

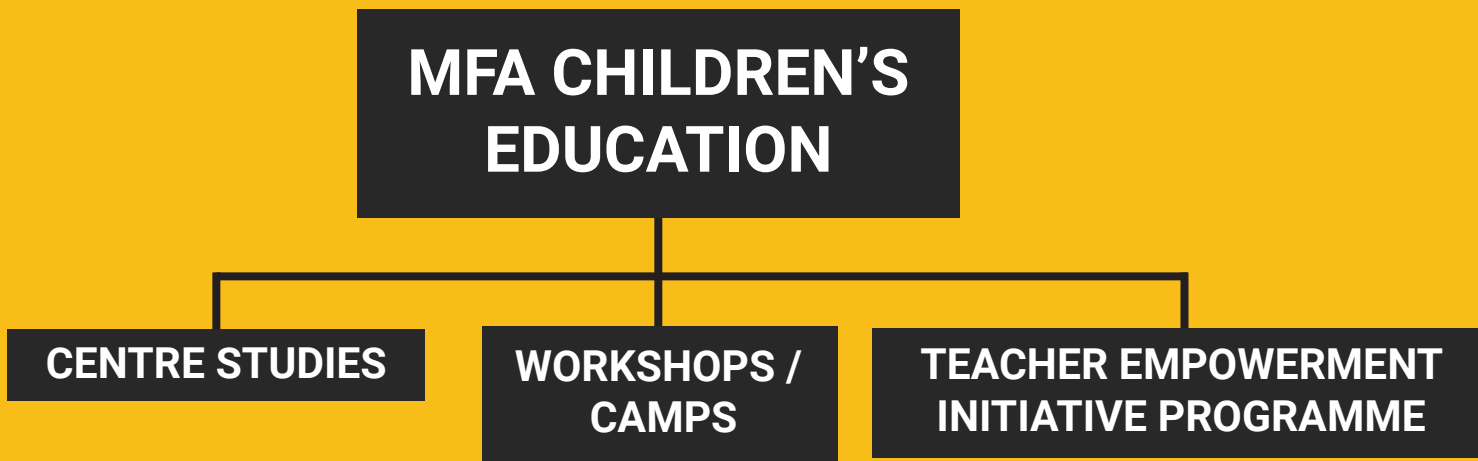


***MICRO FILM ACADEMY (MFA)
CHILDREN'S EDUCATION***



MICRO FILM ACADEMY

CHILDREN'S EDUCATION





CENTRE STUDIES

VALUE PROPOSITIONS

1. Filmmaking education with applications of using your micro device to:

- Learn and explore.
Articulate ideas and messages using the film platform.
- Grow as an all-rounder with a new filmic language picked up, which is extremely relevant in the digital age (fourth industrial revolution).
- Explore the creative side of the brain and develop it under the mentorship of our solid teaching staff and accredited syllabus.
- Develop and apply critical and creative thinking/problem solving skills.

2. We will supply each student a proprietary app which can be downloaded into your micro device to turn it into a full fledged camera with access to settings and full control (just like a DSLR)

3. Skills pertinent to the development of the students growth will be integrated tangibly into the classes. (Leadership, Critical Thinking, Creative Applications, Public Speaking, Teamwork and Problem solving)

4. Cultivating a culture of integrating filmmaking of all types of genre in their daily lives (From a documentary about an interesting species of frog discovered in a park to a cool vlog series of the family overseas holiday trip).

5. Allow them to be integrated into a community of like-minded students and be encouraged to open up and contribute their ideas/opinions in the creation of their films while building long lasting friendships/networking.

CENTRE STUDIES



CUSTOMER PAIN POINT 1

- **How many parents send their children to these classes with a realistic expectation and ambitions of their children :-**
- Piano Class : becoming a concert pianist in the philharmonic orchestra?
- Ballet Class :becoming a ballerina in the Royal Russian Ballet?
- Drama class : becoming a Hollywood actor one day?

The barrier to entry for most of the classes are low but the ancillary fees are high such as

Tool purchases :-

- For Piano Classes - Lowest Tier Upright Piano – RM4000 – RM 5000
- For Ballet Classes - Uniform purchases





CENTRE STUDIES

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For Ballet Classes - Uniform purchases

Uniform Purchases	RM
Pink Rad Leotard	85.00
Pink Skirt	46.00
Pink Socks	22.00
Pink Soft Leather Shoes	75.00
Total	228.00



