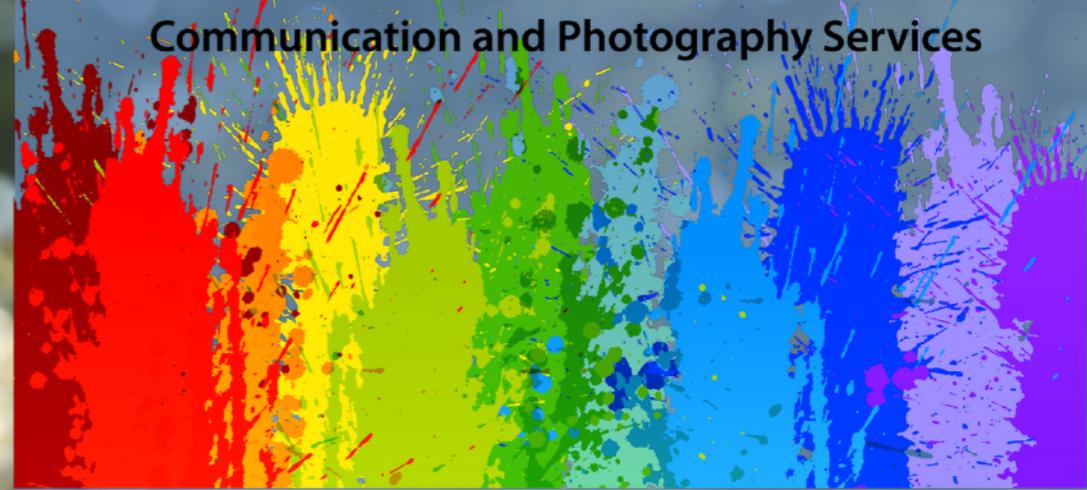




edufilm

Communication and Photography Services



Welcome to EduFilm

A Guide For Schools

EduFilm.co.uk

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Did you know?

- By 2019, global consumer Internet video traffic will account *for 80%* of all consumer Internet traffic
- Facebook generates 8 billion video views on average per day
- YouTube reports mobile video consumption rises 100% every year
- 92% of mobile video consumers share videos with others
- 90% of users say that product videos are helpful in the decision process
- Social video generates *1200% more shares* than text and images combined
- Including a video on a landing page can *increase conversion rates by 80%*
- *Companies using video enjoy 41% more web traffic from search than non-users*
- *59% of users agree that if both text and video are available on the same topic on the same page, they prefer to watch video*
-

Why choose EduFilm?

We aim to deliver market leading expertise and the best value for money while investing in and giving you access to the best cameras, lenses and editing software available.



EduFilm is the only company in the UK dedicated to producing content solely for schools and educational providers.



We have had extensive experience working in the classrooms of primary, secondary and SEN schools

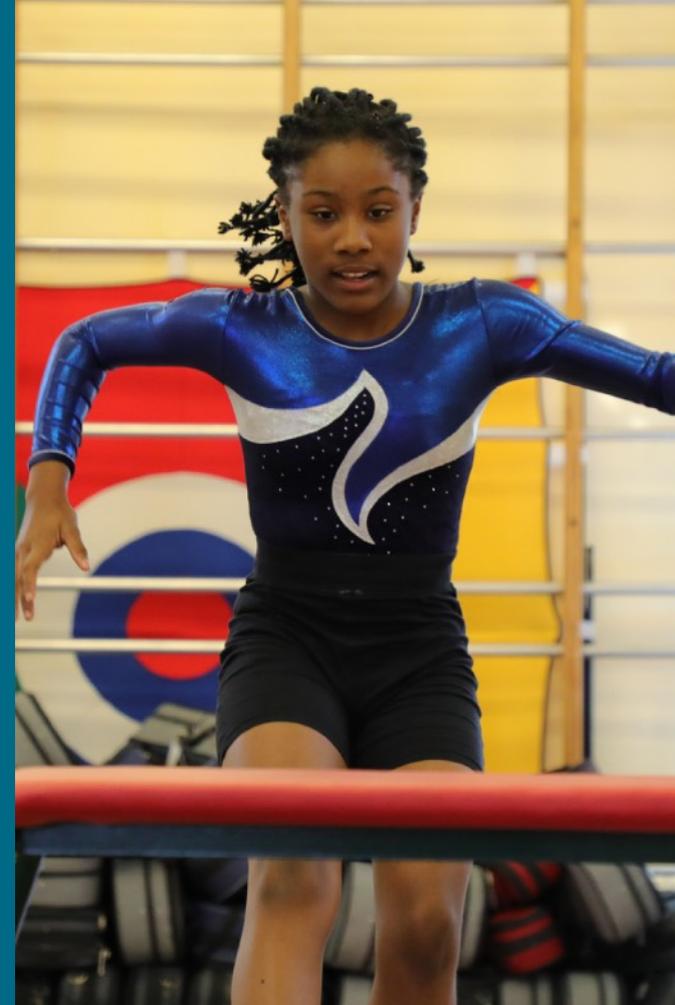


Our film production knowledge gives us the opportunity to create engaging and unique content for every client across the educational spectrum.



