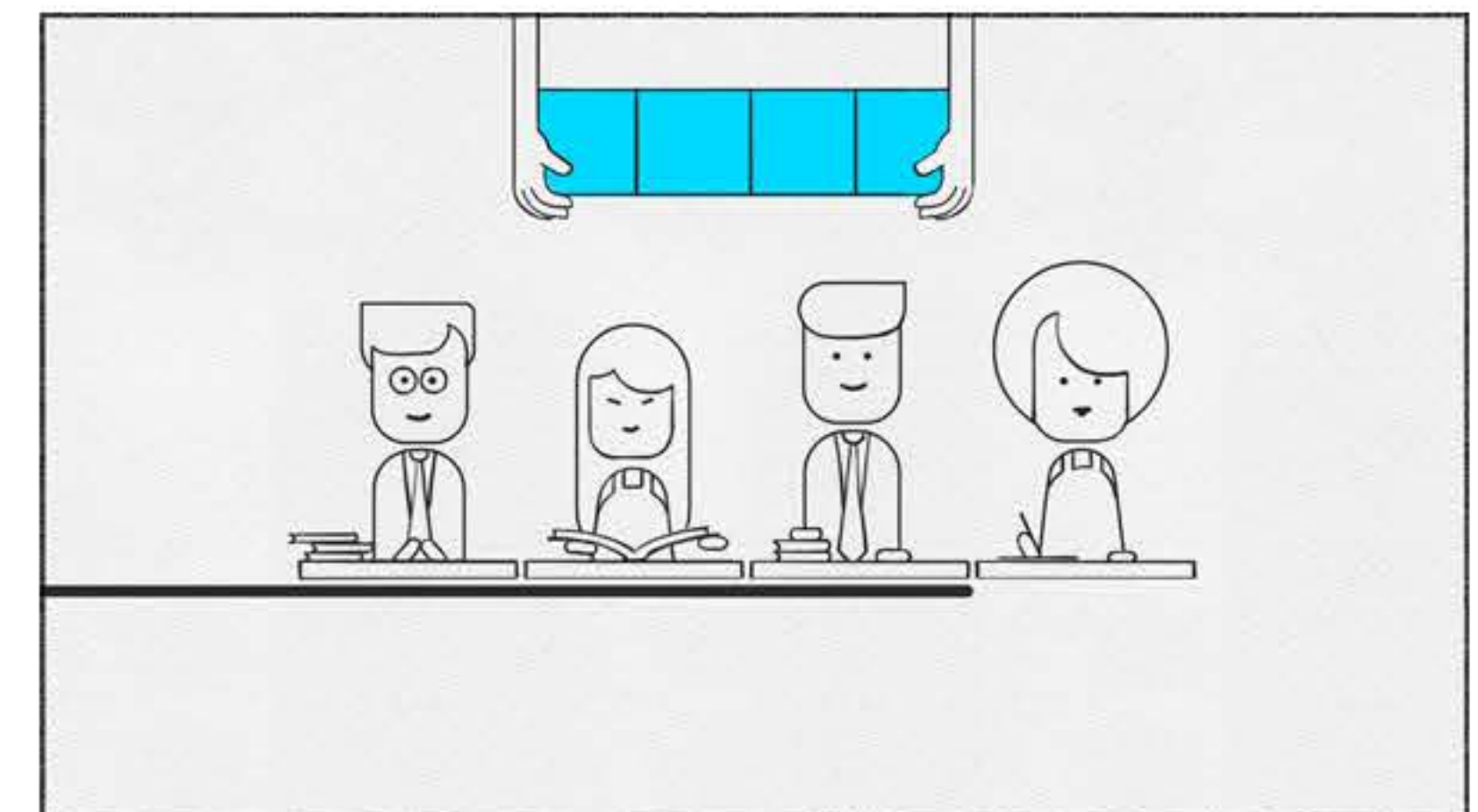


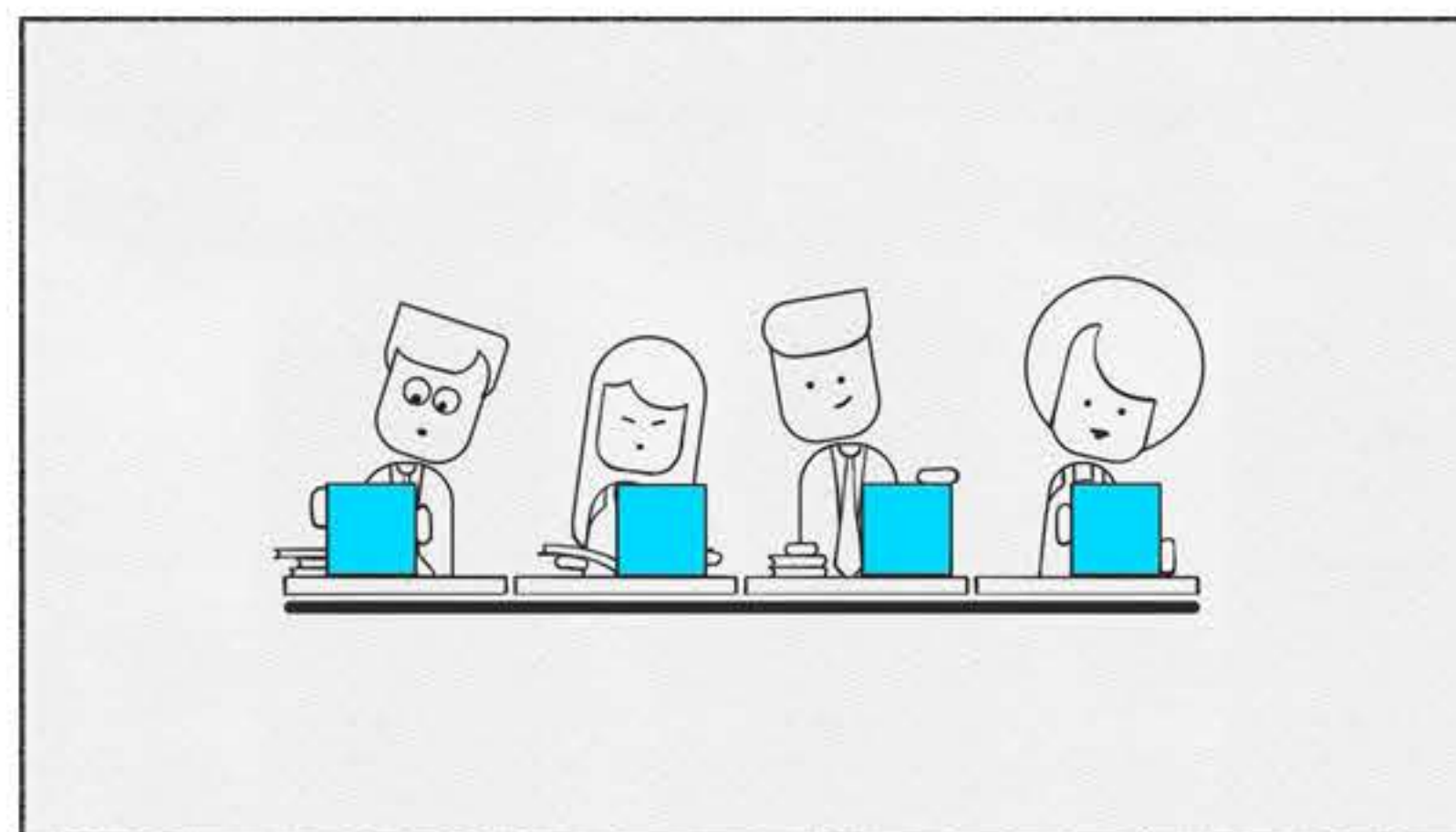
A line animates centre screen. Text appears.



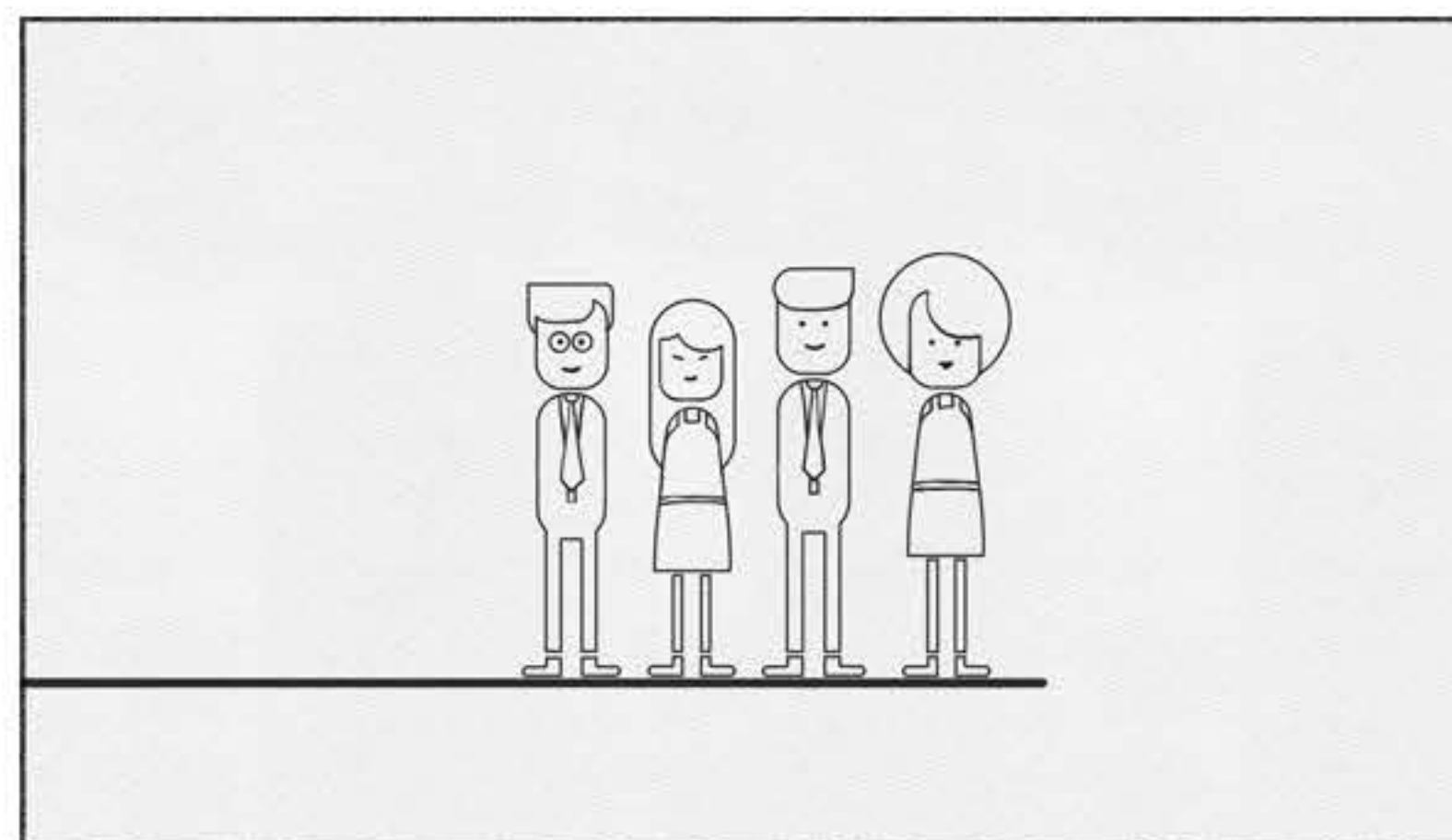
Different geometric shapes in varied colours appear to suggest different subjects. Text animates below.



VO: Until now, the choices about what you study
Line travels and introduces to the next screen.
School children of 13/14 years of different ethnicity sit on a school bench. A hand comes and drops identical squares on their desk from top.

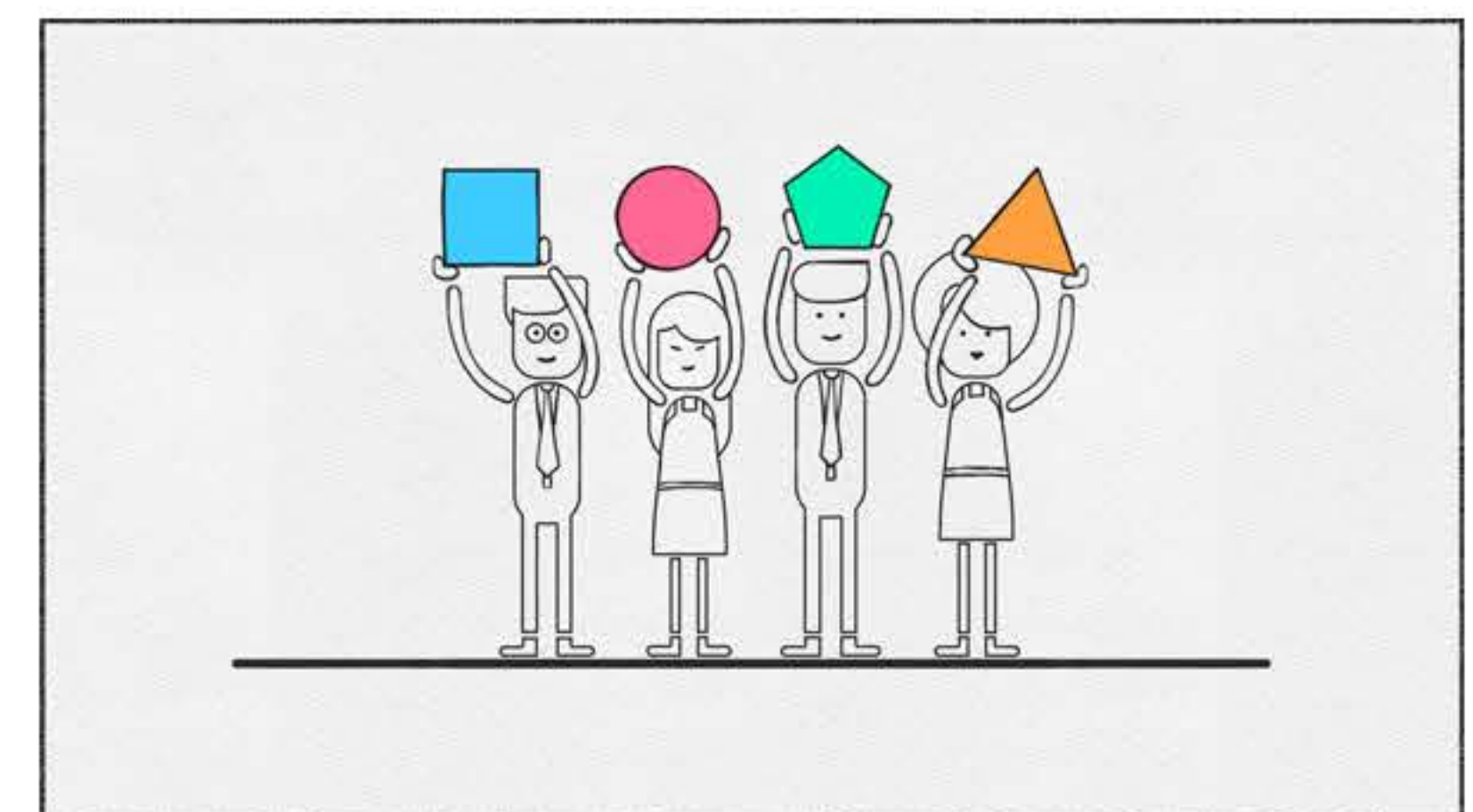


VO: have been made for you, ...
They look at their respective squares.



