

**“B.I.G. - Businesses’  
International Growth”**  
2019-1-IT01-KA202-007423

Movie Education©

# MOVIE EDUCATION

a registered CONFORM  
methodological model  
trademark



What is it?

MOVIE EDUCATION (©CONFORM) is a **methodological model** - registered trademark format, that stems from the need to use Entertainment to activate interest and become a driver of engagement in training activities.



What is it?

## THE CONFORM MOVIE EDUCATION MODEL





The Short Movie  
Laboratory



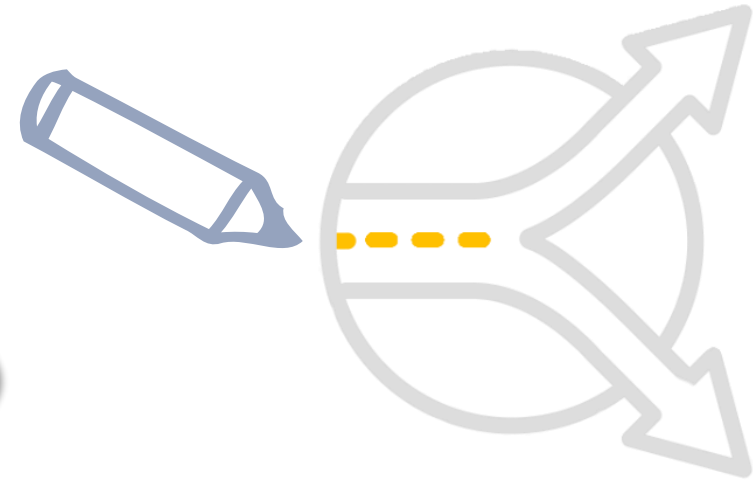
Audiovisual Productions -  
Web Series, Films and  
more

## Methods

After years of testing,  
**two key methodologies**  
have been highlighted that  
are based on Movie  
Education and have as many  
training models

# Methods

By applying linear storytelling techniques and / or branching narratives, with the production of movies or cartoons in 2D or 3D, Movie Education allows you to surpass the rigidities and space-time constraints of classic training models, based on classroom teaching and/or on e-learning, which conceive the learner as a party called only to make use of “given” didactic contents (top-down), to allow him/her, instead, to interact with the product, with a greater degree of emotional involvement



# Short Movie Laboratory

The **Short Movie Lab** is a training course that enables students to make their own videos and it is able to train them on **three levels**:

In the **first phase**, they must learn the notions of what they will enact on stage, regardless of the subject in question (e.g. Economics, Management, Cultural Heritage, etc.) to **write the script**.

These notions will not be transferred as theoretical training but as practical learning aimed at video production and will facilitate the **acquisition of know-how**.



## Short Movie Laboratory



In the production phase, they will learn the principles and methodology of audiovisual production by acquiring the main video editing and acting techniques that will allow them to realize their own audiovisual product.

## Short Movie Laboratory

In the acting phase, they will have the opportunity to emulate Behaviour related to the topics covered, completing training consisting not only of notions but also of behavioural simulations activated by emulating roles.



# Short Movie Laboratory

Here follow some examples of a product made following this logic



# Audiovisual Production

Audiovisual production companies develop their own productions (short-films, TV series, films or other) whose added value is represented by a cinematographic plot (entertainment) that through the comic genre or empathy involves the viewer and, at the same time, transfers educational content (education) thanks to four USPs (Unique Selling Propositions)