CENTRE STUDIES

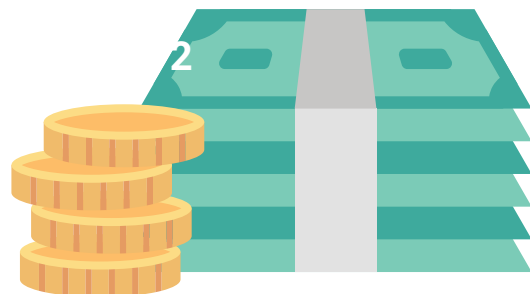
CUSTOMER PAIN POINT 2

The Grading/Practical exams fees :-

- Piano – Beginner to Grade 8 – approximately RM3,620 (as per table 1)
- Ballet – Pre-school to Grade 8 – approximately RM4,140 (as per table 1.1)◆
- Additional textbooks/reference book materials
- Piano Music Books – approximately – RM500 – RM1000

Once calculated, parents spend up to RM20,000 – RM 30,000 for a single child to go through:

- Piano classes - Beginner to Grade 8
- Ballet Classes – Pre-school to Grade 8





CENTRE STUDIES

SOLUTION

01 CENTRE STUDIES

- *A curriculum which emphasizes a Grade 1-8 progression and a “student come to centre” model.*



WORKSHOPS / CAMPS

WHY LEARN USING FILMMAKING ?

Empowering, Inspiring and Motivating

The skills and discipline of filmmaking is an empowering process that accelerates and inspires confidence and leadership, motivates learning and thinking skills and inculcates responsibility and orderliness



Fun and Joyous Activity

Filmmaking is a fun and joyous activity that can be easily learned by preschool, primary and secondary school students

Future Proofing with 21st Century Life Skills

Filmmaking and STEAM incorporated activities develop soft skills such as analytical, creative and critical thinking as well as communication, managerial and teamwork



WORKSHOPS / CAMPS

OVERVIEW

1 LEVEL: INTRODUCTORY

Class duration: 2 days

Assessment: One 60-second video using basic filmmaking skills and guided visual storytelling

Approaches: Playful & Imaginative
(To be suited according to age groups)

Age groups:

1. Preschool
2. 6-9
3. 10-12
4. 13-15

2 MAIN TOPICS COVERED

1. Learn about research, management, collaboration, prioritisation and more by undergoing the pre-production, production and post-production processes of the filmmaking world
2. Learn about critical and creative thinking through an introduction to visual storytelling
3. Practice leadership and teamwork skills by preparing and working together on a film set



WORKSHOPS / CAMPS

OVERVIEW

3 STEAM INCORPORATED ACTIVITIES

1. Learn about research, management, collaboration, prioritisation and more by undergoing the pre-production, production and post-production processes of the filmmaking world
2. Learn about critical and creative thinking through an introduction to visual storytelling
3. Practice leadership and teamwork skills by preparing and working together on a film set

4 FILMMAKING ACTIVITIES

1. Introductory Camerawork
2. Introductory Editing
3. Introductory Visual Storytelling
4. Introductory Sound
5. Working on a film set

OUR TRAINER



DR. ADRIAN LEE (Ph.D)

THE ACADEMICIAN

Dr Adrian Yuen Beng Lee has been teaching since 2001. Beginning as a tutor for kindergarten and primary school students to finance his studies, he went to complete his Bachelors, Masters and in 2012, his PhD. Till date, he has graduated students from the PhD, Masters, Bachelors and diploma levels.

He is currently Senior Lecturer in a leading private university in Malaysia. Prior to this, he was Chairperson of Postgraduate Studies and Senior Lecturer at the School of Communication, Universiti Sains Malaysia (USM) and lecturer at Han Chiang University College of Communication (HCUC).

Besides teaching in the university, he also teaches at the St Paul's Community Computer Centre (SPCCC) in Penang, where volunteers teach computer classes to students regardless of age, religion or ethnicity.

THE JUDGE, JURY AND ACADEMIC ASSESSOR/ EXAMINER

Dr Adrian Lee is currently academic assessor and external examiner for various film studies and communication programs at UNIMAS, SEGI University, KDU University College and Han Chiang University College of Communication. He has also been invited as judge, guest speaker, keynote speaker and facilitator at various workshops, festivals and competitions in Melbourne, Indonesia, Singapore and Malaysia.

THE RESEARCHER AND AUTHOR

Dr Adrian Lee has published in total more than 50 journal articles, book chapters, research proceedings, and online media articles. He has also presented papers at more than 20 conferences around the world, namely at Cambridge, Melbourne, Osaka, Jakarta and Singapore.

He has worked on international, national and university research grants worth more than MYR350, 000 that explored matters of gender, culture and ethnicity in Malaysian cinema, the Malaysian media and the creative industries.

He is co-editor of the book Media and Elections: Democratic Transition in Malaysia and is working with Hong Kong University Press to publish a book about Malaysian cinema.

THE FILMMAKER

Dr Adrian Lee has directed and advised on a number of shorts, events, promotional and corporate videos for USM and HCUC. His short documentaries featuring dying trades and cultures in Malaysia have been screened in film festivals around the world.



HOW CAN WE HELP YOU?

CONTACT DETAILS

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