



# **MICRO FILM ACADEMY (MFA) - PARTNERSHIP PROPOSAL**



#Photography  
Shooting Cinematic Footage on a Galaxy Note10  
131,249 views · 23 Aug 2019



# MICRO FILM ACADEMY (MFA) - PARTNERSHIP PROPSAL

## WHY SHOULD YOU CARE ABOUT THIS PARTNERSHIP PROPOSAL?

We see your billboards, cinema ads, TVCs, YouTube ads and even influencer marketing campaigns all promoting the fact that your brand's smartphones cameras are the best and prime in empowering the masses to create video content cinematically. No doubt, you have the technology and hardware with the software all ready in place.

But ***your competitors are not just hot on your heels, they are utilizing every tactic and strategy to manoeuvre their way to monopolize the market segmentation especially when it comes to the Value Proposition*** for consumers to use smartphone devices for content creation purposes.



Photography  
Shooting Cinematic Footage on a Galaxy Note10

131,245 views • 23 Aug 2019

4.8K 158 SHARE SAVE

# PROOF OF CONCEPT

**TVC COMMERCIAL QUALITY OUTPUT – SHOT ENTIRELY ON A SAMSUNG S10**  
<https://www.youtube.com/watch?v=v5SoCZ9LXvc&t=44s>



**NETFLIX FEATURE FILM OUTPUT - SHOT ENTIRELY ON AN IPHONE 8**  
[https://www.youtube.com/results?search\\_query=high+flying+bird+trailer](https://www.youtube.com/results?search_query=high+flying+bird+trailer)



**SCI-FI SHORT FILM - SHOT ENTIRELY ON A HUAWEI P30 Pro**  
<https://krcom.cn/1839167003/episodes/2358773:4368940017877350>





## WHY IS OUR MFA PARTNERSHIP PROGRAMME BENEFICIAL FOR YOU?

### 1. DIRECT ENGAGEMENT WITH CUSTOMERS

**Direct engagement with customers by showing off your brand's smartphone camera capabilities** in terms of its potential as a cinematic video creation tool for the masses. This is done while we show them that smartphones are not just for consumption but for creation.

### 2. GRASSROOTS PENETRATION

**Introduce device and brand name to a grassroots generation (ensuring sustainable and future customers).** When students actually use your brand's smartphones to shoot videos, in the future when they have the cash flow/income to become consumers and when they need to buy a smartphone, they are groomed/conditioned/primed to choose your brand of smartphone to purchase.

### 3. PREMIUM MARKET PENETRATION

**Market penetration within the premium segmentation of demographics (international school students will have a higher probability of spending power), making sure your devices and brand name resonate with the word PREMIUM.** We make your products not just seem but really is premium targeting and penetrating the market segmentation which are international schools and the members of society who have enormous spending power.



## WHY IS OUR MFA PARTNERSHIP PROGRAMME BENEFICIAL FOR YOU?

### 4. EDUCATION - YOUR PRODUCT IS A FULL CIRCLE CREATION TOOL

We educate our student demographics that your smartphones are not just a shooting/filmmaking tool, but a total 3 in 1 content creation tool. This is done through:

- **Pre-production**

You can write a full-fledged script and even storyboard out a sequence in your smartphone.

- **Production**

The shooting process with the multiple in-built lens setup which rivals that of the logic of owning a DSLR or cinema camera.

- **Post-production**

Edit your video content with the in-built and proprietary brand related app software and export it all within the eco-system of your smartphone device without the need for additional tools.

### 5. RELEVANT EDUCATION - FORTH INDUSTRIAL REVOLUTION

***We educate that in the fourth industrial revolution, utilising the smartphone to shoot is not merely an artistic or cinematic endeavour, but it can be naturally integrated into traditional models of learning which is applicable to the international school syllabuses.***



# WHAT IS MFA?



An institution which empowers its customers to make their lives and organizations better through the creative and innovative education of filmmaking utilizing micro devices available in their pockets.

