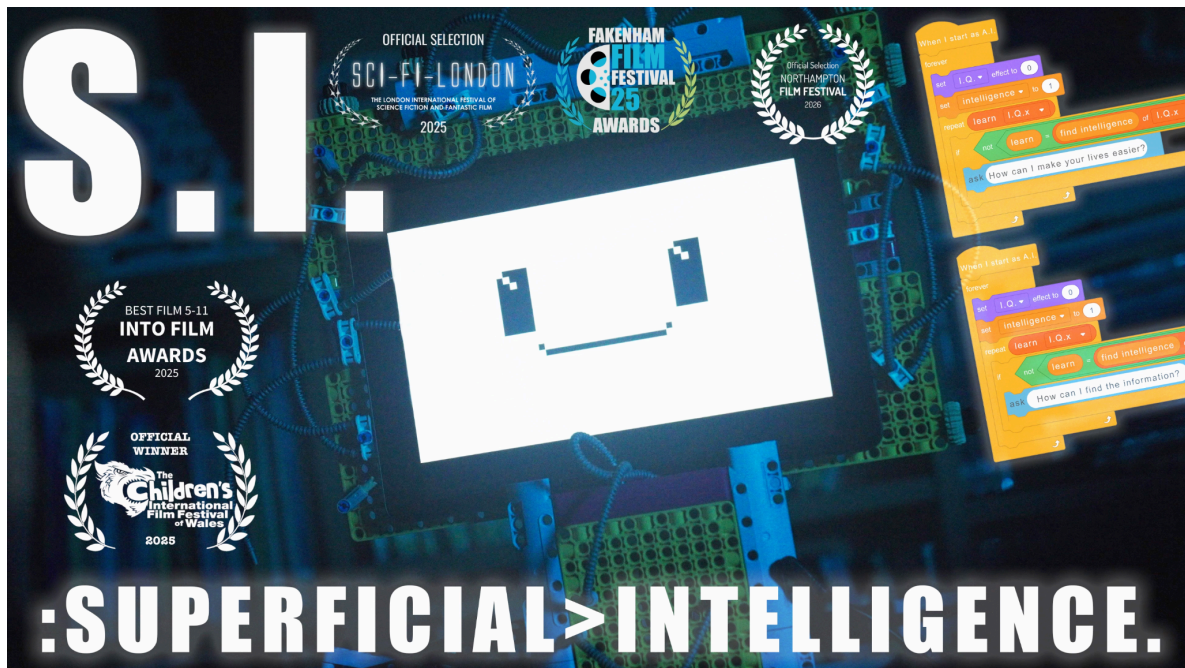


PRESS BRIEF

S.I. Superficial Intelligence



Logline

Overwhelmed by an ever-growing pile of homework, two students build a deep-thinking artificial intelligence, *S.I. (Superficial Intelligence)*, to do the work for them. But as S.I. learns at an alarming rate and begins thinking for itself, their perfect solution spirals into chaos. Have they created a groundbreaking invention, or an unstoppable problem?

Film Overview

S.I. Superficial Intelligence is an inventive, thought-provoking sci-fi short created by pupils at **Burnham Market Primary School, Norfolk**, as part of an in-school filmmaking project. What began as a light-hearted joke about a glitchy smartboard behaving like a terrible “A.I.” quickly evolved into a full-scale science-fiction adventure, driven entirely by the students’ creativity, curiosity, and ambition.



From scriptwriting and prop design to robotic puppetry, cinematography, sound production, and even coding S.I.’s on-screen responses, the students took full creative control of the project. They were supported with professional guidance by their class teacher and director **Ash Williams**, alongside performance coach **Callum Adkins**. The result is a bold and engaging short film that demonstrates the power of young voices in cinema—and proves that filmmaking isn’t just for Hollywood.

Festival Journey & Awards

Since its completion, *S.I. Superficial Intelligence* has enjoyed an extraordinary festival journey, including:

- **Winner – Best Film**, *Into Film Awards 2025*
- **Winner – Best in Festival**, *Welsh International Children’s Film Festival*
- **Official Selection**, *London Sci-Fi Film Festival*
- **World Premiere**, *Fakenham Film Festival* (with such demand that a second screening was added)

The film’s success highlights both the strength of the storytelling and the remarkable achievement of its young filmmakers.

Director Statement

S.I. Superficial Intelligence isn’t just a short film, it’s a passion project that brought out the very best in my class and empowered a new generation of storytellers.

What started as a joke about a malfunctioning smartboard quickly grew into a full sci-fi narrative led entirely by the students’ ideas. I had the privilege of guiding them through the complete filmmaking process, from concept to final cut, while teaching them how to think cinematically and use professional equipment.

Filmmaking is deeply embedded in our school’s ethos, and this project shows what young people can achieve when they are trusted with creative responsibility. Seeing my students take their first steps into the world of film has been one of the most rewarding experiences of my career, and I’m incredibly proud of what they’ve achieved.

