UNITED ARAB EMIRATES
MINISTRY OF TOLERANCE & COEXISTENCE

Please scan the QR code to make sure that your attendance is recorded.

Madar
Tolerance Workshops
2025

Hi!

I'm Richard, an award-winning British-American creative media professional and educator currently based in Dubai. I earned my bachelor's and master's degrees from the prestigious College of Design, Architecture, Art, and Planning (DAAP) at the University of Cincinnati in the United States.
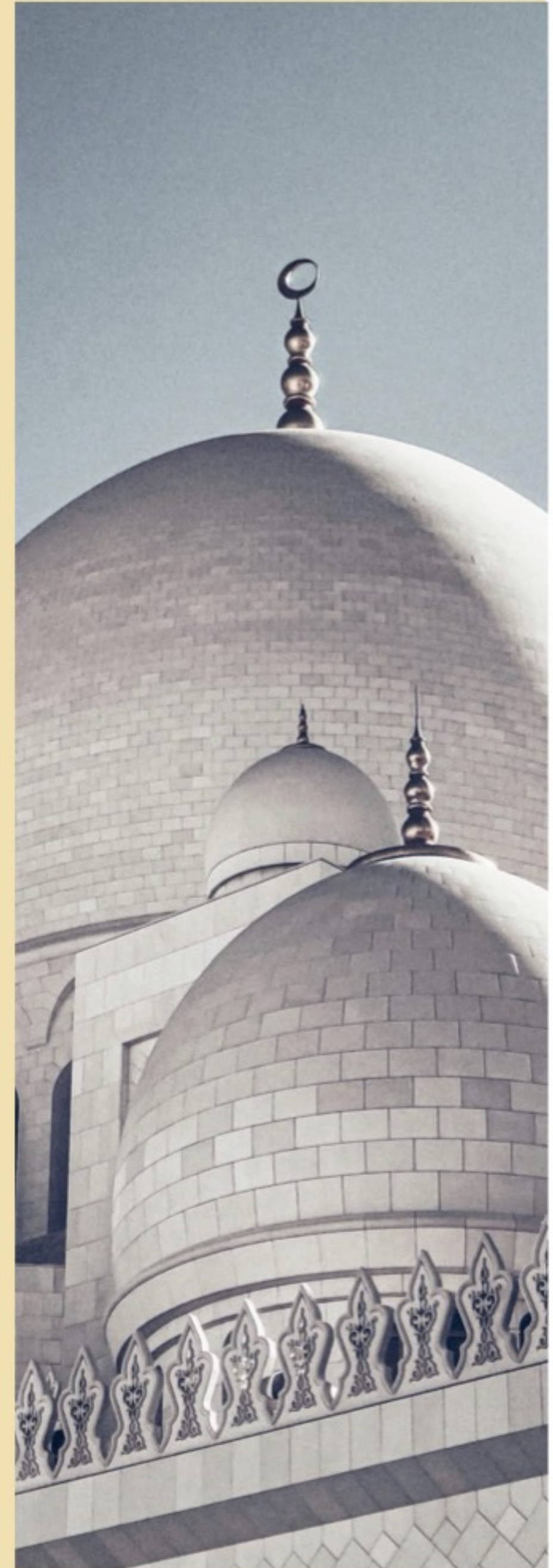
My multifaceted career has encompassed three core areas of expertise: teaching, creative leadership, and new media, enabling me to adeptly tackle a broad spectrum of creative challenges. Presently, I am an Assistant Professor at the College of Art and Creative Enterprises at Zayed University.

⊙ @photographingdubai

Welcome

The focus of the Madar Tolerance Contest and workshops is in fostering talents and inspiring university students to think critically and creatively.

Madar Tolerance, is an orbit that unleashes students talents in various areas, towards expressing and resembling values of tolerance, coexistence, inclusivity and diversity, through their projects.

