

High-Quality, Low-Cost School & College Videos



Who doesn't want to save money these days? Traditionally, video production has been expensive. But fortunately there is now a practical way of cutting costs, while still maintaining quality.

SpurFilm have been producing celebratory promotional videos for British schools and colleges for more than 30 years. We have supplied well-crafted films for state schools such as Chalfonts Community College and Eastwood Forest School in London, and for independent preparatory and secondary schools such as Abberley Hall, The Leys, Bootham, Stowe, Uppingham, Rossall, Malvern College, and The Beacon in Chesham. We possess a clear understanding of the systems of British education, we have a wide experience of working with teachers and pupils, and we enjoy celebrating success. As video technology advances, SpurFilm determinedly remain at the sharp-end of development. This enables us to produce a range of cost-effective media, from broadcast television documentaries to corporate marketing and promotional videos.

Today, while smartphone cameras allow everyone to shoot high-quality movies, the professional skills of editing have remained very much the same. It is often said that films are created in the cutting-room, and this is certainly true today. So we propose a partnership - where you organise all the filming of teaching and cross-curricular activities, and we do the interviews and the editing.

We offer you a total of 8 to 10-minutes of professionally edited high-definition video which reflects the uniquely positive benefits of the academic and extra-curricular activities you provide. This high-quality end-product can be used on your website - either as a single video, or as several shorter items covering different subject areas. These might include a message from your head, together with samples of academia, creative subjects, extra-curriculum, games and sports, and pastoral care.

The Production Process

Step 1 - write the script

Spurfilm will work with your marketing team to create a script which identifies the content required to satisfy your own key marketing points. You might choose to reveal your educational strengths and your facilities within one term, or you might opt to cover an entire educational year to show the full range of sports and activities on offer. Whatever your message, SpurFilm can collaborate in writing the ideal script for your video material.

Step 2 - the interviews

To create an in-depth video, the images of everyday life on your campus need to be cohesively edited together to convey a compelling story. And nobody is better to tell this story than your key staff and satisfied parents and pupils. As early as possible, SpurFilm will visit your school to do as many as 15 or 20 interviews. This process might take two or three days at your convenience. The sound-bites acquired will then be used to create the verbal story which will become the backbone structure for your video material.

Step 3 - the actuality filming

We will then create a list of all the actuality images required to illustrate every spoken statement, and work with you to identify the dates when these could most conveniently be filmed.

Instead of engaging an expensive video crew, members of your school or college can do the filming themselves - on their own smartphones. To ensure professional results, SpurFilm can either train individuals to do this work, equip your marketing people to do the training, or devise a bespoke extra-curricular course for your pupils to learn how to make professional videos on a cellphone.

Then staff and pupils can be designated to record aspects of teaching and learning which convey the unique and special qualities of your school or college. This will enable you to film at your own convenience without the problems of re-arranging elements of the educational timetable to accommodate a visiting crew. You will also be more likely to capture those magical moments which often occur spontaneously when a crew is not present, and which speak volumes about your ethos.

Step 4 - extra filming

As part of the all-in package we include aerial filming with our drone to capture breathtaking images of your campus, facilities and local environment.

Step 5 - the editing

SpurFilm are highly experienced at editing visual material to engage an audience, to hold their attention, and to convey a message in a succinct and powerful manner. We will weave the filmed interviews and actuality images together, and use music created by your own bands, orchestras, individual talented pupils, or other royalty-free compositions. During the editing process you will have unlimited opportunity to manipulate the structure of the video to your own satisfaction.

Our Offer

Spurfilm provide the above service for the all-in price of just £6,000 plus vat, with 50% paid at project commencement, and 50% on delivery of the finally approved video material. For examples of our previous work, please visit... www.spurfilm.eu/education.



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