VO: ...but when you choose your GCSE subjects for years 11 and 12, YOU start to take control.

Line travels and takes us to the next screen. The students stand up ...



...and each hold different shapes with different colours.

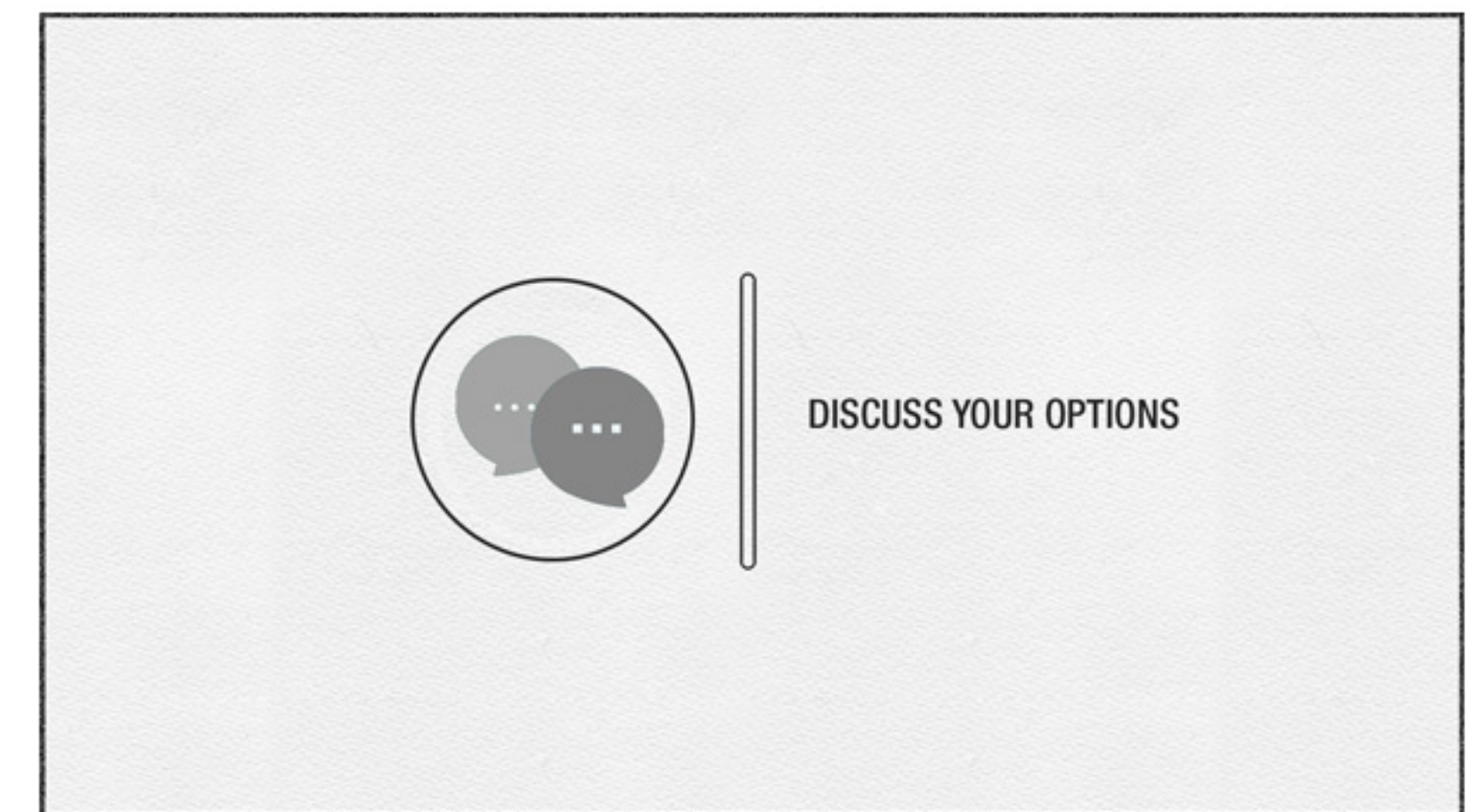


VO: So when you're choosing those subjects you should:
make sure that you have accurate, up-to-date information

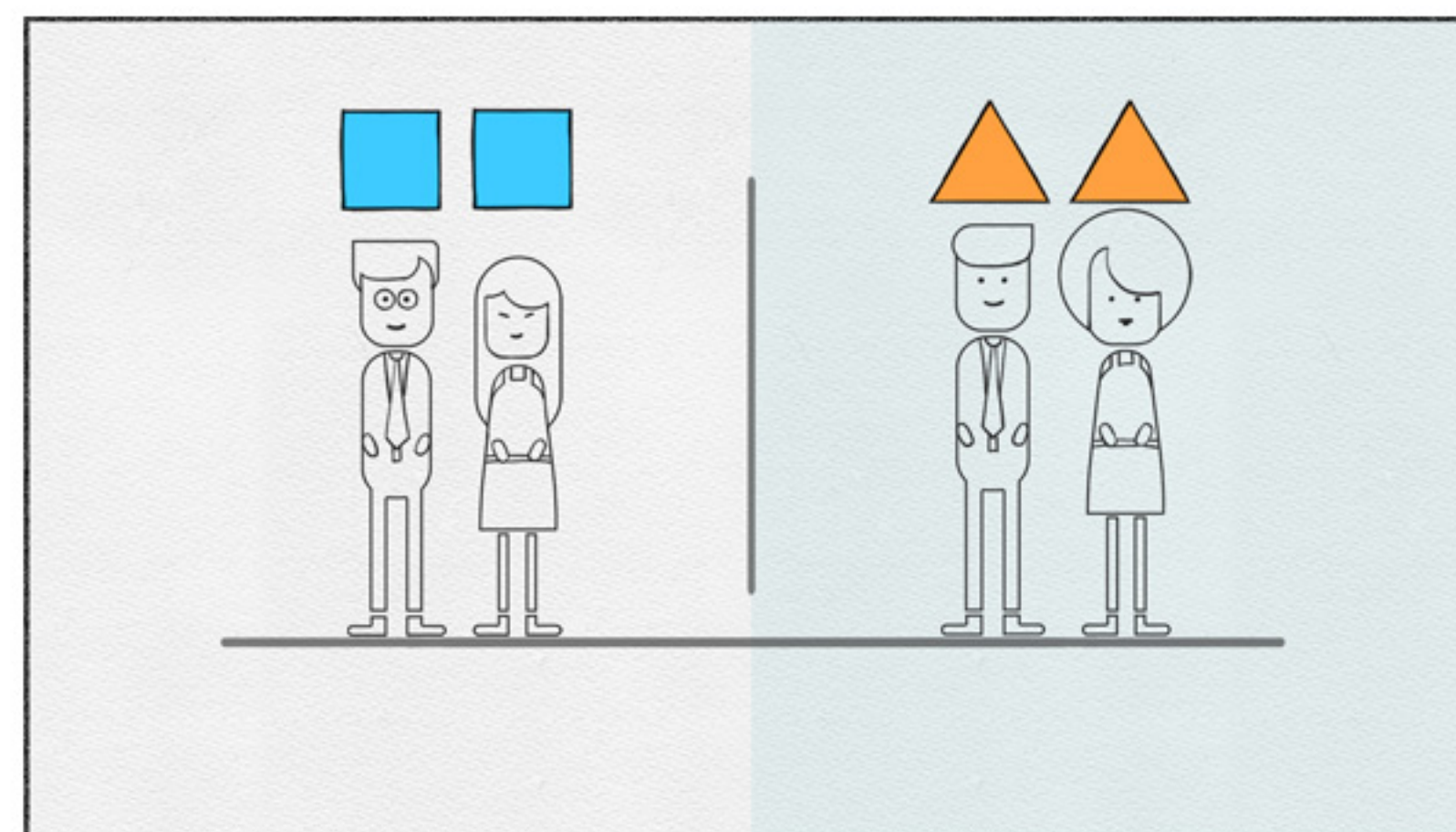
CUT
Text on screen with corresponding icons.



VO: talk to people who can give reliable advice

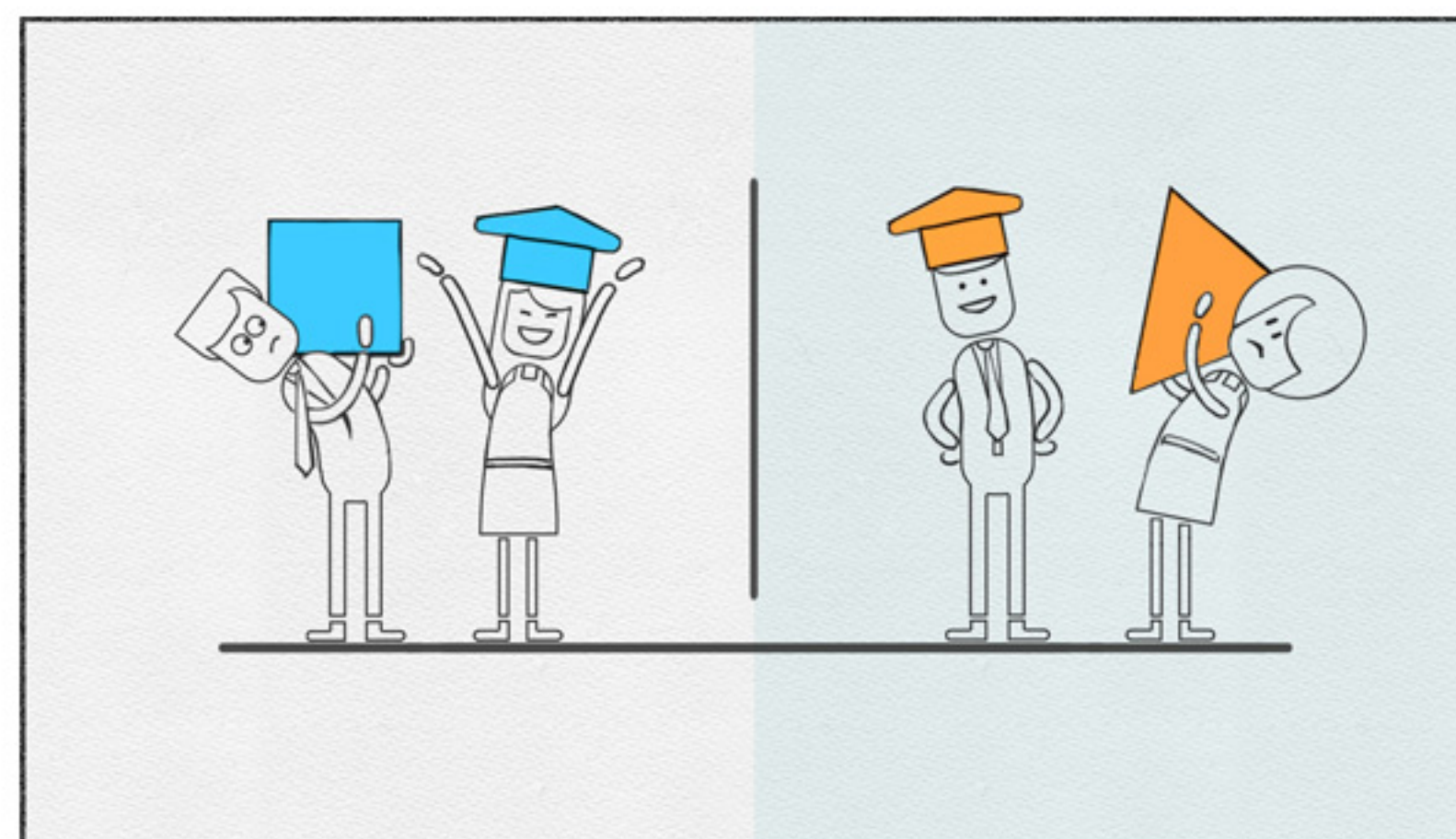


VO: discuss your options with your family and subject teachers



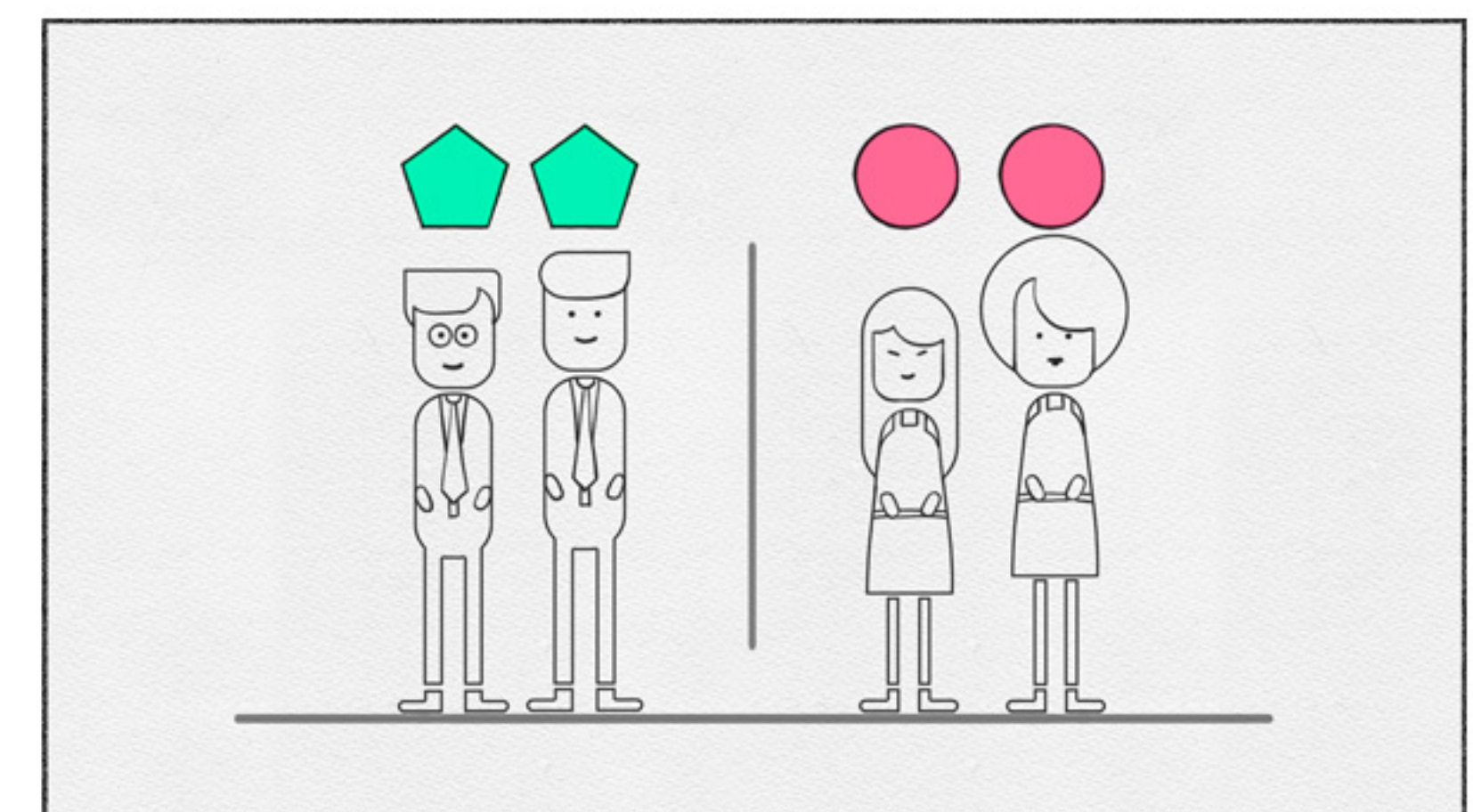
VO: Don't choose a subject because:
your friend is taking it ...