01

Best Short Film

**Tolerance in
Short Films**

5,000 DHS

02

Best Sustainability Project

**Tolerance in
Sustainable Projects**

5,000 DHS

03

Best Game

**Tolerance in
Game Development**

5,000 DHS

What we will be exploring

- The Power of Film

- Storytelling for Impact

- Topic Selection

- Practical Filmmaking Techniques

- Filming & Composition

- Editing & Post-Production Basics

The Creative Journey

Think of this experience as a space where creativity meets purpose. You'll explore how to capture compelling visuals, weave narratives, and most importantly, how to voice your ideas around the topic of tolerance.

This journey is your chance to not just dream about change, but to visually express it, to create something that can inspire and ignite discussions. So, get ready to turn your visions into reality and embark on a filmmaking adventure that has the power to educate and inform.

Tolerance in the UAE

A living embodiment of the teachings of true Islam

01

Living in peace with others, and respecting their beliefs and cultures

02

Developing knowledge and positive openness in all human beings

03

How to deal with conflicts, as well as spreading love and peace

04

An essential tool for achieving comprehensive and sustainable development

05

Tolerance in film

Now that we understand the UAE's vision for tolerance, let's explore how film can bring these values to life.

How can storytelling promote empathy, understanding, and coexistence?

Media scholar Omar Sayfo notes, "All in all, 'Freej' advocates for a modern Emirati national identity that fuses traditional values with modern achievements."
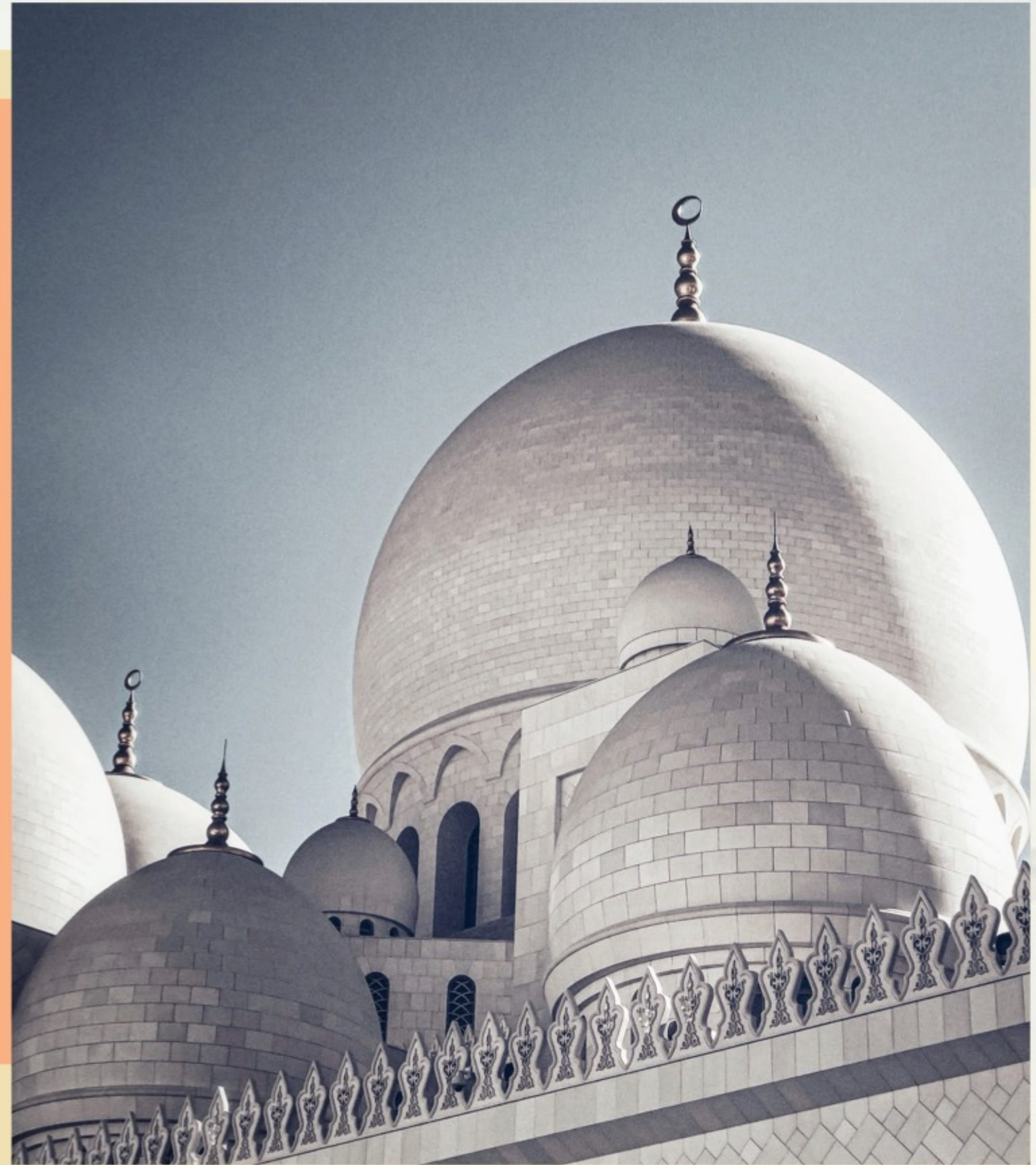
Tolerance in the UAE

