

minute media arts

'minute media arts' offers Digital Video Media & Arts to corporates and educational establishments throughout the UK.

Thank you for stopping by and taking an interest in our short 'Digital Video Film Course' for corporate team building and education establishments. We utilise digital technologies, media and arts, combined with a series of script templates (with moral content) to achieve amazing results.

CAN LEARNING BE FUN:

It is a proven fact that we all learn better when we are having fun. When a tutor can hold an adult's or child's attention and interest for a number of sessions, then it is amazing to see what results can be achieved. By using some of the latest digital technologies available, combined with an exciting delivery mechanism, we have found that participants can have fun and actually learn new skills in the process.



AIMS:

Our main aim is to demonstrate and encourage 'team building' through clearly defined roles, in order to accomplish a one minute digital video. Each student takes it in turn to do each others role, which helps teach students an appreciation for the others gifts or challenges of their peers. The script templates provided, have different morals that help the actors consider the content as it is being delivered. By using the latest digital technology, combined with the professional process of film making, students will have an appreciation for how a short digital film is made. We hope they will use the sessions to express themselves better and utilise new team building and people management skills that are essential in life today.

ONE MINUTE:

TV Commercials are between 30 seconds and 1 minute long, yet they are like 'mini adventures' to quote one company. There are a number of skills that come into play when a time constraint is given. To be concise is a skill in itself, so to edit and condense 5 minutes of filming into 1 minute is a real team achievement. We have found that students will be patient to watch four versions of their peers work, especially if it only lasts one minute each. We have also found that students grasp film concepts quicker, when the process is continually repeated, this is made possible by using minute media video clips. We are not restricted to only making one minute videos, we can accommodate clients that a specific need for longer durations, however, the basic principles are still the same.

DIGITAL VIDEO FILM COURSE:

The course is delivered as an initial Part A with three sessions or as the Full Part A B which is the complete six session course, with an option to continue onto an advanced Part C course of a further 2 sessions (session 7 & 8). Part A would need to be completed prior to attending Part B or C. Each session is between 1.5 and 2 hours long depending on students abilities. The course can be implemented over one or two consecutive days or

over the course of a week or even a number of weeks, however, this has additional cost implications (NB: elapsed time between sessions can lose valuable momentum).

Part A - Sessions 1 to 3: Introduction to shooting scripts. Part B - Sessions 4 to 6: Using the skills from Sessions 1 to 3, students create their own story to shoot. Where possible, the sessions are delivered 2 to 3 sessions at a time, with a break in between each session as appropriate. No previous film making, acting, editing or directing is necessary, all the skills required will be taught on the course, together with team building skills.

ASSESSMENT:

By following current educational guidelines, many of the sessions will help a student achieve an industry standard level, although the student may not be aware at the time, because they are having so much fun. We have an initial self-assessment card that students complete in session one and then the exercise is repeated at the end of session three or six (depending on course length) where the student rate their improvements in the defined skills base. This can be either rigorous or light-hearted based on the particular needs of the group (i.e. it is not the aim of the course for students to feel they are being 'assessed' by their peers).

RECOGNITION:

To recognise all students we present certificates to the participants, which outline the skills achieved in the making of a minute media and arts video.

WHAT DO WE DO WITH THE MINUTE MEDIA VIDEO?

What is achieved by a team of determined individuals working together, can be quite entertaining for others to watch, especially if they think they are only watching for one minute. Therefore, presenting to colleagues, management or parents can be quite rewarding for all concerned (we will provide the finished product on CD and via email as appropriate). We can provide the certificates to be presented by your dignitaries, after the showing of the film to the chosen audience. In addition we are planning to publish the films on YouTube in either a Public or Private area as directed by the group. We would like to encourage our clients to have their film entered in an annual 'minute media arts' film competition, based on age group.

EXTENSION OPTION:

Some of our clients might like to choose a topic for sessions 4 to 6 which is part of the launch of a new product or service, where the roles of awkward buyer and enthusiastic salesman are played out in a drama, in order to emphasise the salient benefits of the product or service. This could then be either used in its raw form as a 'training aid' for internal use or to be further polished and professionally edited to form part of an organisations sales and marketing materials that one could give to a potential prospect for the organisation.

BONDING:

Some organisations have a vision to use the short course to encourage 'bonding of parents with children'. By offering this course to ten parents each with one child, everyone learns a new set of skills 'together' and the team building elements transcend to parent/child bonding; which we believe is essential in the world today for happy contented families. What could be better at Christmas, than showing the rest of your family, a one minute video that you made with your child. Happy families make happy employees.



BACKGROUND:

'minute media arts' is a division of TimeMaker Systems (Europe) Ltd who are a digital marketing technology company that have utilised digital technologies since 1992 to deliver solutions to the SME, corporate marketplace and education establishments. With the addition of an experienced Film Director, Professional Actors and Professionally Qualified Teachers, we are now able to offer a 'total solution' for UK businesses and for students in education.

NEXT STEP:

Please ring one of the 'minute media arts' team on **01634 260700** to discuss your particular needs and timescales. We would be happy to help arrange conference facilities to accommodate your group as appropriate, as we have preferential rates with hotels throughout the UK.

Thank you for considering 'minute media arts' for your needs, we look forward to serving you in the very near future.

minute media arts is a division of
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