TRANSITION
The four students make groups of two (split screen). Each group choose identical shape. They all look happy.



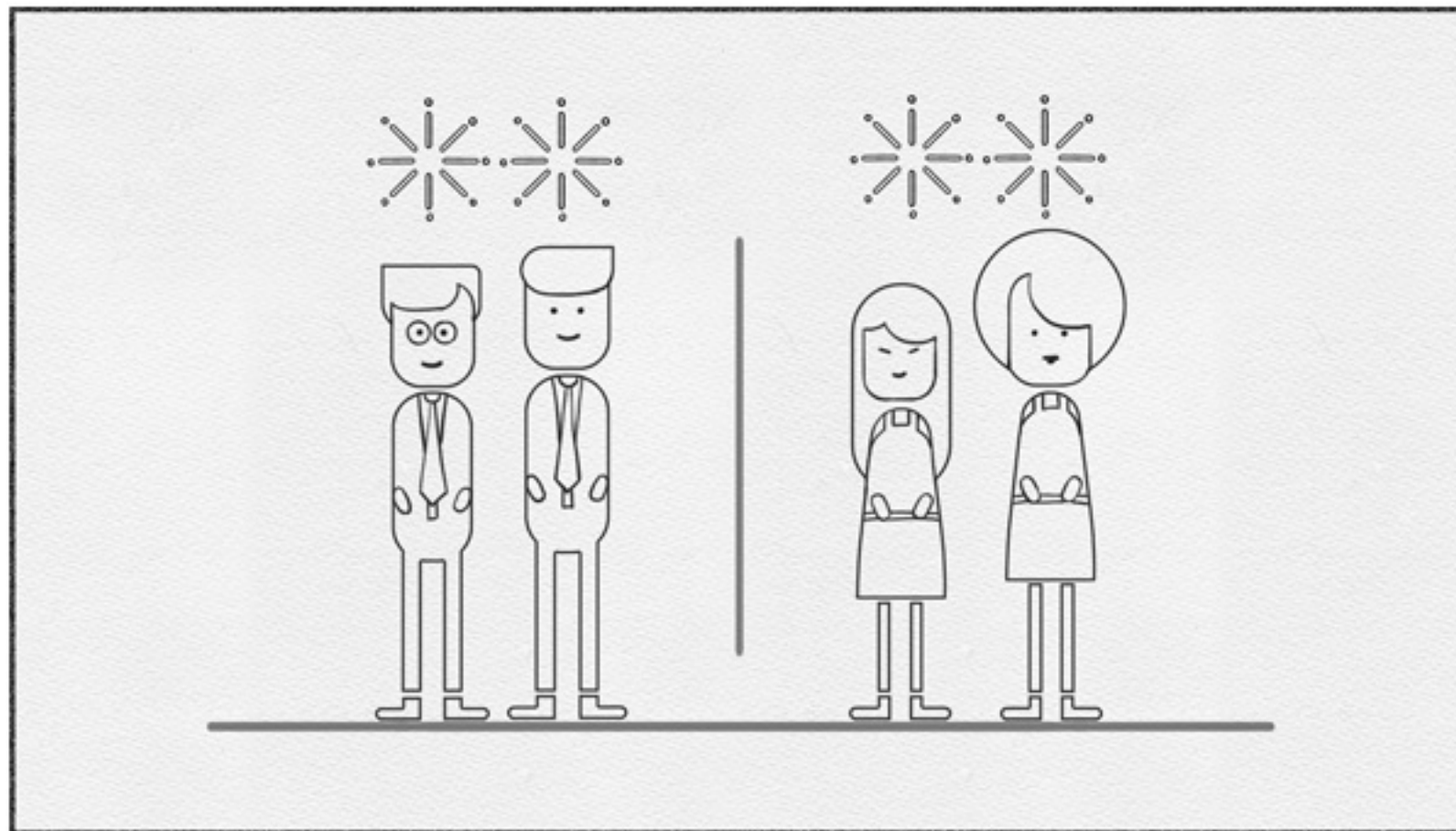
VO: – if it's not the right one for you you'll have less chance of success

One of the students in each group get their shape morph into graduation cap but the one left behind get miserable as their shape get bigger and heavier.



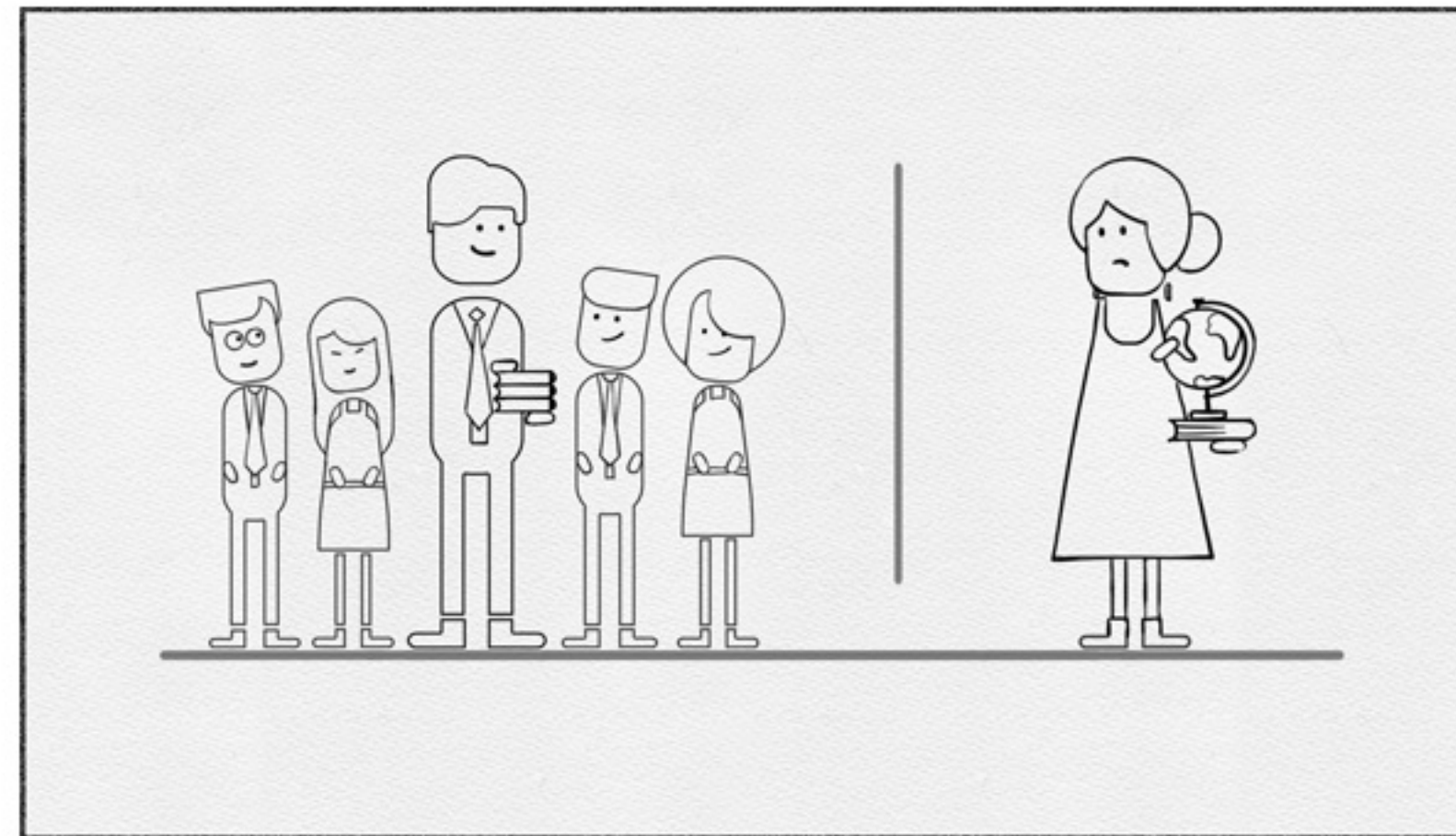
VO: – because you think it's 'for girls' or 'for boys' ...

The girl students and the boy students separate into boy and girl groups. The girl group has a pink shape while the boy group has a different shape. They all look happy.



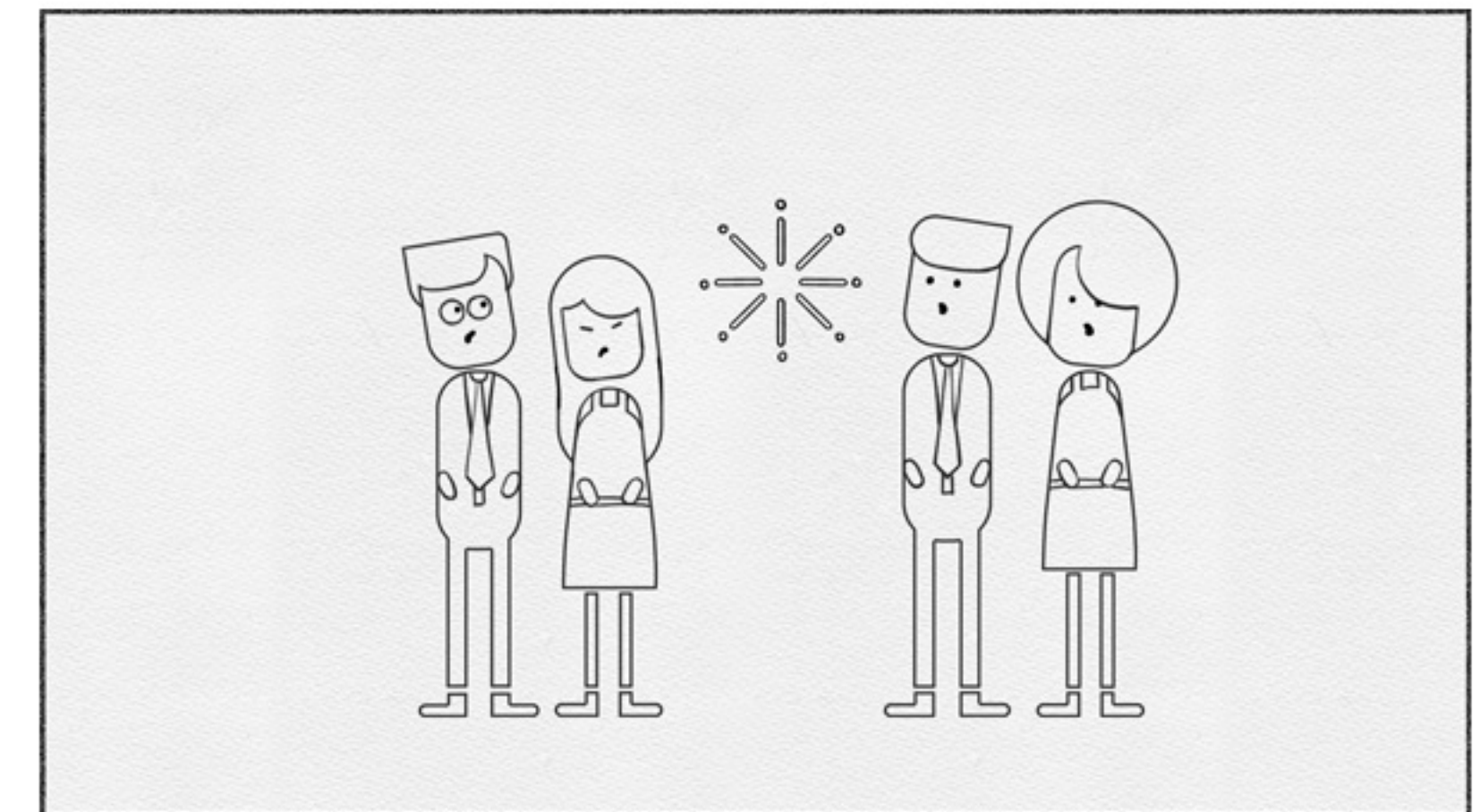
VO: - ...there's no such thing

The shapes pop out.



