

PROJECT:

SUPPLIER: Film Infinity

SUPPLIER CONTACT: Ian Miles - ian@filminfinity.co.uk 0203 362 8288

PROJECT LEAD:

PROJECT CO-ORDINATOR ON FILMING DAY(S):

OVERVIEW AND BRIEF:

Please describe what you want to achieve with your video

COMMUNICATION OBJECTIVES

Some of the key factors that could be included:

- The School is at heart of the community
- Excellent exam results
- Ofsted rating
- The school has very high standards
- Students are well behaved and courteous
- The staff are on a journey of continual professional development which keeps them at the forefront of teaching and learning
- The school is a friendly and joyful place to be and has a real sense of community
- There is an excellent relationship between staff and students
- Staff and students enjoy being at the school and feel supported by those around them
- Students benefit from a wide range of fun and interesting extra-curricular opportunities which extend their learning

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.

INTERVIEW REQUIREMENTS

- A script should be prepared by the school and supplied in advance to Film Infinity. The words can be spoken by one or more narrators from within the school (students and teachers) or by a professional voiceover artist. Of course they can speak to camera as well. Have a look at our [Education Videos](#) page to get a feel of what is possible
 - Students and Teachers should be able to talk confidently, enthusiastically and eloquently to camera and be able to cover the key points briefly and succinctly
 - They should be prepared (having rehearsed what they are going to say) before they are interviewed
 - Students must adhere to ALL the rules relating to uniform and appearance and appear happy and smiley!
 - Teachers should be of smart professional appearance and be happy and smiley!
 - Ideally these should be filmed in a quiet location and in batches. Maybe after school would be better?
 - We offer an autocue service, the scripts are uploaded to the system so they can be read whilst looking straight into the camera
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IMPORTANT FILMING REQUIREMENTS

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

- Provide the crew with a secure base to store their equipment
 - Allocate approximately 20 minutes for each subject - The crew can film two subjects per lesson period. Allocate longer slots for sport and the sciences
 - Make sure that staff within each lesson and location are fully prepared before the crew arrive. Equipment should be set-up, classrooms tidy and the students (with the relevant parental permission) are smart and compliant
 - Organise breaks for the crew so that this can be done quickly and easily within the time allocated. 40 minutes for lunch and 15 mins break morning and afternoon.
 - Please choose lessons from across the year groups and please ensure that the same students are not used in more than one lesson
 - Classrooms must be the best representation for that subject area in terms of appearance: e.g. clean and tidy, the 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
 - Students positively engaged in interesting learning activities 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 clubs and performances
 - Students engaged in leadership/student voice activities such as school council meetings
 - Students socialising at break-time and having fun with friends
 - Students and staff engaging with one another positively both within and outside of lessons
 - Two staff working together-one supporting the other
 - Reception staff greeting a parent
 - General shots of students and staff walking around the school and using the facilities e.g. Using their lockers, using the library etc
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FEATURED SUBJECTS/LESSONS

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 proper lesson because they will need to follow instructions and guidance from the crew.*

English - **Please describe what you want to show in each of these lessons**

Maths -

Music -

Dance -

Drama-

Art -

SEN-

Science - Divide into the three disciplines: Chemistry, Biology and Physics

Food Technology-

MFL -

Lunch and or Morning break – Students socialising (friendship shots)

ICT -

Staff meeting - Supportive interaction between members of staff

Mentoring shots - Older years students reading, showing, explaining

Media -

Reception staff - Welcoming parents

PE -

School council - Students listening, discussing, sharing.

History -

Geography -

Library - Ensure shelves are full of books. Children reading

RE -

Corridor shots of students moving around - Happy.

Locker shots -

Assembly-

Arrival at school-lining up

Duke of Edinburgh

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

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 must be in the correct clothing for each specific sport including appropriate footwear
- Ensure that no students **WITHOUT PERMISSION** are present. 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.

IF YOU REQUIRE ANY HELP PLEASE CALL US ON 0203 362 8288

We are here to help you create the best video possible for your school.

THANK YOU