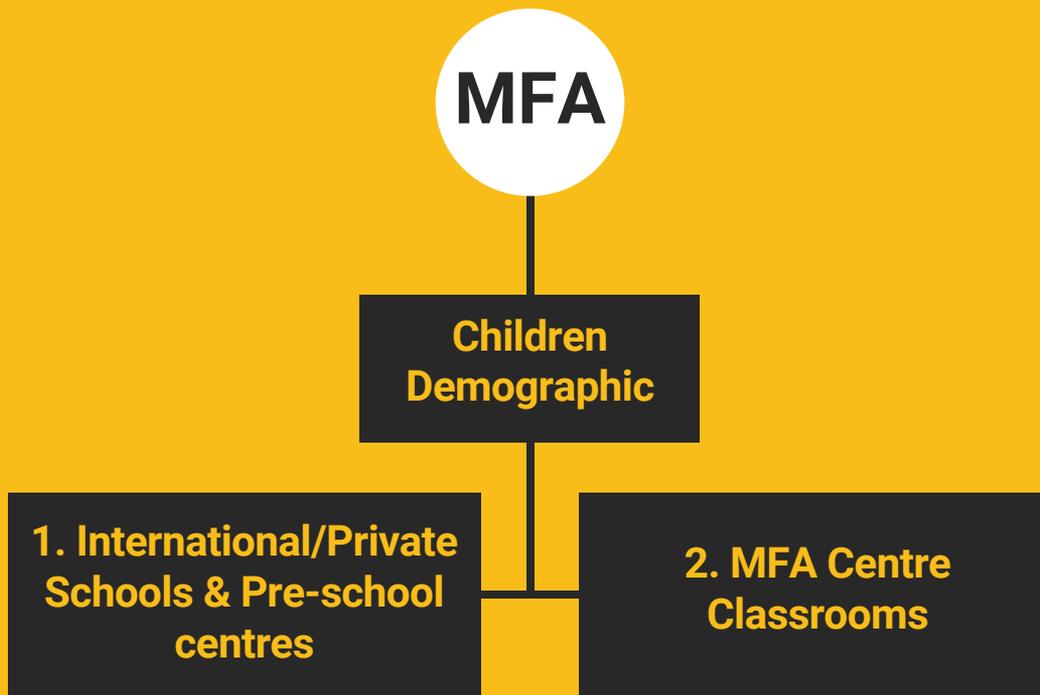
We educate using 1 strategic item :

## EDUCATION

- *A tailormade bespoke programme based on specific international school student needs prepared by professional practitioners and academics in the film and film studies industry.*

# TARGET MARKET

## OVERVIEW



## DISRUPTIVE MODEL ACROSS TARGET MARKETS

*To challenge and replace the traditional extra curriculum education industries such as piano, ballet, creative writing and etc which is highly saturated, embedded within culture and comes with high cost of entry but yields very little in terms of tangible real world value to the students in terms of entering the career workforce or monetizing it for themselves. With the MFA's alignment of the fourth industrial revolution, we are confident that this will cause a shift in the masses who will take up our programme to be better equipped in a world post 2020.*

We are not another filmmaking school but an education centre that uses filmmaking techniques to instil **IR4.0 life skills and core values** as well as positive life and learning attitudes using filmmaking methods in a fun-filled journey of lively classes.



# CHILDREN DEMOGRAPHIC

*The MFA provides accredited education to the children demographics in 2 forms with an emphasis of using what you already have in your pocket. A smartphone/tablet :-*

**01**

## INTERNATIONAL/PRIVATE SCHOOLS

- *Semester based classroom settings with a one big film project output as the spine for the syllabus.*

**02**

## CENTRE STUDIES

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

A photograph of several students in a classroom. In the foreground, a student is writing in a notebook. In the background, two students are looking at a tablet, and another student is holding a laptop. The scene is brightly lit, suggesting a modern educational environment.

# INTERNATIONAL/PRIVATE SCHOOLS

## HOW DOES A TYPICAL CLASSROOM SESSION LOOK LIKE?

These will be integrated into after hours/elective classes which targets group classes.

The syllabus will be adapted dependent on different age groups but will cover a few core pillars:

- Educating on the technical side of filmmaking utilizing the micro device, app and some form of stabilization (hand/tripod/gimbal).
- Educating on the critical thinking process in terms of formulating an idea and articulating it into a script/storyboard, shooting and then editing.
- Integrating the pillars of effective learning into the syllabus at every lesson (crucial fundamental disciplines).
- Encouraging the students to work as a team and execute the project.
- The final film will premiere ala a red carpet “Academy Award” film premiere which will inspire them that hardwork does pay off when they see their film on the big screen and garner the cheers and adoration of family and friends.