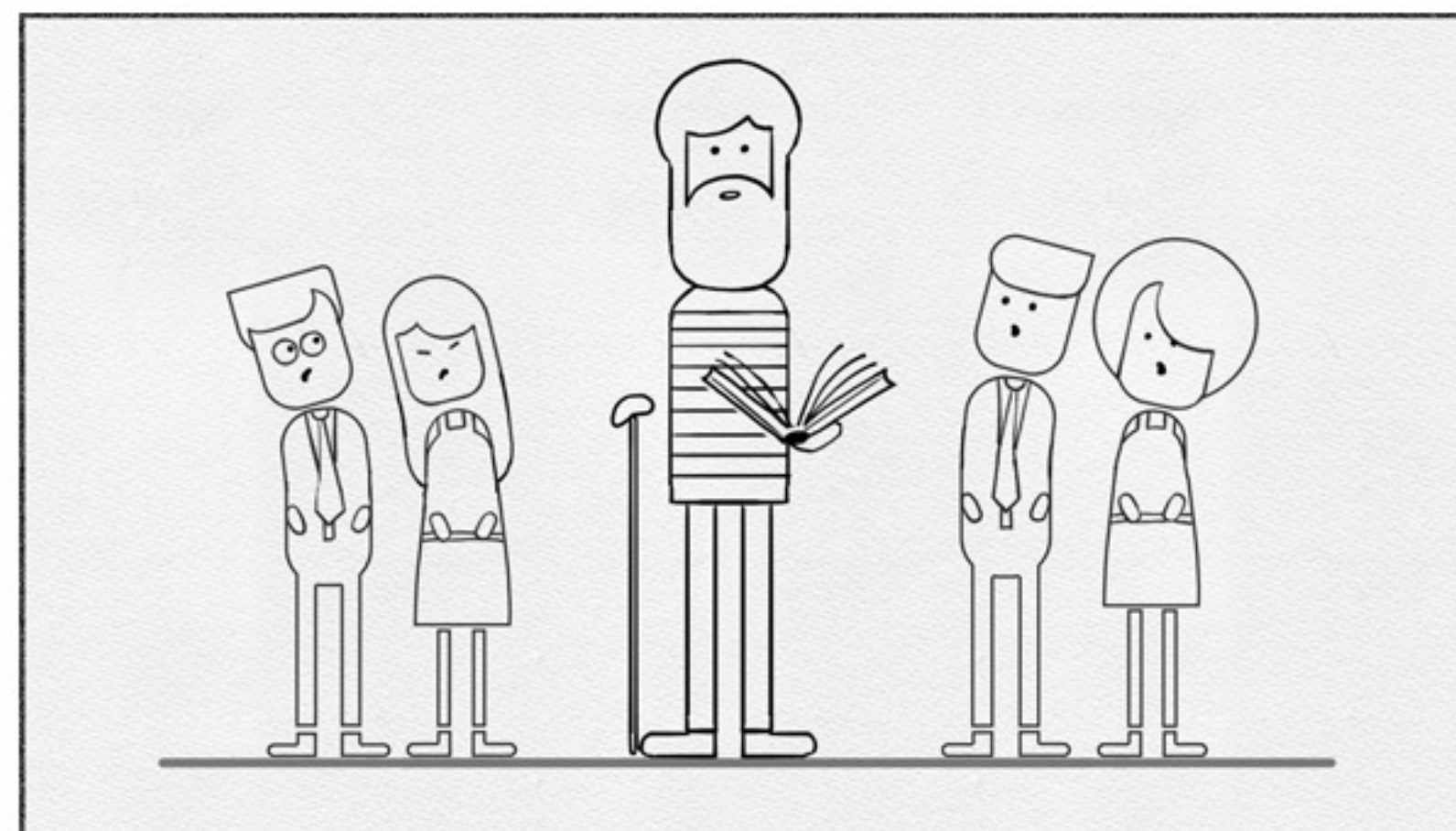
VO: - if you either like or dislike the teacher...

Two teachers stand facing us. All the four students flock towards one of the teachers.



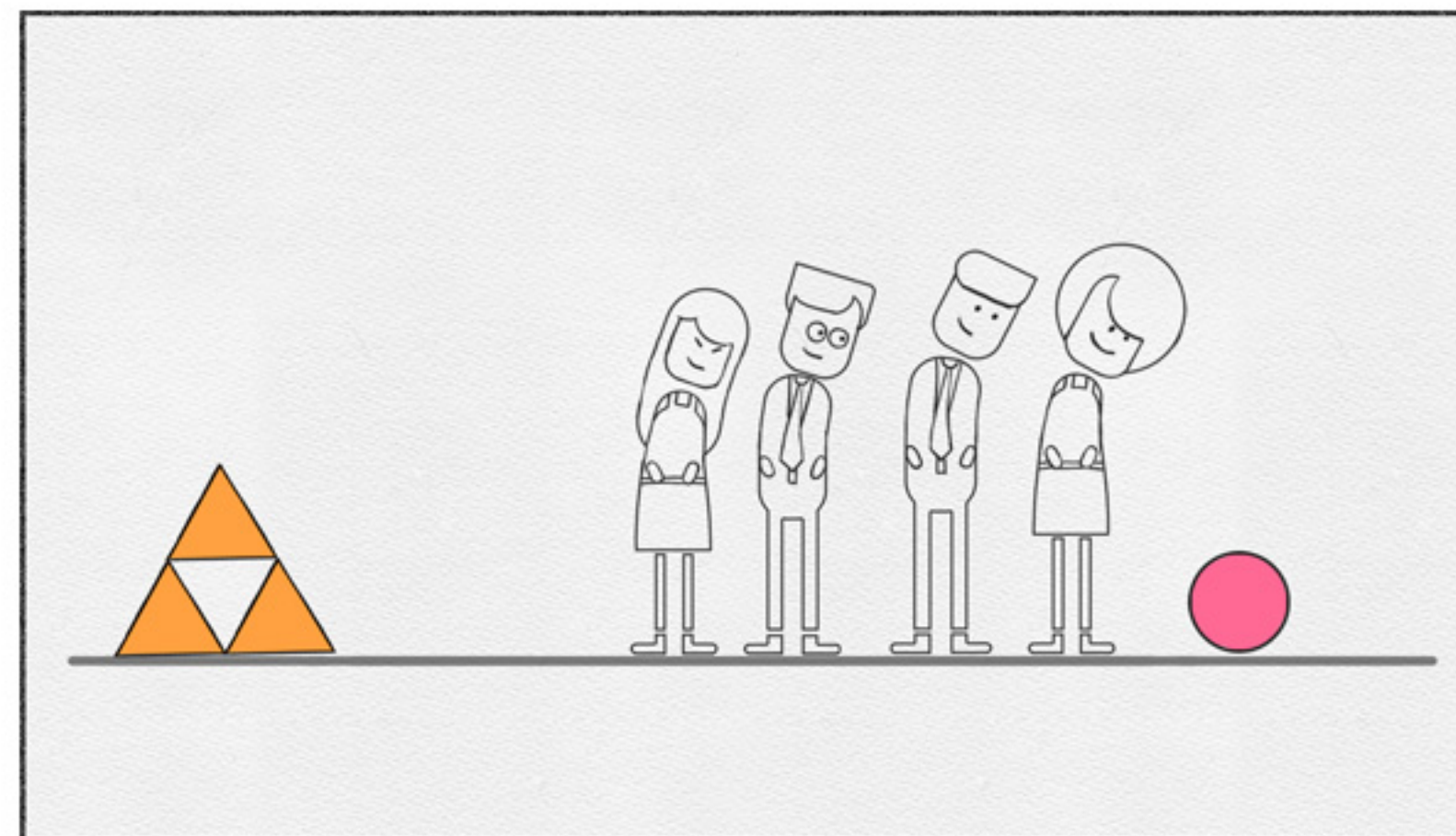
VO: - ...

Both of the teachers pop out ...



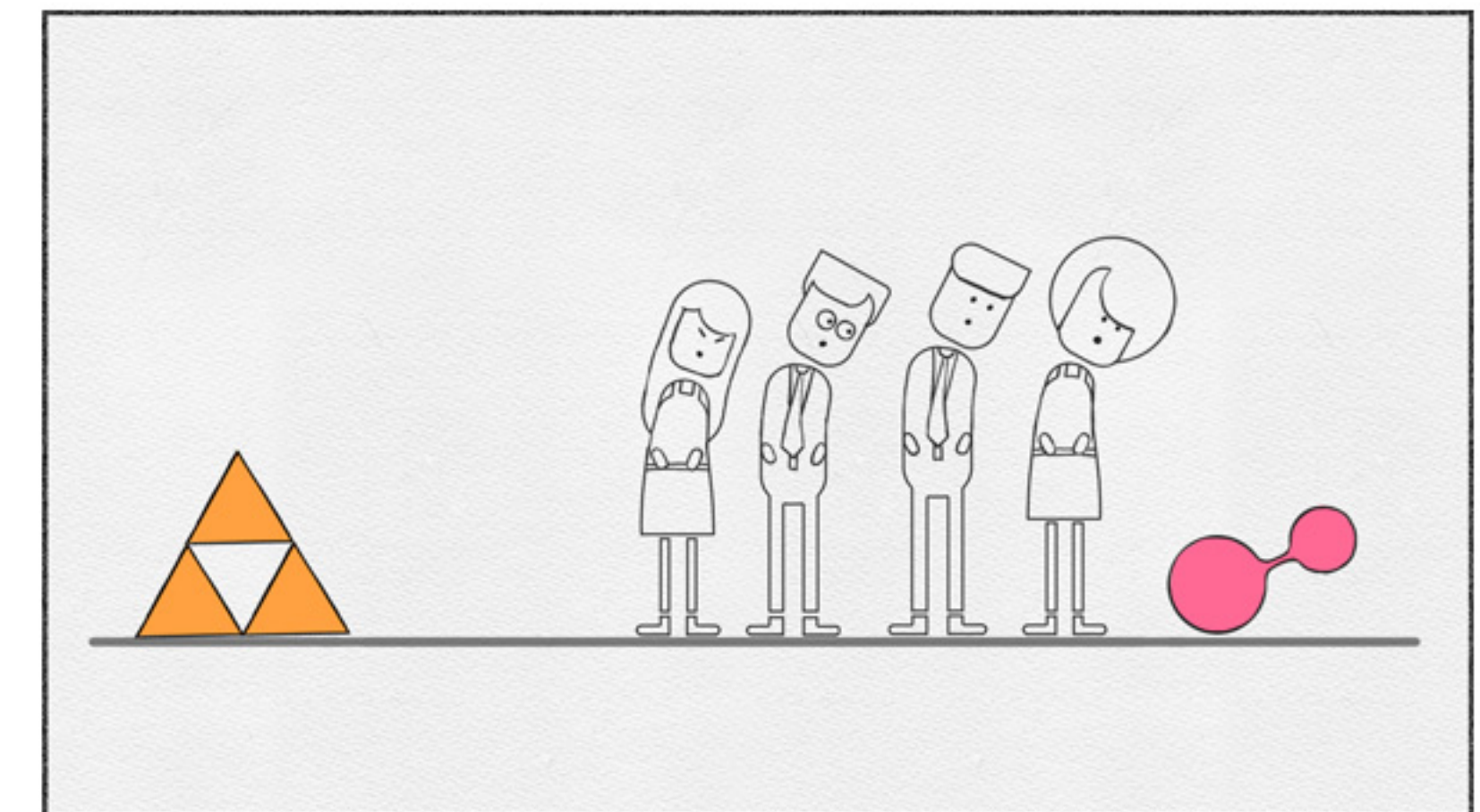
VO: - you may end up with a different teacher.

...and the students have a new teacher appear centre screen.



VO: - Or you think it will be easy

There are two shapes on both sides of the split screen. One shape is a combination of stacked shapes. The shape at the other end is a simple shape.



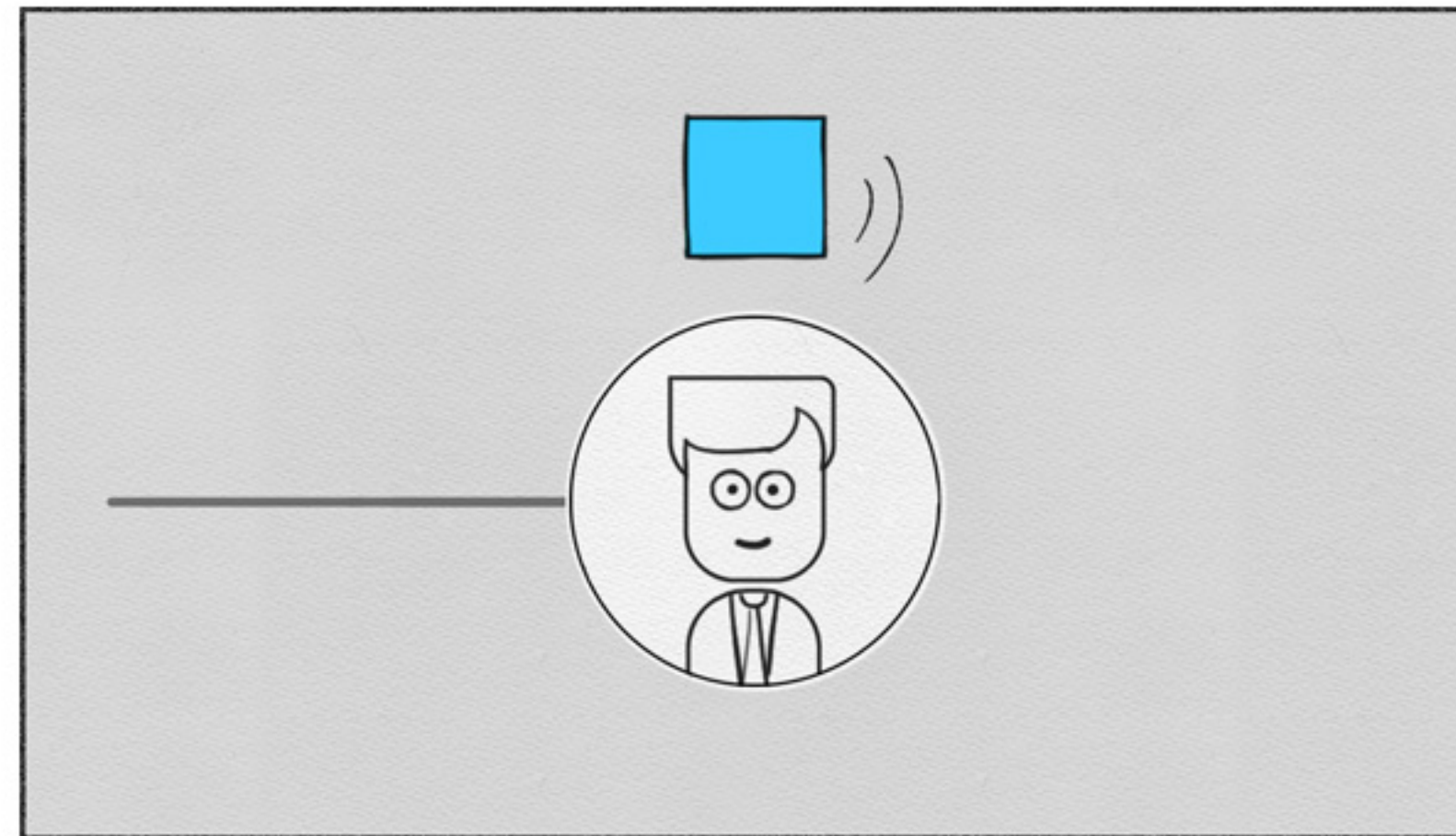
VO: - ...

The student group move towards the simple shape.



