



STUDIO 19 FILM

SCHOOL PROMOTIONAL FILM

STARTING POINT

Creating your School Promotional Film

Key aspects to consider when planning your school film;

- Film Aims & Audience
- Content
- Script
- 'Actors' & Locations
- Film Shoot Schedule

School Promotional Film Focus Thoughts

Some questions to consider -

What is your school's major 'selling point' - What would you like to focus upon... e.g. Facilities? Community? Academic Achievement? Etc

What kind of 'flavour'(s) would you like your film to portray?

Planning Your Film

One easy mistake is to want to include every curriculum area, every year group, show off all elements of school life etc all within the film. The reality is that quickly becomes an epic and possibly dull affair that will go on 10 to 20 minutes!

Try to strip ideas down. Get to the core of the message.

You will probably have a small working party to assist you with this process, and may wish to include students too?

Script Writing

Once you begin to hone your ideas it is good to produce a short script. This can be read by The Head, various teachers and/or the students themselves. Once written, please read it aloud and time how long it takes... Then (if you can) allow double that time and you will have the rough film time - The film needs room to breath and for images to speak for themselves and not just have 100% non-stop Voiceover .

Most schools aim for about a 4 to 6 minute film. Therefore 2 to 3 minutes of script can work well.

Other schools opt for a minimal script with the images selling their school.

Example Plan, Script & Schedule

To allow the process to be as pain-free and seamless as possible, it's best to have the entire filming plan, script and schedule mapped out.

This can of course be changed and will be fluid on the filming days, but a plan will keep staff calm and ensure that you get exactly what you want from the film.

School Promo Film Tips

Below are a few tips in how you can help make your School Promo film incredible. You may wish to consider them to help promote the story of your school..

- Have students in hands on activities (try and plan some 'exciting sessions')
- Have a rough shooting plan outlined, (allow 30 minutes for each area/class)
- Consider having some key students narrate the some of the script
- A well-rehearsed script, to ensure quick takes & a natural, warm delivery..
- Think of the areas you wish to show-off and the ones you don't need to highlight.. Often less can be more.
- Ensure staff that I'm NOT an Ofsted Inspector, and that I'll only be grabbing brief seconds of images, not lesson plans or audio of them teaching.
- Try and relax and enjoy the process - You're making a film!!

When you're ready to move ahead with the planning please view the document -
'THE VIDEO SCRIPT'



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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