

STUDIO 19 FILM

SCHOOL PROMOTIONAL FILM

THE PLANNING PHASE



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OVERVIEW AND BRIEF:

Please take a moment to describe what you wish to achieve with your School Film :

COMMUNICATION OBJECTIVES

Here are some *ideas that you may wish to accentuate:*

- Our school is at heart of the community.
- Students benefit from a wide range of fun and interesting extra-curricular opportunities which extend their learning.
- Students are well behaved, happy and courteous.
- The school is a friendly and joyful place to be.
- There is an excellent relationship between staff and students.
- Staff & students feel supported by those around them.

Some of these points can be conveyed through footage alone but some will need to be covered specifically by either a voiceover or talking head.

SCRIPT SUGGESTIONS

- A script should be prepared by the school and supplied in advance to Studio 19 Film. Narration can be shared by students and teachers.
 - Narration can be purely audio or spoken directly to camera - Often both are recorded as a back-up and the most applicable versions used.
 - Students and teachers should be able to talk confidently and enthusiastically to camera and be able to cover the key points briefly and succinctly
 - They should be well rehearsed prior to filming day.
 - Ideally these should be filmed in locations and in batches.
 - Having the lines printed onto large sheets to be read behind camera is one option.
- .. Have a look at our Education Videos page to get a feel of what is possible.

FILM SHOOT REQUIREMENTS

To make the shoot day go as smoothly as possible we suggest you:

- Provide a secure base to store all the filming equipment.
 - Allocate approximately 30 minutes for each subject.
 - Make sure that staff within each lesson and location are fully prepared before we arrive. Equipment should be set-up, classrooms tidy and the students (with the relevant parental permission) are smart and ready.
 - Allocate breaks for the crew so that they don't get burn-out!
30 minutes for lunch and 15 mins break morning and afternoon.
 - Select lessons from across the year groups and please ensure that the same students are not used too much.
 - Classrooms are the best representation for that subject area e.g. displays on the walls are colourful and relevant and there is plenty of natural light.
 - Bags and coats should be hidden from view (ideally outside the classroom).
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SUGGESTED FOOTAGE

Brief welcome message from Head/SLT member. To camera or voiceover.

Lots of outdoor footage, show-off all your facilities!

Students positively engaged in interesting and if possible 'hands-on / active' learning within each of the lessons listed within the schedule.

Talking heads of staff and students: What do you want them to say? Please plan which staff and students are going to cover certain points to avoid duplication.

Students supporting younger students through activities like peer mentoring, paired reading and house activities.

Students engaged in a wide range of extra-curricular activities such as lunch-time and after-school clubs and performances.

Students and staff engaging with one another positively both within and outside of lessons.

General shots of students and staff walking around the school and using the facilities e.g. Using their lockers, using the library etc.

FEATURED SUBJECTS / AREAS / LESSONS SUGGESTIONS

Early Years	Play Areas	Forest School	Sports Hall
English -	Maths -	Music -	Dance -
Drama-	Art -	SEN-	Science -
Food Technology-	MFL -	ICT -	Media -
PE -	History -	Geography -	Library -
RE -	Locker shots -	Assembly-	Lunch Times

Drone - This is a great way to illustrate your facilities, capture great exteriors and show the site layout.

IMPORTANT NOTE: *The lessons that are filmed are NOT 'business as usual', staff must know beforehand that the whole purpose of this one lesson is to provide the crew with visually engaging footage that communicates a positive impression of the school. There will be disruption as they won't be able to conduct a 'normal' lesson because they will need to follow instructions and guidance from the crew.*

IMPORTANT NOTES

Ensure that there is a balanced range of students in terms of ethnicity and year groups. Make sure that the same students are not used for more than one scene. Please do not rotate the same students because what you find is the best students tend to appear a lot and you run the risk of the same few students representing every subject.

Please remove any students that are likely to be disruptive.

Uniform and appearance: Correct uniform must be worn, no nail varnish, make-up or jewellery present that violates the school rules. The teachers need to check each student carefully before the filming starts.

P.E. students in the correct clothing for each specific sport including appropriate footwear.

Ensure that no students WITHOUT PERMISSION are filmed. Ideally have list to hand.

Brief the non-speaking students what is expected of them: calm, quiet behaviour and always listen to the crew for instructions and direction.

You will be sent a Video Script Planning document which will be really useful as a guide for the film's over-view, film shoot, script, timings, locations and who's involved.

When you're ready to move ahead with the planning we will send you the next document
- **'THE PLANNING PHASE'**.

Thanks

ANDREW GUEST



Andrew Guest

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STUDIO 19 FILM
FILMMAKER



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/Studio19film

IF YOU REQUIRE ANY HELP WITH PLANNING THEN DON'T HESITATE TO SET UP A ZOOM CALL AND ANDREW WILL HAPPILY OFFER HIS ADVICE AND EXPERIENCE BOTH FROM A TEACHER'S AND FILMMAKER'S PERSPECTIVE.

PLEASE CALL ON 07885758871