Living in peace with others, and respecting their beliefs and cultures.

Developing knowledge and positive openness in all human beings.

Q. Where do you see tolerance in your daily life? Can you think of a moment when you personally experienced or witnessed tolerance in action?

The Power of Film

Films can inspire movements, influence policies, and raise awareness on topics that might otherwise remain unnoticed. They empower voices that are often marginalized, allowing them to be heard on a global stage. In essence, film is not just a medium of entertainment; it's a tool for education, a platform for advocacy, and a driver for social change.

Your film has the power to influence mindsets and change perspectives. What message do you want to share with the world?

THEEB

MONSIEUR LAZHAR

THE BLESSED
a film by SOFIA DJAMA

The Power of Film

Film possesses a profound power to enact positive change in the world, serving as a mirror to society and a catalyst for dialogue and action. Through its unique ability to tell compelling stories, film transcends cultural and geographical boundaries, fostering empathy and understanding among diverse audiences. It shines a light on critical issues, from social injustice to environmental crises, challenging viewers to reflect and respond.

The Power of iPhone

This creative media initiative inspires students to use Apple tools and resources to create powerful messages of sustainability through the values of tolerance.

Supported by tolerance entities in UAE universities, the competition drives students in creating stories of compassion, intercultural understanding, dialogue, conflict resolution, resilience, and efficacy in focused group work working together to positively impact the earth.

Your creative journey

We are about to begin a fun creative journey. Embarking on this journey will be like stepping into a world where your imagination and passion for tolerance and understanding can take center stage.

This isn't just about learning to make films. It's about using your creativity to challenge perspectives, build empathy, and tell stories that inspire change. Over the next few months, you'll be crafting projects that capture the essence of tolerance—through film.

How Will Teams Collaborate?

FigJam is a digital playground for your ideas!

It's a great online space where you and your teammates can unleash your creativity together, no matter where you are.