# Audiovisual Production



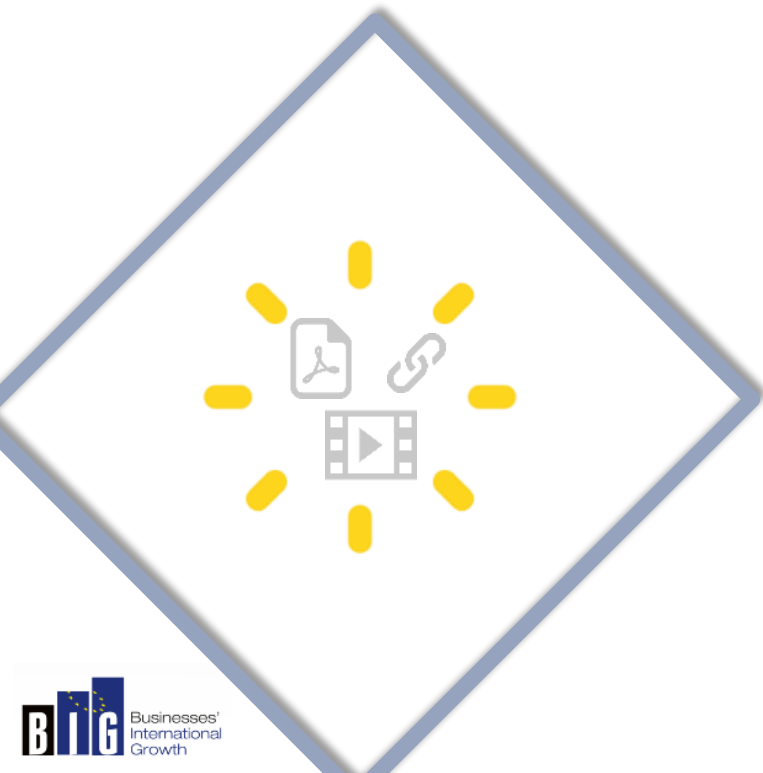
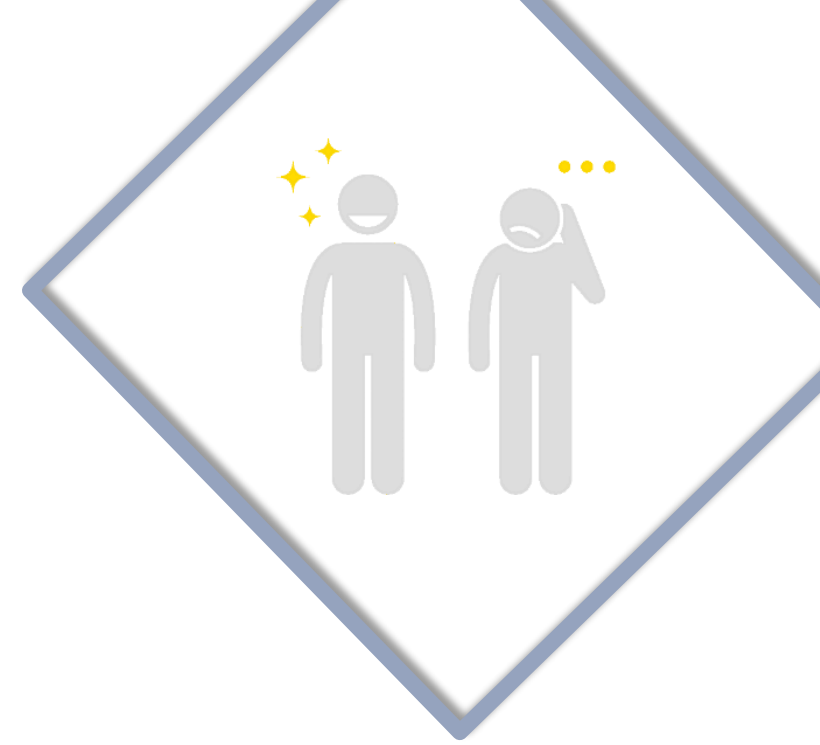
Like cartoons and video games, the fact that the product is **entertaining** and the images are fictional allows the viewers to relax and absorb educational content better

The **keywords** repeatedly present in the script are imprinted in the viewers' minds and they understand their importance better