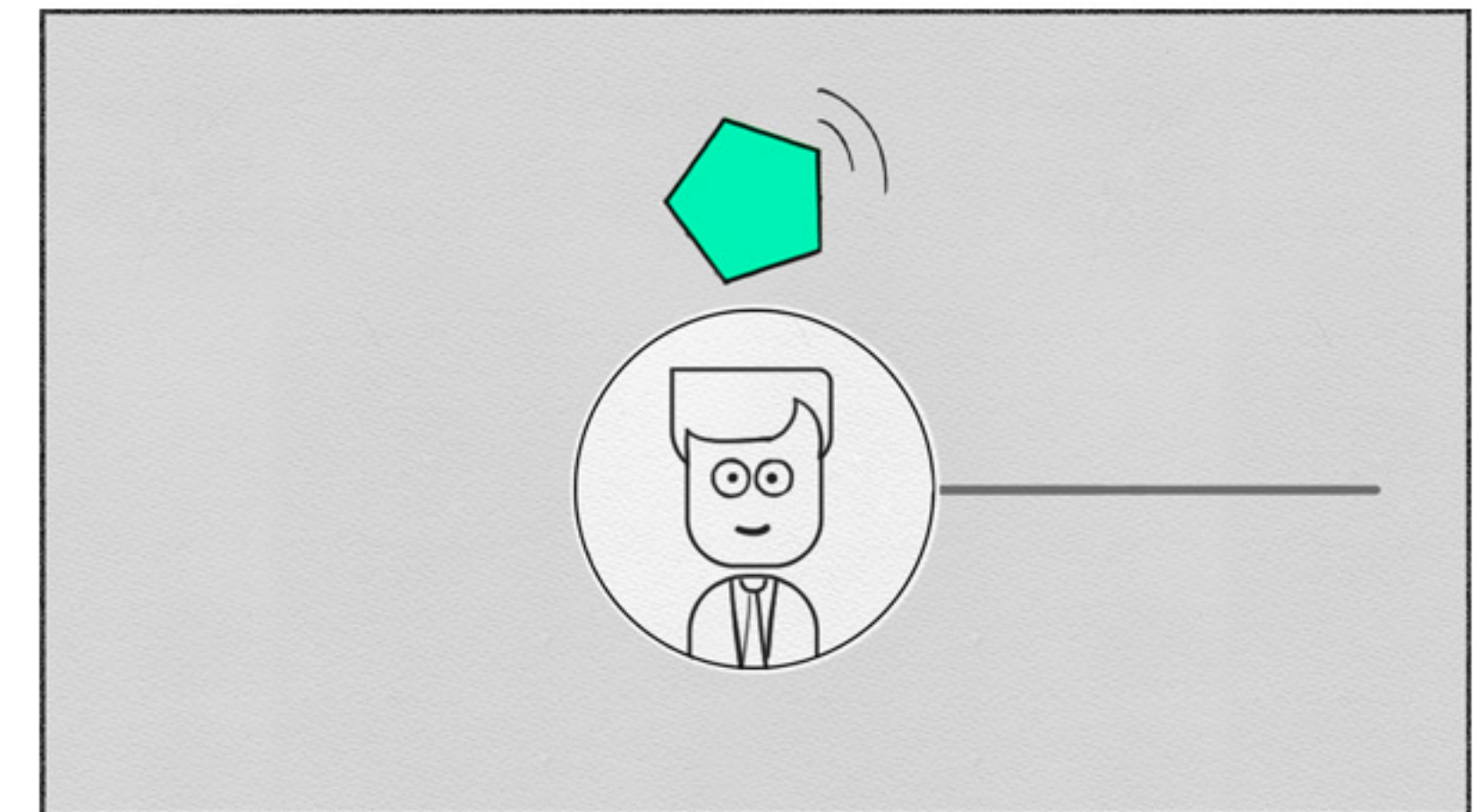
VO: – no subject is 'easy'

The students are surprised when the shape reveals itself to be just the tip of the iceberg. It animates up to be a complicated shape.

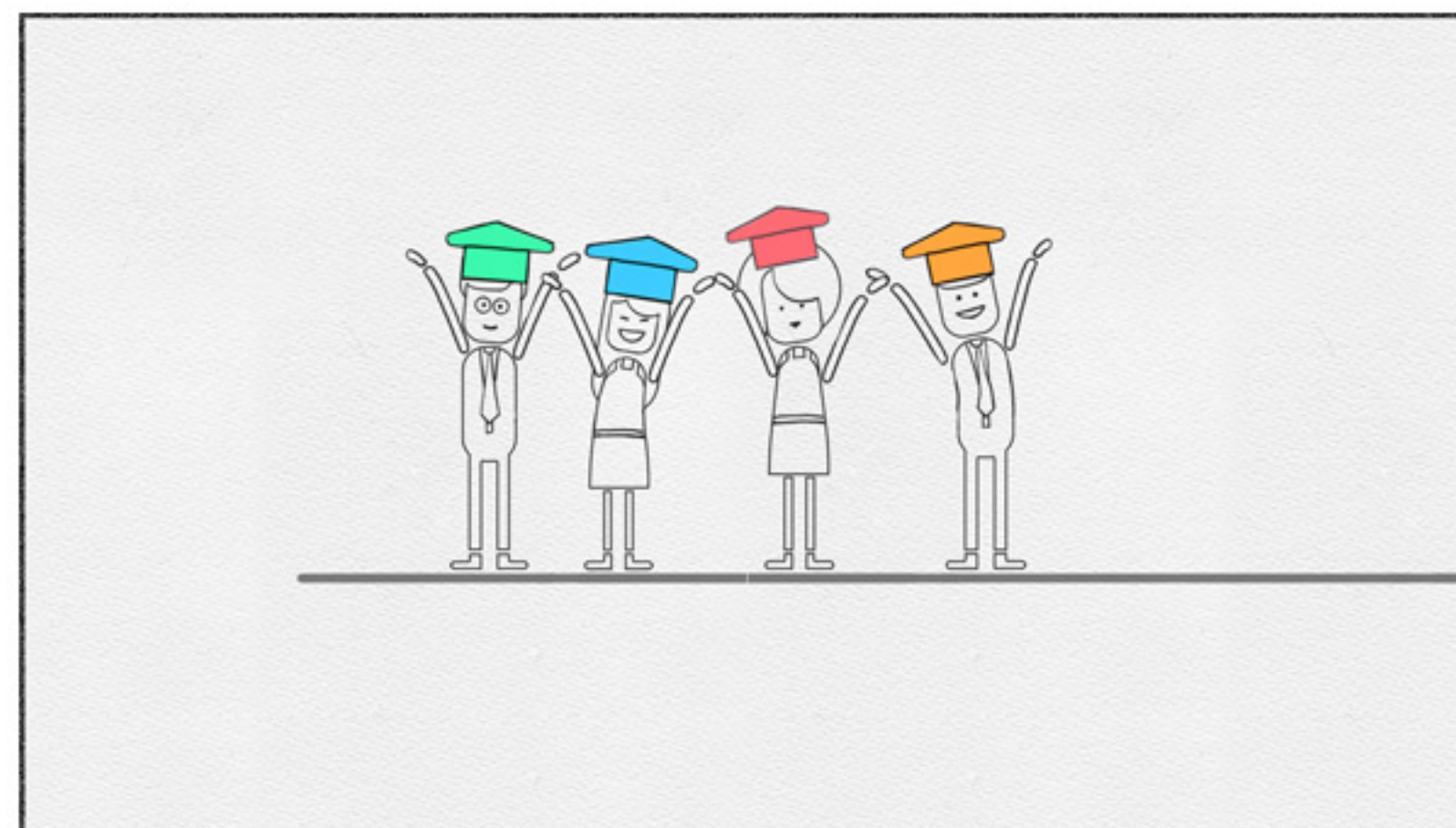


VO: To choose the right options for you, you should first think about which subjects you find most enjoyable?

One of the student's face changes expression as the shape overhead changes



shape. Finally the shape changes his expression to be the happiest.



VO: Nearly everyone gets better marks in subjects they enjoy and are good at.

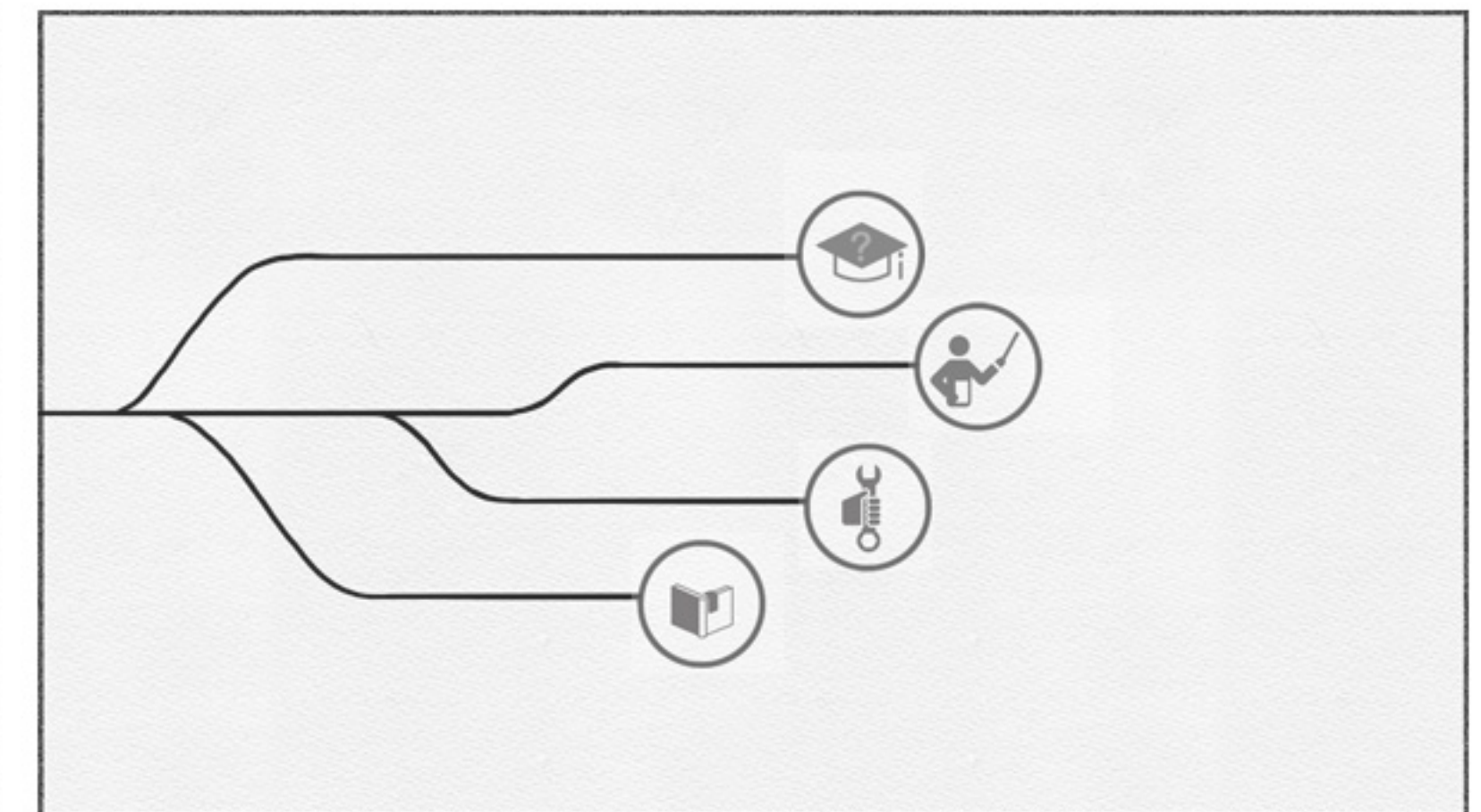
TRANSITION

Everyone seems happy with their respective graduation caps.



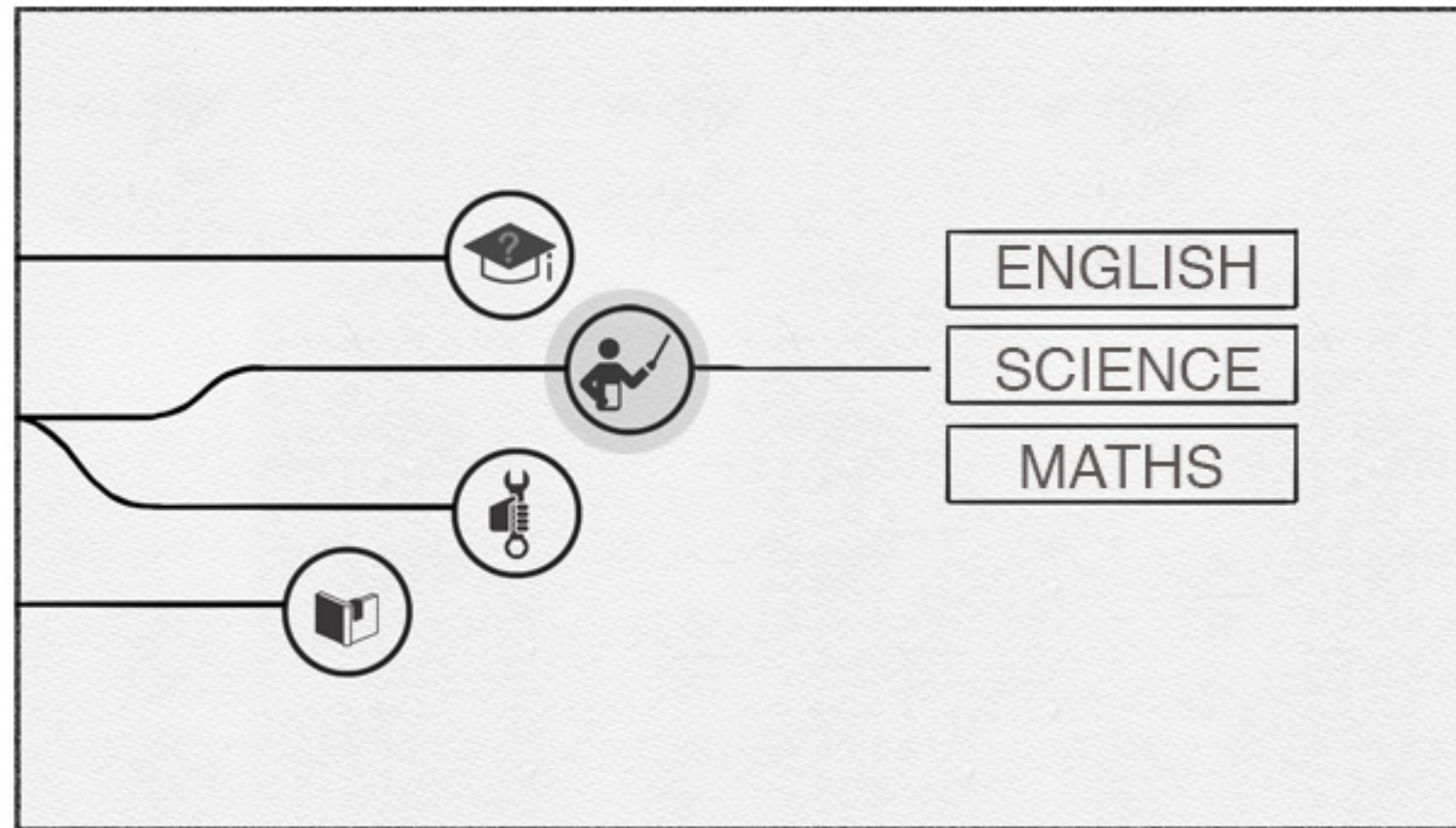
VO: Next, think about your future.