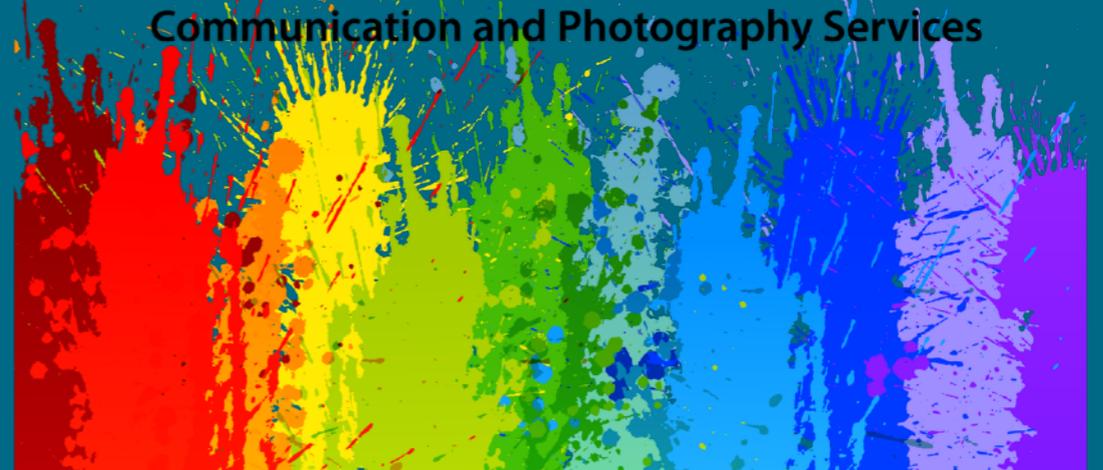
We use a trusted few freelancers to help us on individual projects, allowing us to keep our overheads low, which in turn means we can provide better value for money than anyone else.





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St John's Academy

"Thank you so much for this you've done an amazing job capturing what St John's is all about."

It's gone down so well. Already 1.8k views on Facebook .

Thank you again."

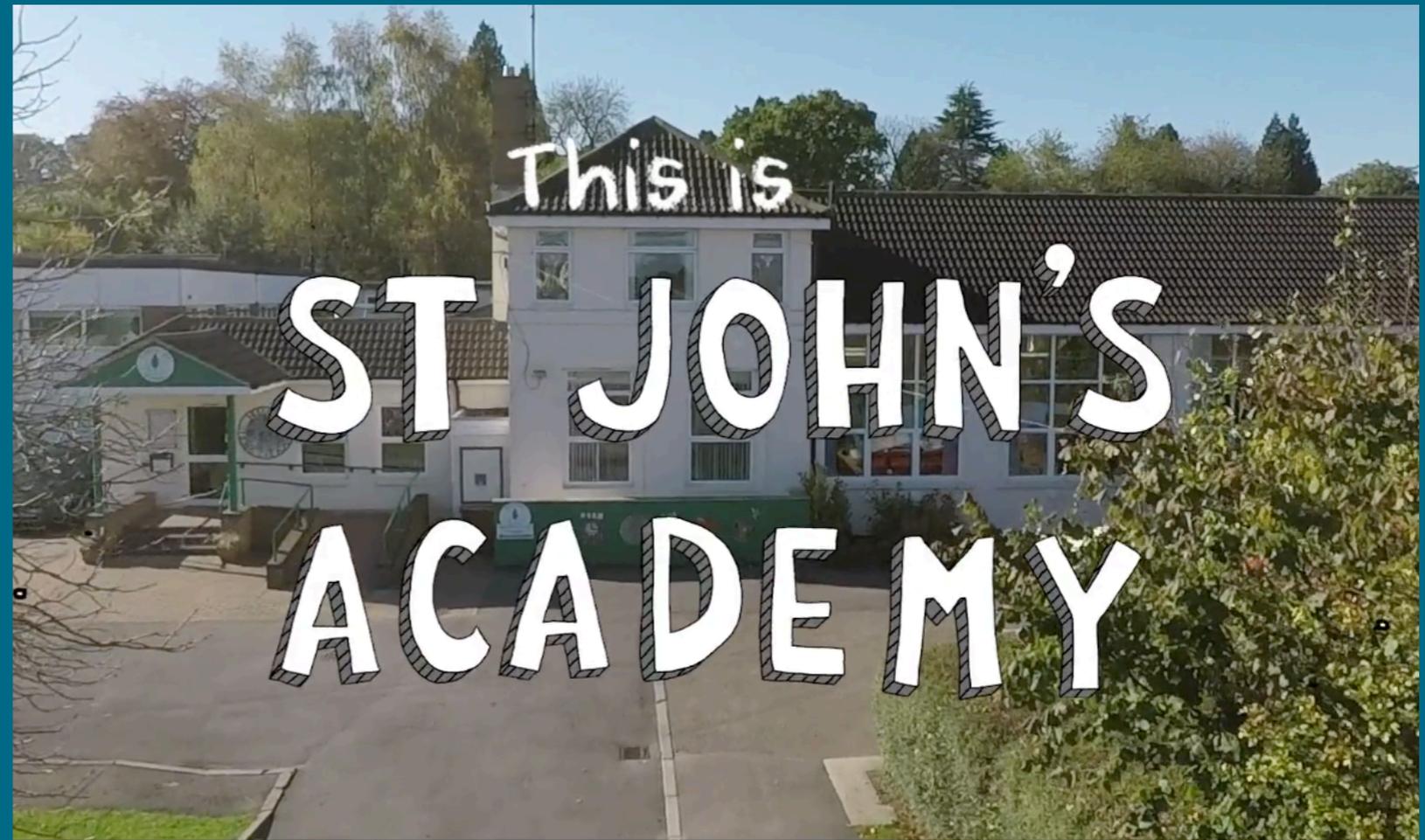
St John's Academy had recently reopened (spring 2018) as part of the Diocese of Gloucester Academies Trust, replacing the previous St John's Primary School.