# Audiovisual Production

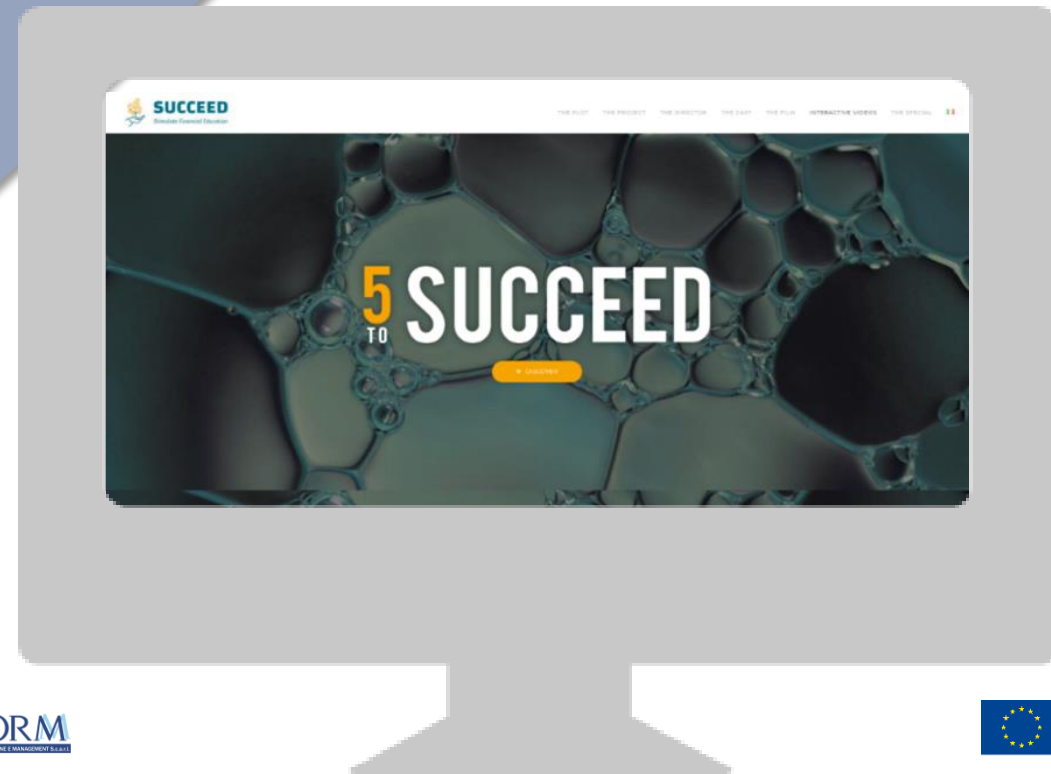
The characters' behaviour educates the viewer on the correct way to act in certain situations, giving added value to the training model



This methodology can be further enhanced by adding **interactions** where the keywords are not only highlighted by the actors but become clickable buttons and videos that allow users to access further investigation materials (such as documents, videos, audio files, images or external links).

Here is an example of a web series  
created with this method that deals  
with entrepreneurship

## 5 to Succeed The landing page



It is an educational web series that combines entertainment and learning, focusing on the movie education methodological model as a reference to immediately convey technical knowledge, together with negotiation, relational, decision-making, creative and entrepreneurial qualities to start-up and manage small businesses.

## 5 to Succeed

What is it?

## Web series and Tv series

### Similarities

episodic scanning  
re-proposition of established  
cinema and TV genres

### Differences

language based on the  
communication  
characteristics of the Net  
  
access in multi-device mode  
(pc, tablet, smartphone)

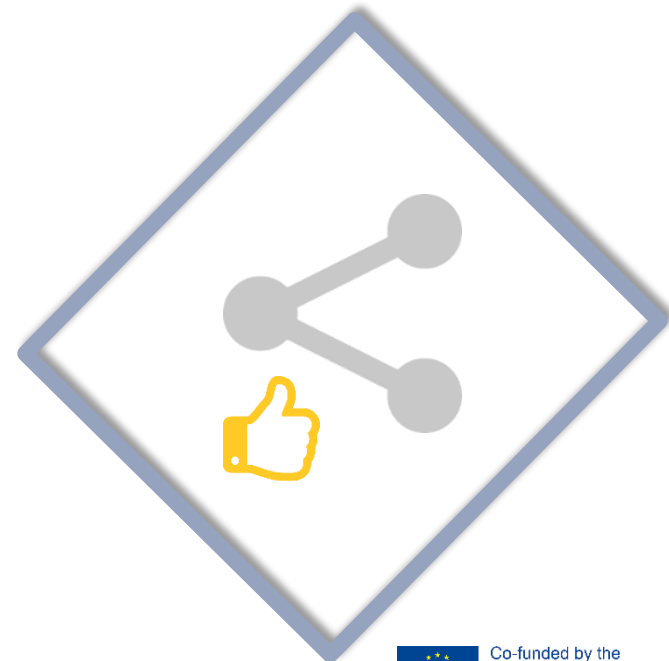
## Why movie education?