Text on screen animates center screen.

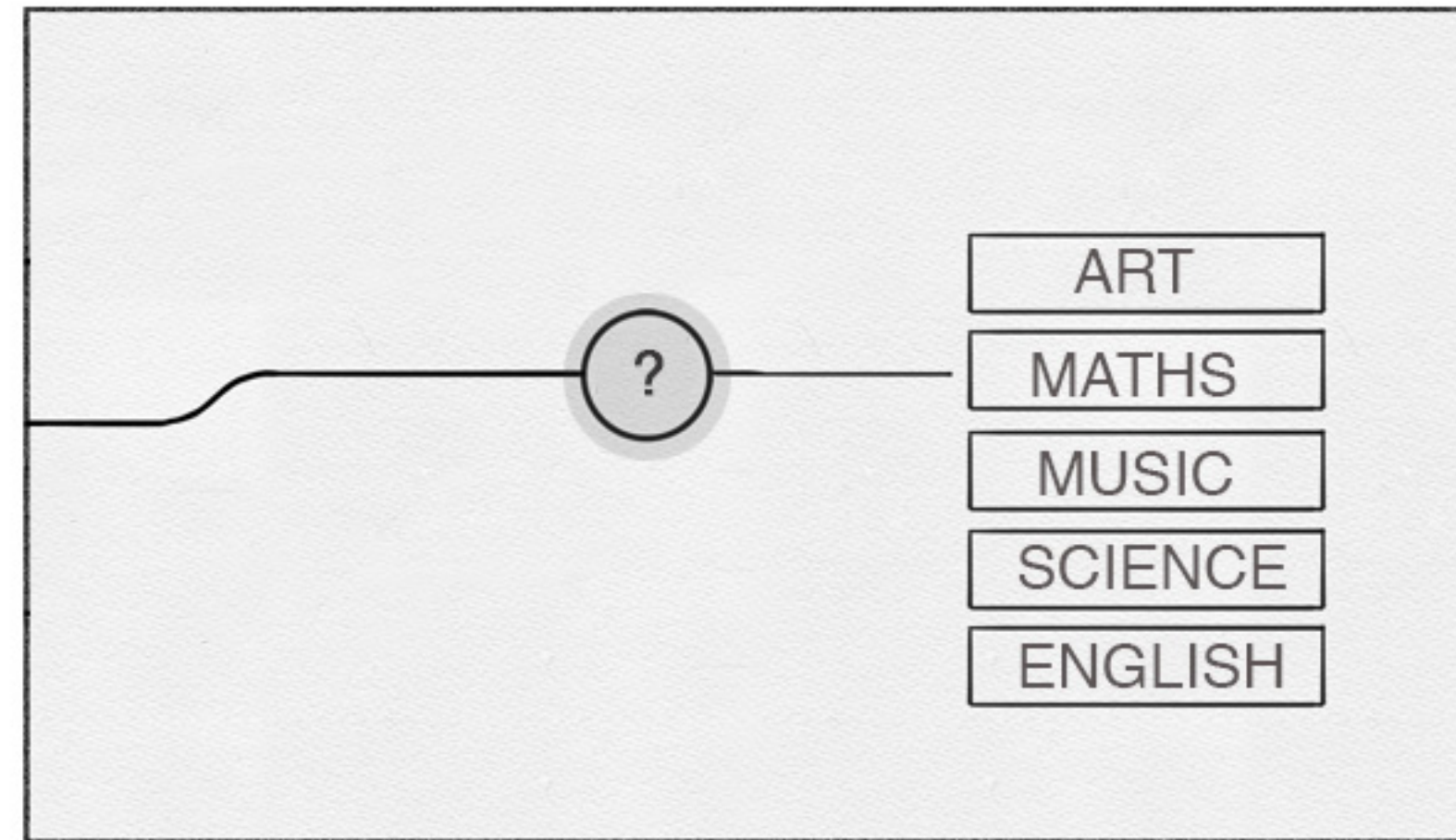


VO: . If you have a particular career in mind, or you're thinking about training, an apprenticeship, a further education course or are hoping to go to university...

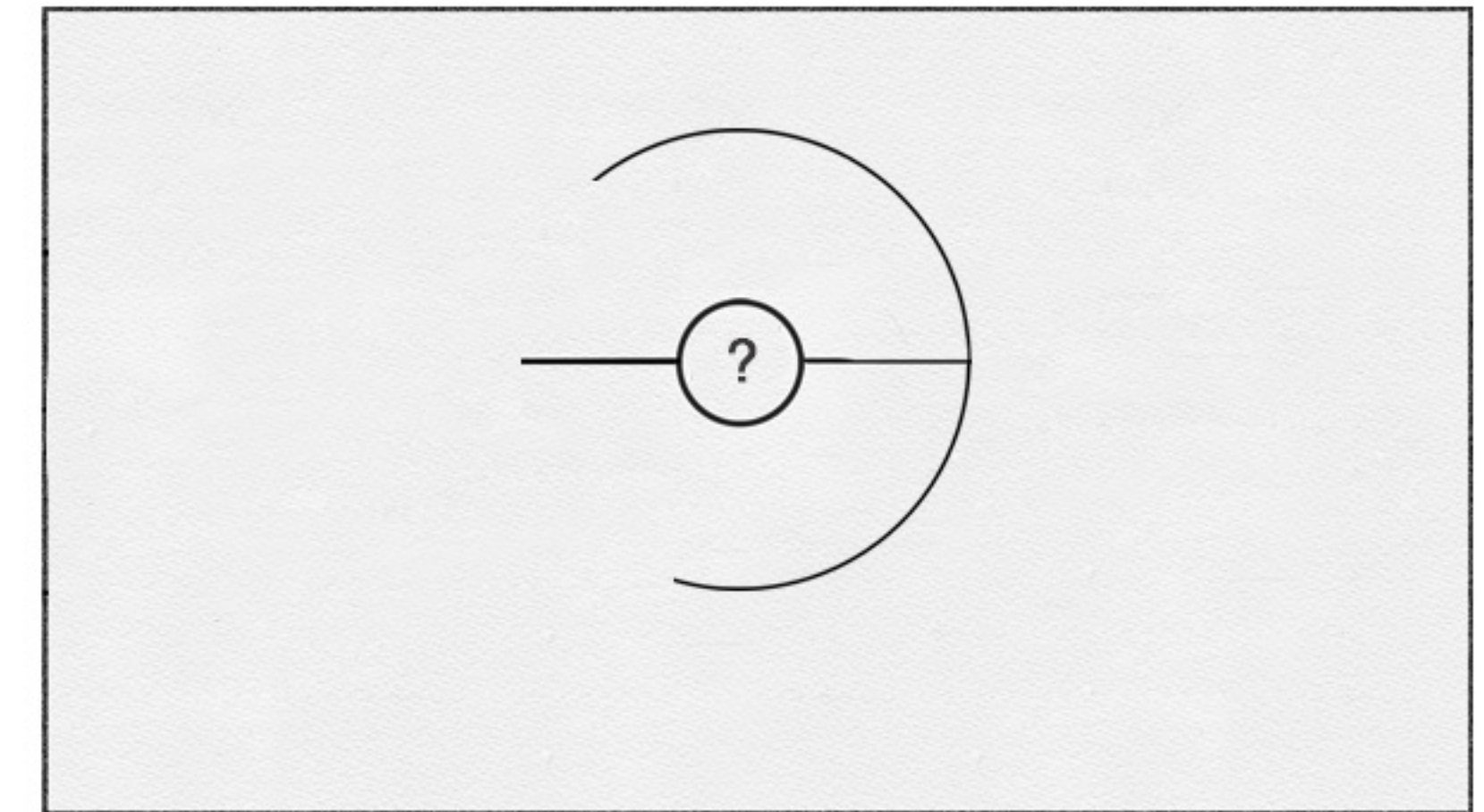
The line travels and takes us to the next screen. The line divides into 4 icons:



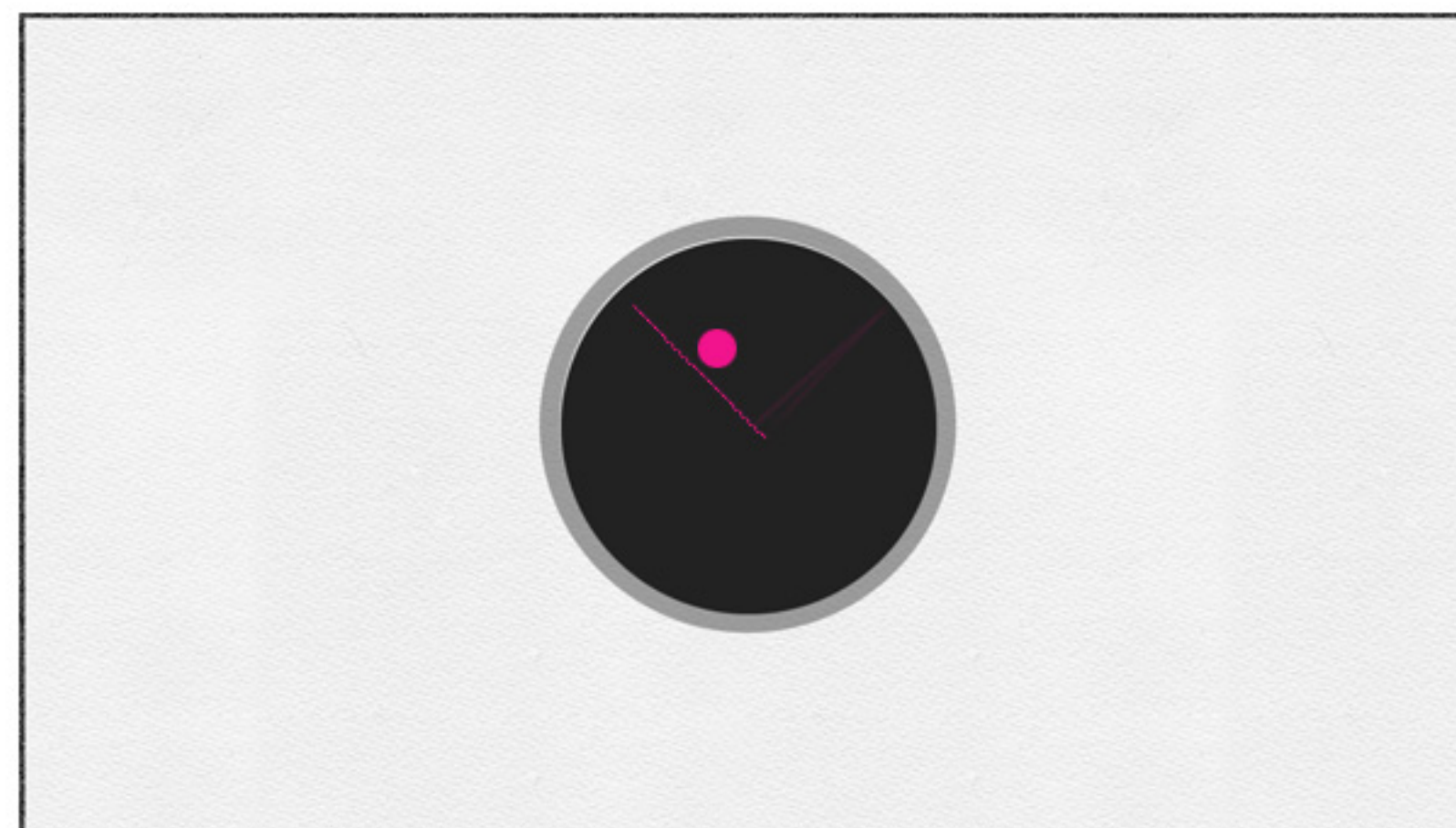
VO: then find out if there are specific subjects that you need to study for your chosen path. One of the icons is chosen and the path highlighted. When the icon is selected a dropdown animates to reveal the graphic representation of subjects.



VO: If you are undecided about which career to follow then you should keep your options open. The rest of the icons collapse to show the 5th icon which suggests UNDECIDED. When this icon is chosen, a list of subjects drop down.

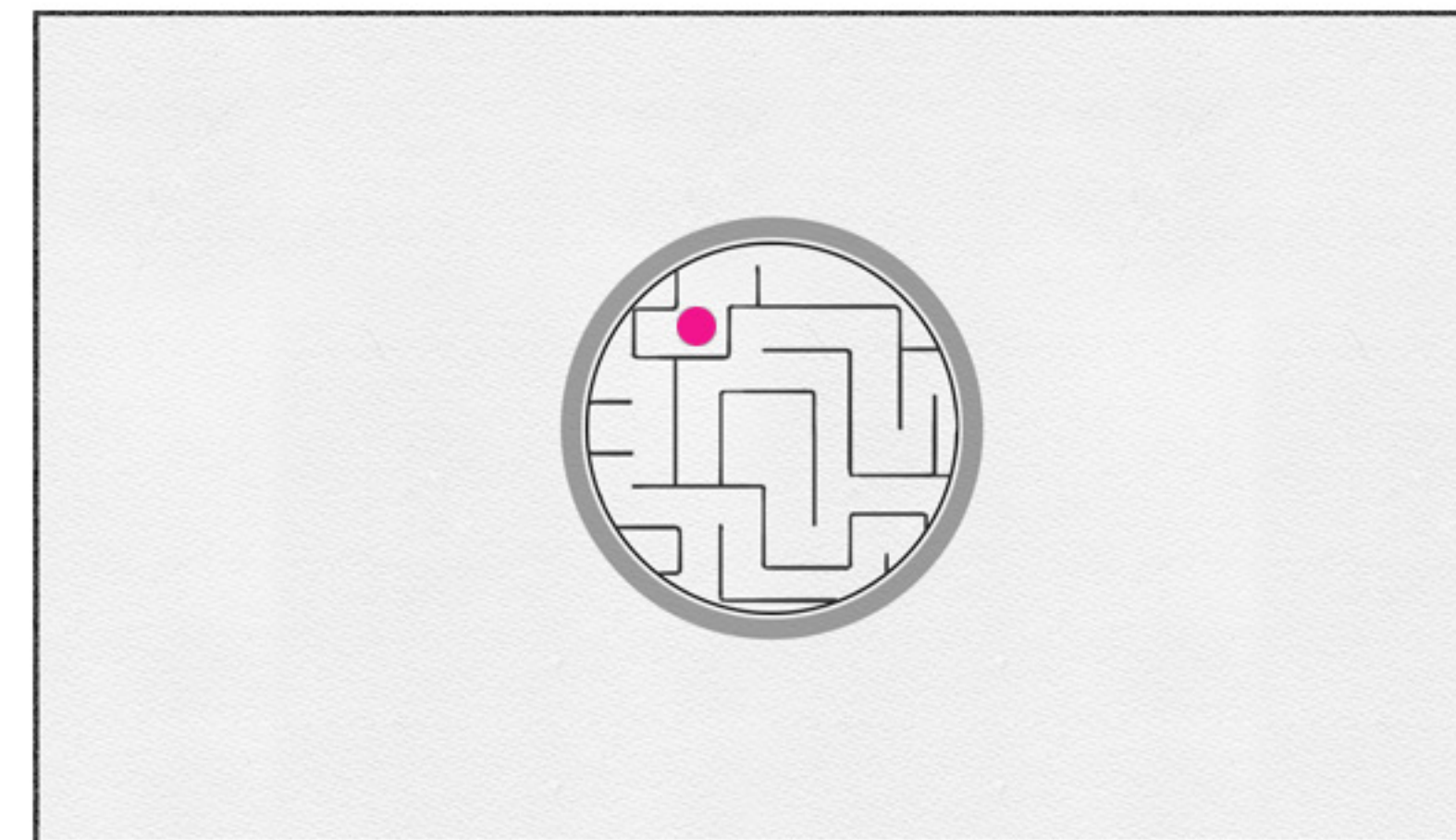


VO: Studying a range of subjects will provide you with a good overview... All the lines and icons collapse in and rotates into sweeping action...



