

Film School

Lesson 1



Today you will be focusing on the unique message of your school film. Understanding the message of your video will give it a clear structure for the upcoming weeks.

N.B. Always save your annotated interactive whiteboard files. Your class will be making films in 5 groups, so you choose who will be in these groups. You may want to read the document called Preparing Your iPad (and children) for filming before you start this project.

Learning Objective

To understand what a school film is and why it is used.

Introduction (15 mins)

5mins Watch the **Week 1 Intro and trailer** video. What is a prospectus video? Discuss what will need to be in your video in pairs and then as a class.

Visit <http://www.ataleunfolds.co.uk/training> for class workshops and teacher training.

Main (30 mins)

Watch **School Prospectus Example** video in short sections. Discuss in pairs the pros and cons of a video rather than a paper prospectus in pairs before having a whole class discussion.

What is it for? How can you get people to watch your video? (*e.g. make the title exciting "Why ... Primary School is fantastic"*). Pupils write notes in pairs on **1.1d Features of a prospectus** worksheet as you discuss.

Look at your own school prospectus (**1.1a Mock prospectus easy/hard** provided if your school doesn't have one) and continue making notes on **1.1d Features of a prospectus**. Study the school prospectus/website and pull out the following features:

- What is the main message? (*e.g. each child is valued, education is made really fun or we focus on bringing together the community etc.*)
- What persuasive vocabulary is used? (*emotive*)
- What is the writing style? (*a mix of formal, with some opinions*)
- Key phrases/sentences (*persuasive openers*)
- Persuasive techniques (*e.g. statistics and facts, see 1.1b Persuasive techniques resource sheet*)
- Use **1.1c School message word cloud** in the IWB file (or print it out) to prompt discussion.

Plenary (15 mins)

First in groups and then as a class, summarise the main message for your prospectus in a single sentence. What do you want your main message to be in your video? What is the key message you need to promote so that people understand the best things about your school? Write an effective sentence using **1.1c School message word cloud** for the school message, on their whiteboards and then write a sentence collaboratively as a class using a mix of ideas.