It combines a **balanced mix of entertainment and learning**, through an interactive, filmic approach, that:



promotes a **more effective and conscious assimilation of knowledge** and the adoption of emulation behaviour

**exploits the potential of new digital technologies**, to engage and enthuse viewers and to direct them to technical second-level further investigation materials, which can be accessed by using interactive tools.



## 5 to Succeed – Methodology

Movie education guarantees the following **three learning dimensions**:



1

**cognitive** ("knowledge"), thanks to the possibility offered to the spectator-learner, whilst watching the episodes, to **access and use second-level, in-depth content through sensitive areas** that refer to interactive elements, **recalled by the key words** contained in the dialogues



2

**operational** ("know-how"), through the "interpretation" of the different practical phases of the business idea, business modelling, planning and management again, thanks to clicking on sensitive areas, allows you to access **operational tools**



3

**behavioural** ("know how to act"), with the ability to **observe skills put into practice**, allowing the viewer to reflect on entrepreneurial behaviours, identifying errors to avoid and virtuous behaviour to be emulated.

# Methodology

Elements of  
methodological  
innovation

Anchoring to  
technical references  
that give a scientific  
nature to the  
contents

Coherence and  
realism of the  
narrative project

Ability to convey  
meaningful messages  
with a strong training  
impact

Variety of stimuli and  
meanings deriving  
from the  
amalgamation of  
expressive codes

Organicness of the  
themes and  
contents developed

Immediacy of the  
communicative  
style

Emotional  
involvement

Seriality and  
connection  
between the  
different episodes

## Why movie education?

It allows one to overcome the traditional model of training on entrepreneurship and finance, in its classical configurations, typical of classroom teaching and e-learning, that conceives learners as passive subjects, only called upon to access "given" didactic contents (top-down), which does not favor memorization over time

The web-series is able to satisfy viewers' needs to **interact directly** with fiction with a high degree of emotional involvement, thus, **confusing levels between reality and fiction**



Entrepreneurial skills become a **liquid asset** that, through interactivity, overcomes the rigidity and space-time constraints of traditional training

## 5 to Succeed – Steps for implementation



### 1 Writing of the original subject

a short draft that tells the story of the film, succinctly providing an idea of times, places and characters



### 2 Treatment and outline

wider narration of the subject, which can resemble a literary story, containing a description of places, psychological motivations of the characters and some indication of dialogue



### 3 Script writing

first and fundamental step in the realization of all cinematographic works, television fiction programmes and web series

## 5 to Succeed – Steps for implementation



### 4 Choice of the cast

i.e. subtitling of the actors who interpreted the scenes in Italian of the web series episodes in English



### 5 Pre-production

Sorting through the screenplay  
Choice of locations  
Storyboard



### 6 Processing

This phase is when the web series goes into production, that is when the scenes of each episode are physically shot

## 5 to Succeed – Steps for implementation



### 7 Creation of individual media

This step is foreseen to choose the individual media used and combined to maximize the visual, graphic, narrative and emotional impact of each Web series episode, by virtue of a strong contamination between digital, graphic and expressive factors and narratives



### 8 Post-production

the last production phase and includes the moments of the realization process after shooting, when the web series episodes are edited and assembled

## 5 to Succeed – To sum up

The web series can be watched as:

- ✦ a film and, thus, experienced as entertainment
- ✦ a learning tool that allows viewers to create their own learning path by accessing a plurality of open resources and materials by initiating a movie education process and associating entertainment to edutainment understood in a broad sense and referring to the development of all the constituent elements of entrepreneurial skills:

behaviour - given by the scenes of the film

knowledge - materials sought/products

abilities - tools



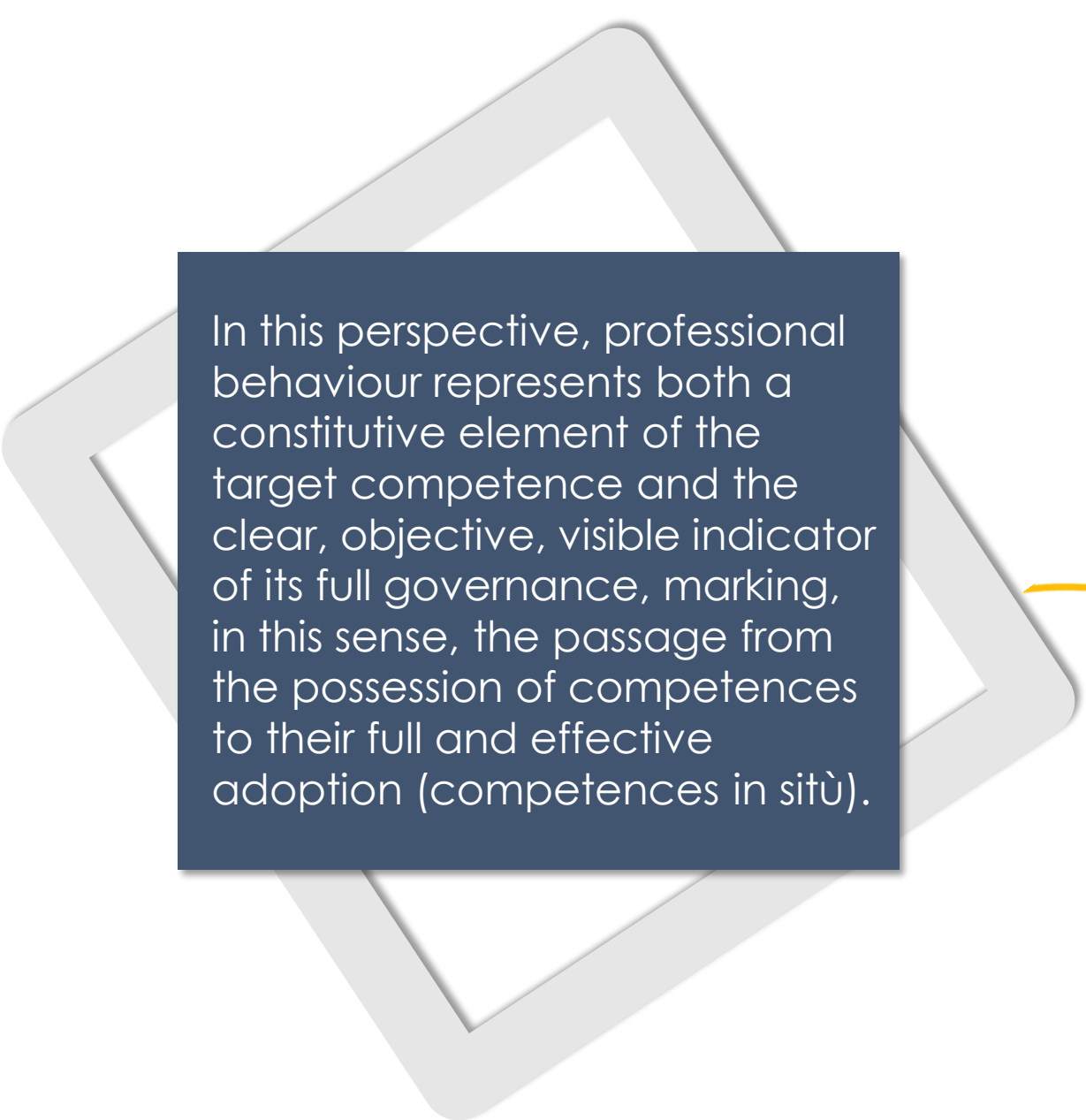
# CREATING A SCRIPT FOR THE OER

Where do I start?




In the design and development of a script or rather an emblematic and representative story of professional contexts and dynamics related or linked to the thematic areas of each OER, it is a priority and strategic to identify and stage professional behaviours, with particular reference to «core» ones which are crucial for generating performance that is in line with the expectations of organizations.





In this perspective, professional behaviour represents both a constitutive element of the target competence and the clear, objective, visible indicator of its full governance, marking, in this sense, the passage from the possession of competences to their full and effective adoption (competences in situ).



It would, therefore, be appropriate to link the behaviour of the narration and representation to the resolution of specific problems or complexities typical and recurrent in the context of international business development activities and processes through the new digital technologies that will be the background of the individual short movies linked to the OER.