You will be collaborating in small teams throughout the workshops, using FigJam to brainstorm ideas and plan your projects. Feel free to connect with your peers between sessions to refine your work!
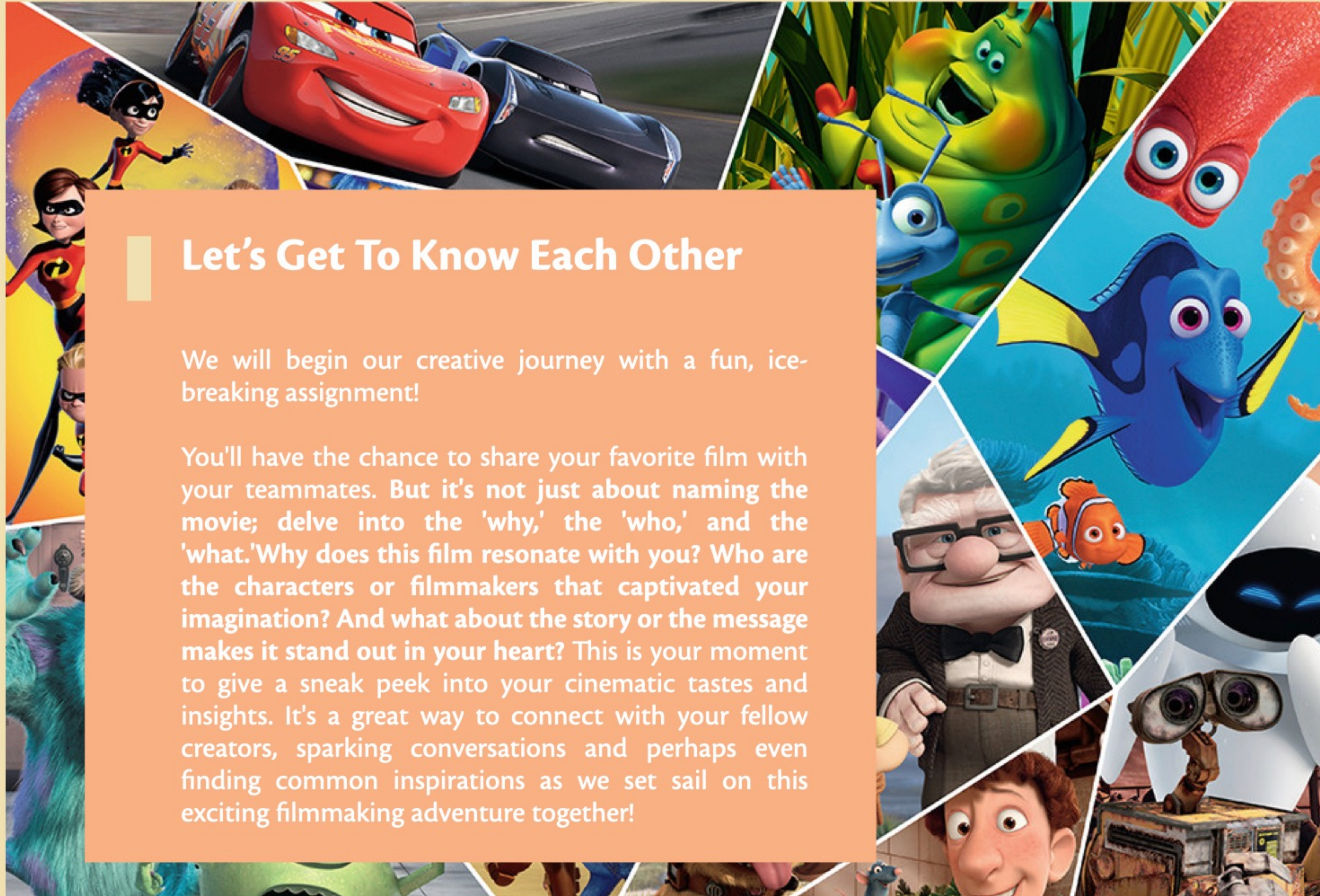
Think of FigJam as a giant, interactive whiteboard on your screen. You can doodle, draw flowcharts, stick virtual post-it notes, or even create mind maps.

Get your free student account, here:
www.figma.com/education/higher-education

Let's Get To Know Each Other

We will begin our creative journey with a fun, ice-breaking assignment!

You'll have the chance to share your favorite film with your teammates. **But it's not just about naming the movie; delve into the 'why,' the 'who,' and the 'what.'Why does this film resonate with you? Who are the characters or filmmakers that captivated your imagination? And what about the story or the message makes it stand out in your heart?** This is your moment to give a sneak peek into your cinematic tastes and insights. It's a great way to connect with your fellow creators, sparking conversations and perhaps even finding common inspirations as we set sail on this exciting filmmaking adventure together!