# INTERNATIONAL/PRIVATE SCHOOLS

## SAMPLE INTERNATIONAL/PRIVATE SCHOOL CLASS LESSONS

*The entire semester is focused on the creation of a single film based on a mutual interest agreed to by the students and will be divided into **3 main parts**.*

01

PRE-PRODUCTION

02

PRODUCTION

03

POST-PRODUCTION

- *Every class is divided into a 60 minute session.*
- *15 minutes warmup activity.*
- *15 minutes mental exercises/lesson.*
- *20 minutes work on the progress of the film.*
- *10 minutes public speaking activity to present and solidify ideas.*



# CENTRE STUDIES

Essentially, this is a more expanded curriculum and covers Grade 1-8.



- Students would be procured from the pool of existing students from the international /private schools who wish to develop their skills further and also to extended student markets(such as national school students).
- This would cover more in-depth study with a mix of theory and practical.
- The supervision and tutelage of the instructor will be more concentrated to a 1-1 or smaller group class specification.
- More diverse genres of film will be explored based on the ability and interest of the student and then they are matched up with like-minded students to collaborate and work together on producing output for social media/film festival submissions.

# OUR TRAINER



## GARY CHONG (M.A)

### FILMMAKER

Gary Chong is an award-winning filmmaker and founder of Gary Chong Studios, a production house which has produced over 528 videos over the past 8 years for MNC and GLC brands such as DIGI, Axiata, Ecoworld, AXA, Berjaya, Dumex, Taylor's Group, Foodpanda, Mah Sing, Sunway, Maybank, Carlsberg, Alliance Bank and many others. Gary Chong Studios has also worked with various agencies from the likes of Havas, Geometry, Kraken, Mindshare and many others.

### WORKSHOP SPEAKER

Gary also has been frequently invited to give talks on filmmaking and has conducted workshops in the area of filmmaking for the New Straits Times, Malaysian Association of Creativity and Innovation (MACRI) and KL CONVERGE 2015. He has conducted workshops on a national level via various university events and workshops throughout Penang, Kuala Lumpur and Sabah. He also was engaged to speak at a Film and Media Conference in the University of London, Bedford Way.

### ACADEMIC PUBLICATION

Gary also has written newspaper articles on filmmaking (New Straits Times), published in an academic journal and appeared in various TV interview programmes.

### LECTURER

He has also been moonlighting as a lecturer in the School of Liberal Arts & Sciences of Taylor's University in the area of film and communications for the past 8 years and helped in the curation of the new Performing Arts Conservatory Degree at the said university.

### ENTREPRENEUR

His past business experiences outside of Gary Chong Studios would be playing a role in the co-founding of a music education institution called the Academy Music Centre. His current co-business venture encompasses the field of entrepreneurial filmmaking education in the children and business sector with the Micro Film Academy, a disruptive education programme which aims to revolutionize and empower content creation in the hands of the younger generation.

### INDUSTRY ADVISOR

As of 2020, he also holds an appointed post as the Advertising, Film and Communications Industry Advisor for Universiti Sains Malaysia, sitting on the board of advisors under the purview of the Vice-Chancellor. He is also an officially appointed Industry Advisor at Han Chiang University College.

# 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.

### ACADEMIC ASSESSOR AND EXTERNAL 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.

### 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.

# OUR TRAINER



JOEL LAI

## ENTREPRENEUR

Joel Lai is a graduate of Bachelor of Commerce (HONS) Accounting and past experience in KPMG as an auditor. Currently a Producer in Gary Chong Studios, a production house which has produced over 528 videos over the past 8 years for MNC and GLC brands such as DIGI, Axiata, Ecoworld, AXA, Berjaya, Dumex, Taylor's Group, Foodpanda, Mah Sing, Sunway, Maybank, Carlsberg, Alliance Bank and many others. Gary Chong Studios has also worked with various agencies from the likes of Havas, Geometry, Kraken, Mindshare and many others.

Joel Lai is the Founder of Pixus Photobooth, an instant printing photo-booth service provider which has cater to more than 50 clients and agencies over the past 4 years such as, KPMG, Deloitte, Shell, Great Eastern, Lamborghini Malaysia and many more.



# HOW CAN WE HELP YOU?

## CONTACT DETAILS

**Email** : [joel@microfilmacademy.com](mailto:joel@microfilmacademy.com)

**Facebook** : [www.facebook.com/mfamalaysia](http://www.facebook.com/mfamalaysia)

**Instagram** : [www.instagram.com/mfamalaysia](http://www.instagram.com/mfamalaysia)

**H/P No.** : +60195773680

**Website** : [www.microfilmacademy.com](http://www.microfilmacademy.com)