



**Klik**  
MediaLab

by

Core Enterprise Pte Ltd &  
Brainchild Pictures Pte Ltd

# Videomaking



Latest and unique  
**Team Building**  
**Activity** for  
Corporate Companies



# Video Statistics, Habits, and Trends You Need To Know [2021 UPDATE!]

## Highlights

- 83% of respondents prefer watching video to accessing information or instructional content via text or audio.
- Most respondents view videos two to four times per week.
- YouTube is the most popular place to watch instructional and informational videos.
- Respondents prefer videos between five and 19 minutes long.

<https://www.techsmith.com/blog/video-statistics/>



# Going GREEN

Towards SG Green Plan



**Replace** (printed) booklets with (digital) softcopy handouts.

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We can also ...

- *Produce short documentary films on related **Green** themes*
- *Organise a campaign to **recycle** paper*

# LEARNING OUTCOMES ...

- ... learn basic film-making knowledge and skills from professionals (eg. pre-production, production, post-production)
- ... appreciate your organisation, community and environment (in the process of creating short-films)
- ... develop soft-skills (eg. Collaboration, Creativity, Resilience)

**P**roduction can be a **L**earning **P**rocess too

A grayscale silhouette image of a film crew in a studio. On the left, a person stands on a tripod, holding a large light reflector. In the center, another person operates a camera on a tripod. To the right, a boom microphone is suspended over a group of people. The background shows a whiteboard and a table with chairs.

# TEAMWORK

Your staff will be organized into groups to produce a short-film. Members of each team will be given roles to fulfill as they work together to storyboard, write, take footages and organize files for post-edits

Raymond was an engineer turned film director. He has produced 3 local films which have received several accolades and recognitions.