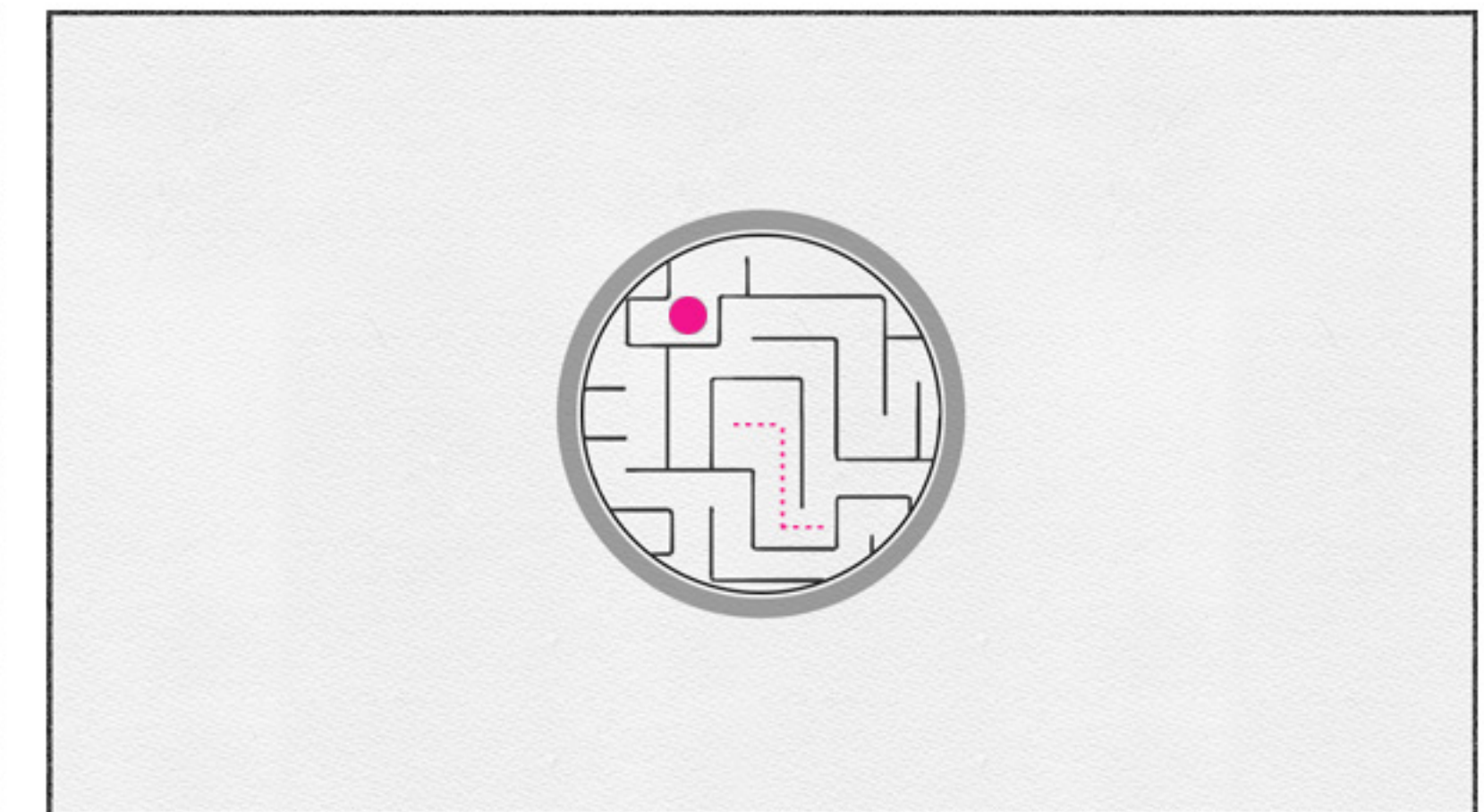
VO: ...and help you identify what you're best at.

...around a centre as a radar screen does. A point gets highlighted.



VO: There are many different routes to take...

The circular screen transforms into a map showing different ways (as a maze) to the highlighted point.



VO: and at any point along the career path you can change direction.

A line traces a path to follow the highlighted point. It stops and takes another route to reach the selected destination.



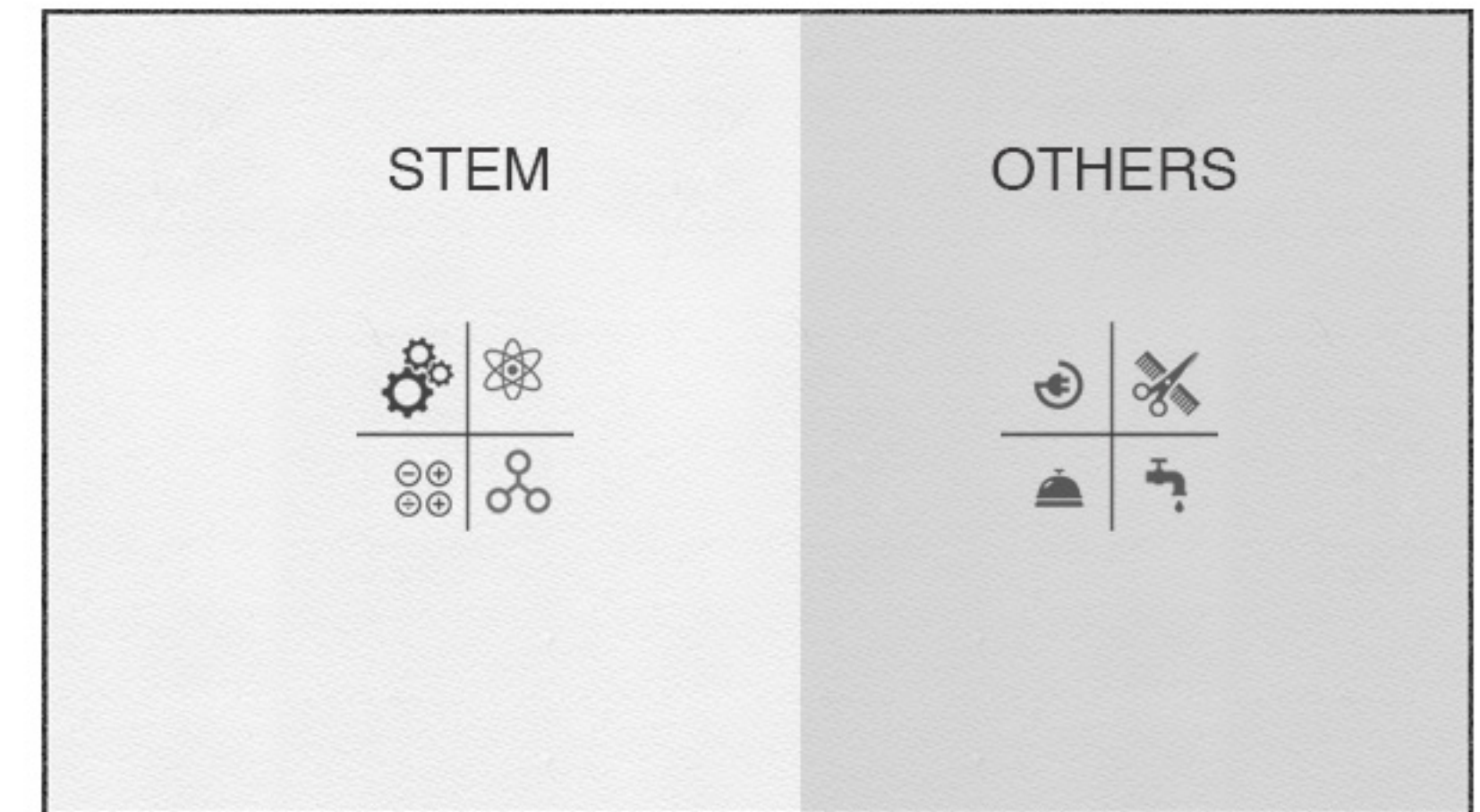
VO: The world of work is changing all the time so it's important to find out about the kind of jobs that are out there now,...

The circular radar screen transforms into a rotating globe with different icons of job animating out.



VO: ...and which jobs could be in demand in the future.

The globe transforms into a crystal ball as a job icon appear within.

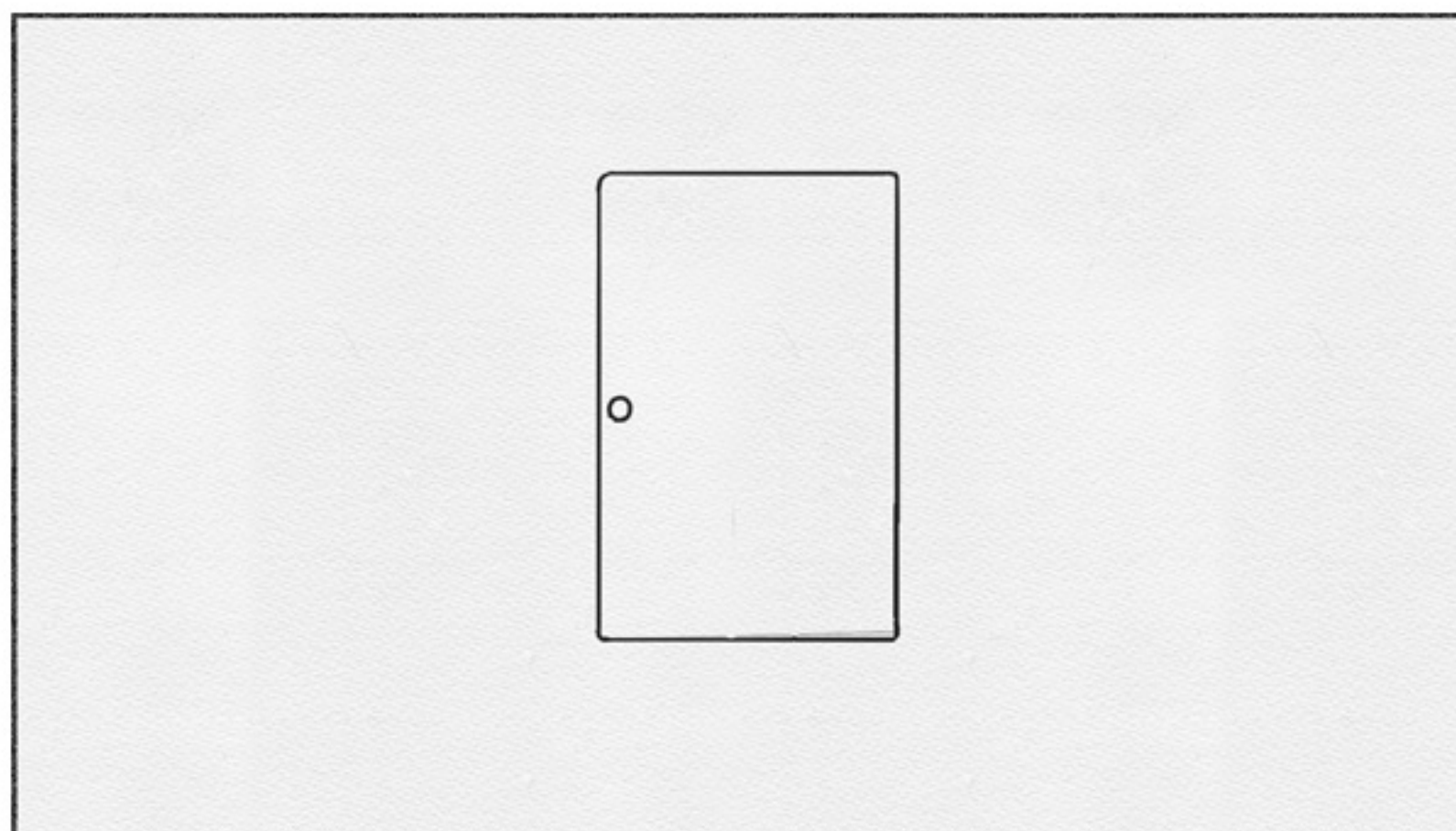


VO: Technology is a big part of our lives today so there will ... like plumbers, electricians, and hairdressers.

CUT

The little icons illustrate the 4 subjects under the text STEM. Split screen.

