

Case Study - MCS Projects Ltd (Video & DVD Production)

MCS Projects Ltd – The Challenge

MCS Projects contacted AVT Connect to produce a 3 minute promotional video to highlight their innovative educational scheme. The video was to be used in a meeting MCS had secured with the Parliamentary Under Secretary of State for Schools and Learners.

Operating nationally, MCS have initiated a scheme in secondary schools by which native foreign language university students aid language teachers. This is done by mentoring and helping small groups of pupils during lessons in their native tongue.

The video needed to convey the impact that foreign university students were making upon the pupils learning a foreign language. The main emphasis of the video was that through the scheme, exam results and the confidence of pupils had both improved enormously.

AVT Connect – The Solution

Our digital team approached the project with a fresh feel and strived to produce a confident, fast paced, and energetic video that displayed all relevant key information and messages in an interesting and entertaining way.

A recce of the school to be filmed was undertaken, to ensure that the filming process on the day went as smoothly as possible and that any disturbances to classes were kept to a minimum.

During the filming at Falmer High School in Brighton, AVT Connect interviewed



the head teacher, the head of the modern foreign language department and two school pupils. University student mentors were also interviewed for the video so that it could have a double use as a tool to encourage other university students to take part.

AVT Connect's digital team created a very positive and energetic feel to the video by using handheld footage with attractive angles, visually

engaging backdrops and fast-paced editing. Through the interviews they explored the significant effect the scheme had made upon the school and its pupils.

The Results

The final version of the video was delivered on DVD, in plenty of time for the important meeting MCS had with the Parliamentary Under Secretary of State for Schools and Learners. MCS's director was delighted with the outcome.

"I've been happy with every aspect of the service which you have provided!"