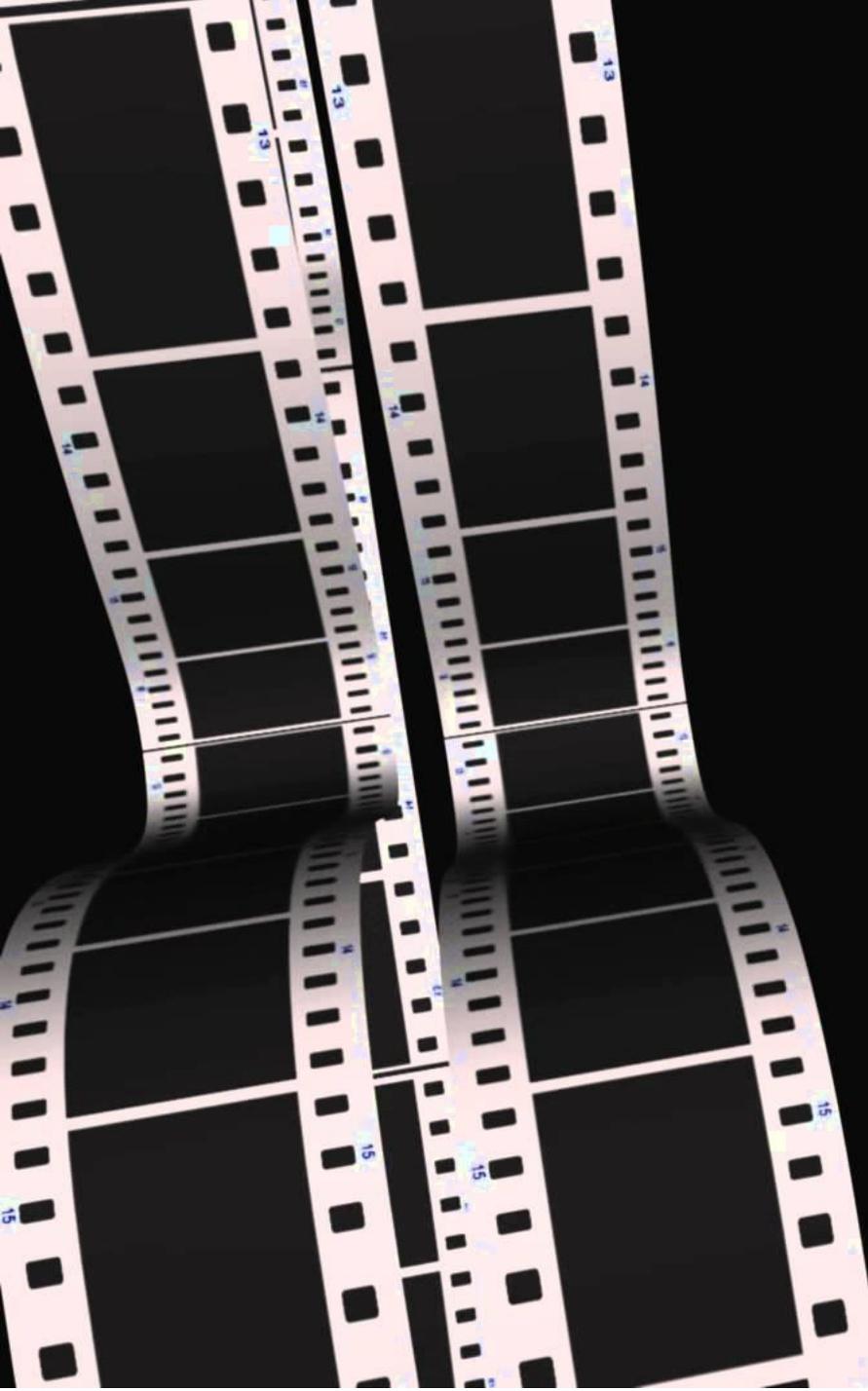


While Roger is familiar with andragogical approach, Raymond is an expert in film making. Both possess the experience and expertise in guiding organisations to produce short-films.

Roger was an educator with MOE for 22 years before starting his own training company. He has produced several short films together with Raymond.



**Production Team** **Key Members**



# Accolades and Recognitions

## Film Festivals

- \* 13th Busan International Kids and Youth Film Festival 2018, South Korea*
- \* 26th Kinoko International Children's Film Festival 2018, Japan (Nominated for Best Feature Film)*
- \* Minds Film Festival 2018, Singapore*
- \* 12th Asia Pacific Screen Awards 2018, Australia*
- \* 35<sup>th</sup> BUFF Malmo Film Festival 2019, Sweden*
- \* Kids First! Film Festival, USA*
- \* 7th Seoul Guro Children Film Festival, South Korea (nominated for Best Children Feature Film)*
- \* 2nd AnimEDU International Children's Film Festival, Taiwan*
- \* 24th La Matatena Film Festival, Mexico (Nominated for Best Children's Film)*
- \* 32nd International Film Festival for Children & Youth, Isfahan, Iran (Nominated for Best Feature Film)*
- \* 42nd LUCAS - International Festival for Young Film Lovers (Nominated for Best Feature Film)*
- \* DYTIAKO International Children's Media Festival, Ukraine*
- \* San Diego International Kids' Film Festival*

# Visual Story Telling



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*Story is at the heart of any good film. Special effects, setting, stars – unless there is a good story to be told – are meaningless.*

*Traditionally, stories were passed down from generation to generation by the storyteller – someone whose job it was to share the stories which help us to make sense of our world. Today, we receive our stories primarily through screens: the television screen, the digital screen, the tablet, the mobile device.*



# Film Language

In a good film, the audience understands the *story* that the filmmaker is trying to show them and *feels* what the filmmaker means them to feel. To be a successful filmmaker, you need to use different techniques to make sure this happens. You need to know what will happen if you frame a **shot** in a particular way; how you can use **sound** to help show what's going on, and how to edit your shots together in **sequences** that build tension or emotion. You need to know about **film language**.



*Having a good laugh at your own videos*

# **Confirm + Chop**

**8 hours**

# **Team-building and Team-learning Retreat**

**In-House Venue**  
**[lunch + 2 teas]**

**External Venue**  
**[lunch + 2 teas]**

**\$250/pax**

**\$450/pax**

Min 15pax to start

Contact us to customise the packages (e.g. food/venue options and number/type of video productions) to your budget

**SPECIAL PROMOTION**

**20% off for the first 3 companies by October 2022!**

# Learning Journey to Iceberg

[a boutique post-production facility]

Optional | Additional fees apply



What are  
you waiting  
for?

Ready  
Camera  
Action!