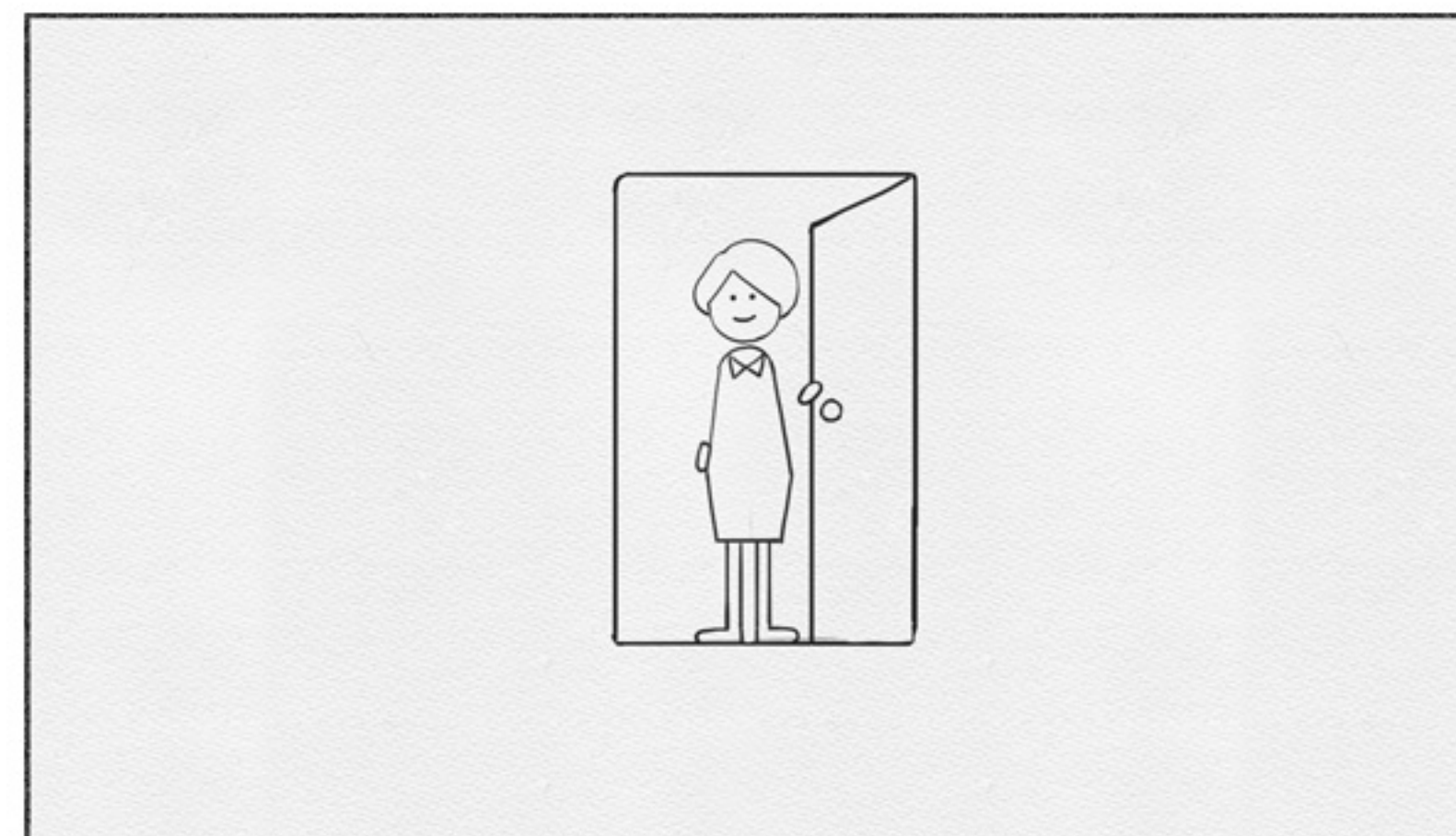
The little icons illustrate under the text OTHERS.



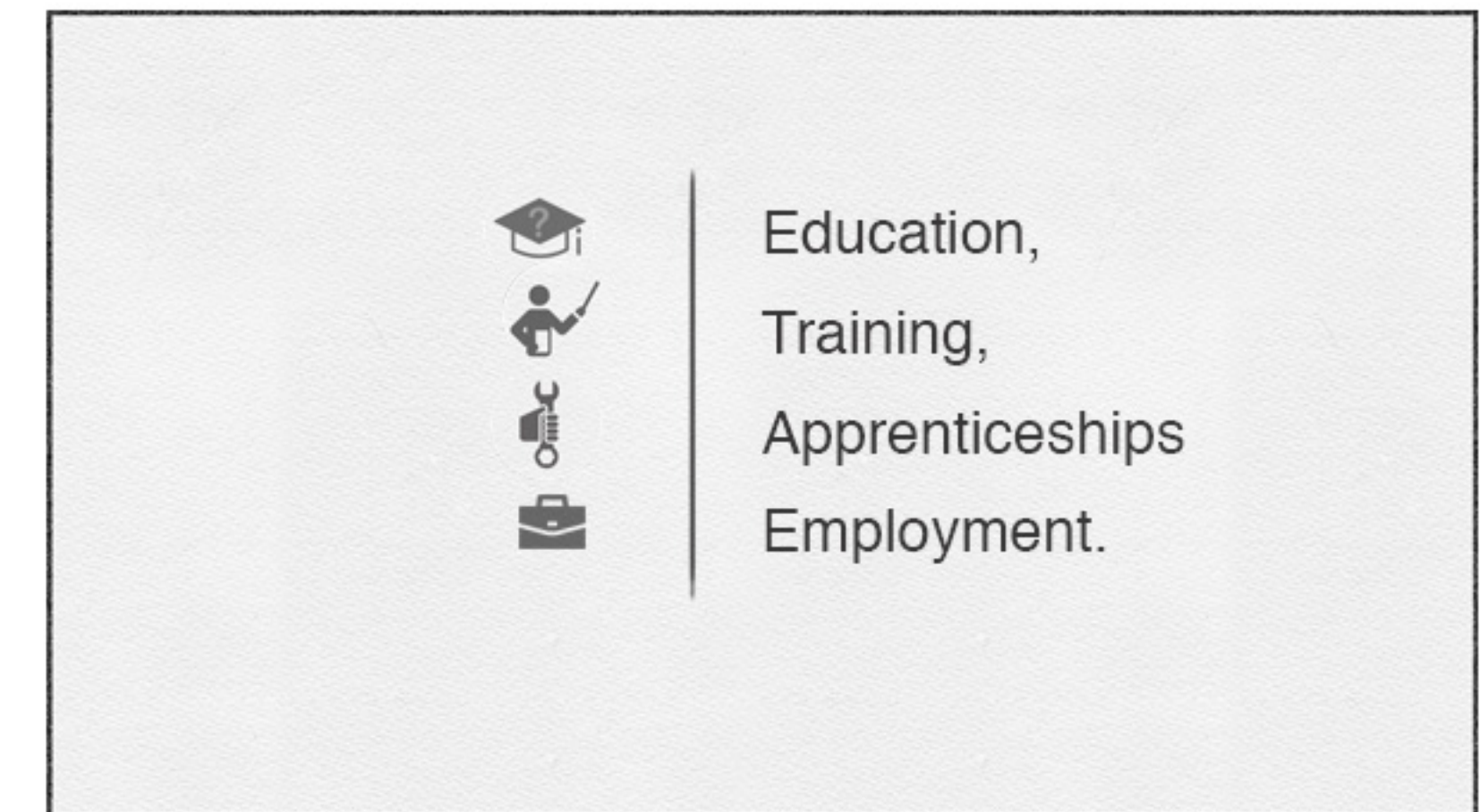
VO: The Careers Service can help you choose the most suitable option for you.

CUT

A closed door...

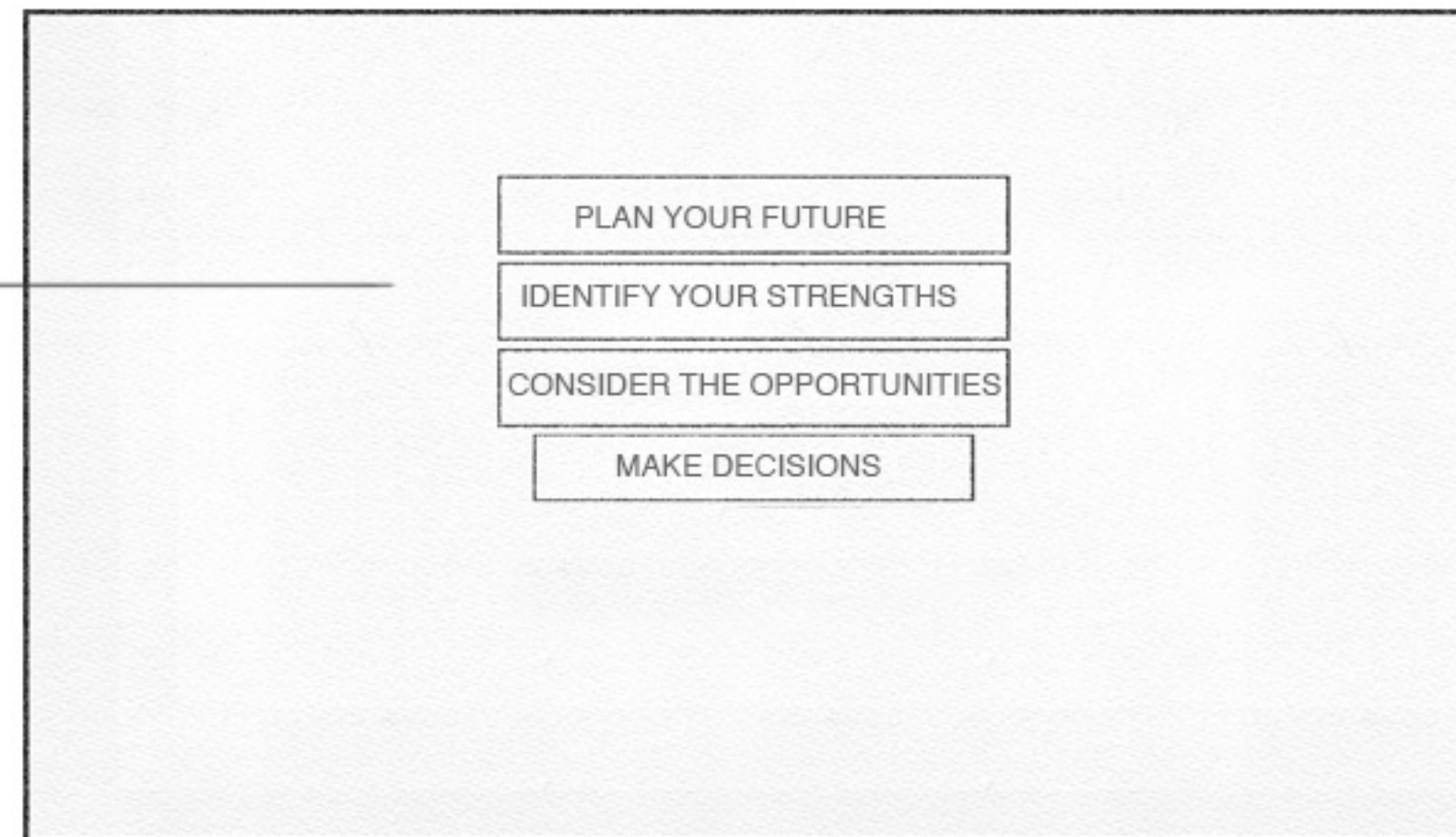
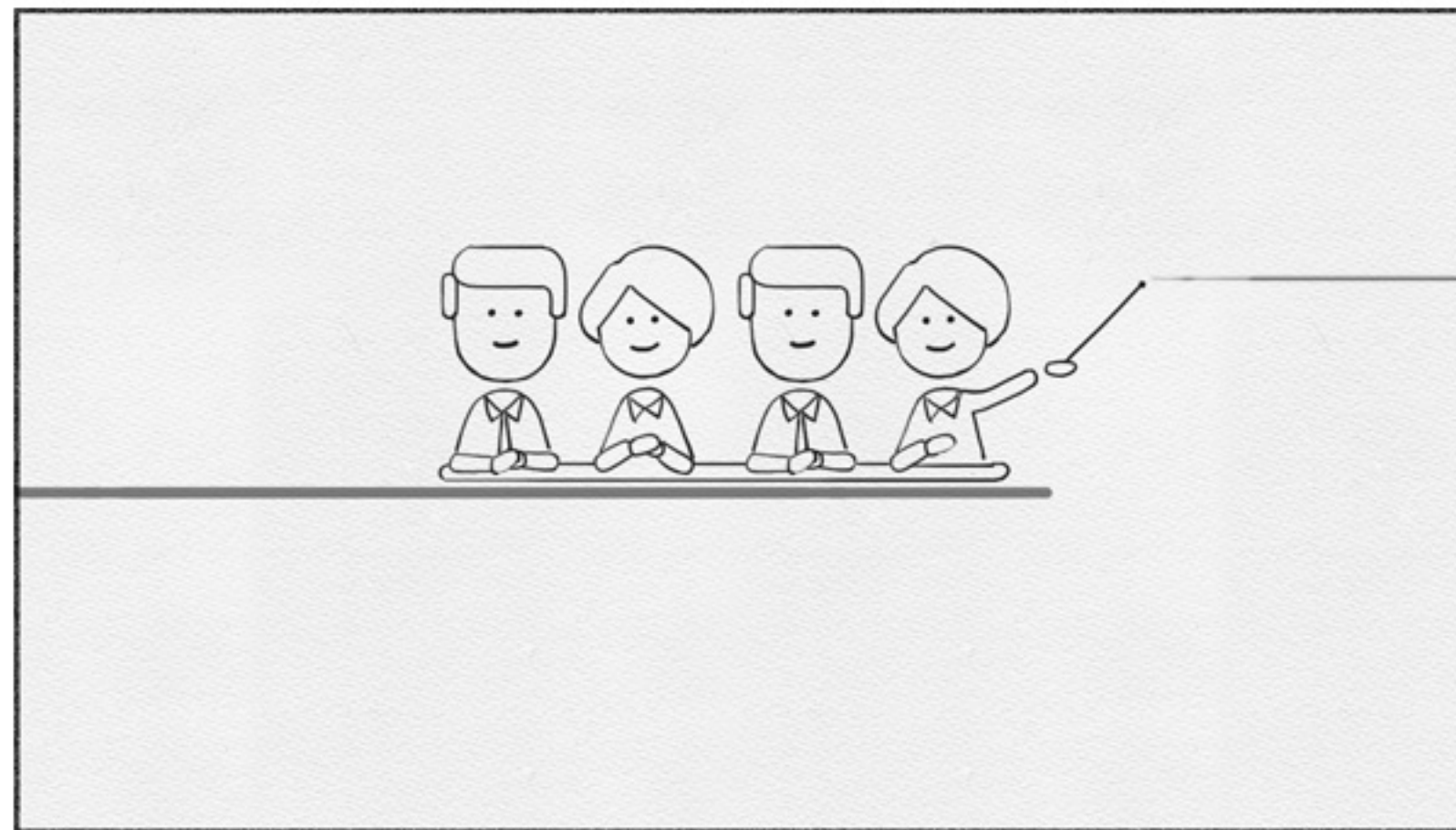


A careers advisor character open the door and welcome the viewer in.



ZOOM IN

Transition to the screen with on-screen text. The corresponding icons animate up..



VO: Our professionally qualified careers advisers can help you:

- plan and make decisions for your future.
- explore your strengths & identify areas for improvement
- consider the opportunities available in education, training and employment
- and apply this knowledge to make the right career decisions

Line animates to the next screen. A group of professionally qualified careers advisers sit and point. A line animates to introduce to the next screen.

Text tabs animate one by one in sync with the Voice Over.

VO: To speak to a careers advisor check out our online Careers Webchat service or

telephone 0300 200 7820

You can also speak to an adviser face-to-face in school or at one of our careers offices

End Screen Graphics and Text.