After going through a period of restructuring at the school, the newly appointed headteacher, David Le Templier was keen to address the falling number of applications and the worrying trend of pupils relocating to other schools in the area; so he reached out to EduFilm to see how a promotional film may help.

On meeting with David it became clear that the school was burdened with the same perception of school that this new academy had replaced. With an OFSTED inspection long overdue, David's concern was that there was no immediately clear opportunity for the school to be able to celebrate and publicly demonstrate the improvements and successes the school had made since re-opening as an academy.

We discussed the objective of the film and identified that the perception of being a "bad school" was what needed to change.

We devised a treatment for the film; it was certainly important to have David in the film, to



St Johns Academy- October 2018

discuss the changes that had been made, but we wanted to demonstrate the quality of life at the school. By taking in the reward elements of the assembly, hearing from pupils and capturing the high standard of teaching & learning- we felt we had the material we needed to go into edit. To give the film the right aesthetic quality, we introduced animated graphics to create playful film with essential content to the schools situation.

The school now have a film they can not only host on their website and social media channels, but use it to build relationships with feeder nurseries. Within days, the view count was in the thousands and the parental engagement was incredibly positive. We are keeping in touch with St John's to see how the film has helped increase the intake of new pupils.



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Kings Forest Primary

*"Oh my goodness, we love it.
Thank you."*

*Let's definitely do another just
for our Reception class".*

Kings Forest Primary School is a two-form entry school in Kingswood, Bristol.

The headteacher, Ross Newman contacted us as he wanted a film that promoted the ethos and values of the school.

Ross is also an Local Leader of Education (LLE) and identified the benefit of incorporating different types of media on the schools website. The school has a vast array of various enrichment programmes which they were keen to show.

Ross was very keen for the film to be pupil-led- he didn't want the film to be a "headteachers welcome", rather the students "showing the viewer around the school".

Combining this decision with the wealth of material to showcase, we created a detailed scripting of the film ahead of shooting; we broke the script up into manageable sections for the pupils which also gave us the opportunity to celebrate the cultural diversity of the school.

Due to the obvious need to give the pupils the chance to deliver their piece to camera over several takes, the filming took on a more "workshop" style of approach. We quickly saw that by mixing the students interest in the



Transport for London Schools Event- Photography

filming process along with their enthusiasm, we could give the pupils the chance to have an input behind the camera which really helped their confidence in front of it.

The resulting film certainly reiterated the intention that pupils at the school are empowered to create and try new things, not just through their enrichment programmes but

through their spontaneous yet welcome contribution to the filming process.

The end result is a film that has maintained the high levels of engagement the school has with it's community and led us to create a separate "day in the life of" film for potential parents to view the schools reception classes in action, demonstrating the high quality learning that is taking place.

What's the process?

We aim to make life as simple as possible for you, leaving you to focus on teaching, while we take care of everything else.



Consultation: We will visit your school, to discuss your needs, identify and develop a working brief with you.



Treatment and Pre-Production: From the brief we will put to gather a brief with any storyboarded elements necessary. We'll submit a shoot schedule for your approval ahead of



Filming: With all the organising ahead of filming complete, the shoot will be cause minimal disruption. You'll be surprised how many of your students and staff will enjoy it!



Post Production: The editing process starts in earnest after filming. We'll send a rough cut to check the content, refine, then get creative with colour grading, audio mixing and animations. After all of that- the completed film will be presented for project sign off.





Photography

Our service doesn't end with film production- we can provide you with hi-resolution, documentary-style setting photography for your website, social media and printed marketing.





Investment

Prices start from £1650 for an EduFilm. Our photography packages start from just £450. For more information on the range of options available, contact us.

Contact

We are always happy to discuss potential projects. Give us a call or drop us an email- we'd be delighted to hear from you.

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