



PRIMAL

AT-HOME ACTIVITY

Invite students to contribute to a collective work by participating in the interactive experience Primal. Then ask them to think about how they would design their own video creation and formulate their ideas.

PROCEDURE

Go to nfb.ca/primal to start the experience. Enter the site and let other participants' screams inspire you to add your own. You might want to turn down the volume on your speakers, though — the screams can be a little startling!

After watching a few contributions to the music of Ghislain Poirier, you'll have a chance to add your own. When prompted with the question "Want to scream too?" click on "Add my scream." This takes you to the contributors' section, where the full procedure will be explained on-screen.

At the end of the section, a short legal text outlines the standards for NFB.ca. Click "Submit" to add your scream to the experience. Following this, you'll be prompted to share your scream via social networks and/or email. This step is very important! Click on the "Share" link and send your scream to the address given to you by your teacher. He or she can then collect the contributions submitted by all the students.

After that, you can listen to more screams, watch video portraits of young Argentineans and Quebecers and continue exploring the site.

INTRODUCTION

Invite each participant to present their video creation and contextualize its artistic and symbolic aspects. The presentation can take place in class or take the form of a journal that students submit at the end of the activity.

- △ What emotion did you want to express through this scream?
- △ Why did you choose these creative filters?
- △ Does your completed work reflect your original intentions? If not, why not?
- △ Would your scream take on a new meaning if the background had been different?
- △ Were you inspired by a work of art in particular?

CLASSROOM REVIEW

Once students have explored Primal and viewed the video works, launch a classroom discussion to elicit their views and take stock.

- △ What were the challenges of the exercise and what accounts for these challenges? What did you enjoy? What did you find challenging?
- △ What sensations has the experience given you? Did you feel powerful? Vulnerable?
- △ How did those around you (family and friends) react?
- △ Do you fear being seen or judged by others?
- △ How does your creation fit into the collective work?
- △ Would these video creations have had a different meaning if they had been presented in a context different from Primal?
- △ Would they have a different meaning if they had been presented in a different country?
- △ Do you think you could know who someone was based only on hearing them scream?
- △ Do you think the meaning of a scream can be understood without any further explanation?
- △ Do you see screaming differently, based on this experience?
- △ Should everyone have to do this exercise?