Let's FigJam

01 **Who are you, and why are you here?**

02

Think of a film that made you feel empathy, understanding, or challenged your perspective. What made it powerful?

- How did it do this?
- Who are the characters or filmmakers that captivated your imagination?
- Why did this film resonate with you?
- What about the story or the message makes it stand out in your heart?
- Does your favorite film inspire empathy, tolerance, or understanding?

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www.tolerance.gov.ae

https://bit.ly/MadarShortFilms_01

Online Session Schedule

01

Wednesday, 12th February, 2025 | 6-7pm

From Idea to Concept
What makes a powerful short film project on tolerance?

02

Wednesday, 19th February, 2025 | 6-7pm

Visual Execution & Filmmaking Basics
Practical skills for capturing and creating impactful content.

03

Wednesday, 26th February, 2025 | 6-7pm

Editing & Polishing Final Projects
How to edit effectively on a mobile device or laptop.

Online Drop-In Sessions

01

Wednesday, 5th March, 2025 | 6-7pm

Project check-ins
Participants bring rough versions for feedback

02

Wednesday, 12th March, 2025 | 6-7pm

Project check-ins
Participants bring rough versions for feedback

These sessions are your chance to get feedback on your rough cut, fine-tune your message, and make sure your film is ready for submission. Use this time to ask questions and improve your work.

What Makes a Winning Project?

Engages the Audience
Does the project make people think and feel something?

Tells a Clear Story
Is the message of tolerance clear and impactful?

Uses Film Techniques Effectively
Are visuals and sound helping to tell the story?

Reflects the Theme of Tolerance
Does it highlight coexistence, empathy, or cultural understanding?

Grading Criteria

	Excellent (90-100%):	Good (70-89%):	Satisfactory (50-69%)	Needs Improvement (<50%)
Integration tolerance (20%)	The original idea seamlessly integrates the theme of tolerance, demonstrating creativity and deep insight, with engaging and well-aligned content.	The idea connects well with the theme of tolerance. While the approach is clear and relevant, consider adding more depth or unique perspectives to further enhance its impact.	The integration of the theme of tolerance is evident but lacks depth and clarity. Consider refining your idea to establish a stronger connection to the themes and objectives.	The idea struggles to effectively connect with the theme of tolerance. Revisiting the core concepts and exploring more engaging or relevant approaches could strengthen the project.
Script (20%)	The script excellently connects and explores the subject of tolerance, with clear, engaging, and insightful content that aligns perfectly with the objectives.	The script adequately connects with and explores tolerance, though it could include more depth or creativity in its approach.	The script addresses tolerance but lacks depth or clarity in its connection to the subject.	The script does not effectively connect with or explore the topic of tolerance, missing key elements or clarity.
Storyboard (10%)	The storyboard supports the script and provides a clear, detailed guide for the production process, enhancing the team's understanding and workflow.	The storyboard supports the script well but could include more detailed or clearer instructions for production.	The storyboard provides basic support for the script but lacks details that would inform the production process effectively.	The storyboard is underdeveloped, offering little support for the script or production process.
Final Film (40%)	The film supports the goals of the script, raising awareness about tolerance effectively. It is outstanding in both technical and creative aspects.	The film supports the script's goals well and raises awareness about tolerance, with competent technical and creative execution.	The film somewhat supports the script's goals but is limited in raising awareness about tolerance. Technical and creative aspects are average.	The film fails to support the script's goals and does not effectively raise awareness about tolerance, with poor technical and creative quality.

Final Project Submissions

Sunday, 23rd March, 2025

Final submissions are due March 23, 2025. Use the drop-in sessions for feedback to refine your project before submitting!

Your final project should clearly reflect tolerance and coexistence. Start thinking about how your story will bring this message to life! In our next session, we'll explore how to turn your ideas into a compelling short film.

Questions?

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