OER	Behaviour
1.1 - Cultural differences and Intercultural Competence in International Marketing	<p><b>BEHAVIOURAL NUANCES:</b> critical spirit, analyticalness, global vision</p> <p><b>NARRATIVE PROMPTS:</b> A Commercial director who has been assigned an objective market in an intercultural and international scenario, in an analytical phase, must identify all the variables (cultural, historical, economic, religious, behavioural) and report the critical issues to be surpassed and which opportunities should be grasped to the top manager</p>
2.1 - International Marketing and Sales	<p><b>BEHAVIOURAL NUANCES:</b> ability to analyse and interpret and proactive and predictive interpretation of scenarios, trends and markets while also keeping a strong focus on strategic planning.</p> <p><b>NARRATIVE PROMPTS:</b> management of a strategic planning meeting that starts from the SWOT analysis to define a plan capable of facing threats and seizing opportunities; readjust the marketing mix plan with respect to a problem that has emerged in the target market, showing flexibility, decisiveness, intuition, creativity and result orientation</p>
2.2 - Inside sales and selling remotely	<p><b>BEHAVIOURAL NUANCES:</b> govern, communicate a process of change and digital innovation of international marketing processes through leadership, team building, people motivation, persuasion. Transversally, it is necessary to enhance the digital mindset as a factor capable of grasping the advantages of the digital transition in terms of effectiveness and efficiency and compliance with new business scenarios.</p> <p><b>NARRATIVE PROMPTS:</b> A manager who puts himself/herself in the shoes of an e-sales manager and shows his/her team of collaborators those operating requirements, those compartmental precautions and those digital communication skills capable of making the difference in sales processes through digital and social media. Simulate a web based sales process showing procedures and critical issues</p>

OER	Behaviour
2.3 - International payments and logistics	<p><b>BEHAVIOURAL NUANCES:</b> Propensity to change</p> <p><b>NARRATIVE PROMPTS:</b> In the accounting office of the company, the administrative manager implements valuable behaviours, flexibility and the ability to adapt to new digital payment techniques and technologies, stimulating and encouraging his/her collaborators to overcome resistance to change and thus breaking habits, routines and operating practices.</p>
3.1 - Web design and content development for international market	<p><b>BEHAVIOURAL NUANCES:</b> Ability to adapt the style and angle of corporate communication to diverse media, channels and digital tools, to represent behavioural qualities of conciseness, communicative effectiveness, enhancing the ability to guarantee a balanced mix between richness and consistency of contents, lightness and persuasiveness, of form and ability to make the most of each online-offline channel</p> <p><b>NARRATIVE PROMPTS:</b> The company has embarked on a web communication strategy and is working on developing a key message, a series of claims to be conveyed through social media for the launch of a product on the international market. In this scenario, the advantages and benefits induced by effective web communication must be highlighted. A colleague complains about the new digital marketing model that the company has introduced and the commercial director provides him/her with a winning operational prompt by inviting him/her to use social networks with the same immediate language with which they communicate in interactions on their media by exploiting in this way the logic and dynamics of the self brand to translate them into 4.0 corporate communication.</p>
3.2 - SEO and SEM	<p><b>BEHAVIOURAL NUANCES:</b> Accuracy, quality, research of detail to maximize the visibility and traceability of the company on the web in an immediate, direct, functional way for the implementation of the web marketing strategy</p> <p><b>NARRATIVE PROMPTS:</b> During a brainstorming session on the areas for improvement of the strategy currently used by the company. Each team member offers different lexical, communicative, stylistic options to optimize the positioning of the company and / or different SEM techniques to maximize the effectiveness of the marketing strategy.</p>

OER	Behaviour
3.3 - Social media marketing	<p><b>BEHAVIOURAL NUANCES:</b> Customer orientation, message personalization, result orientation and the ability to implement actions consistent with planning, ensuring reliability and continuity in the search for performance</p> <p><b>NARRATIVE PROMPTS:</b> The company is launching a new product. It wants to increase the profitability index of the retail segment. The marketing team must identify the most suitable social network and plan the campaign.</p>
3.4 - E-commerce and International Marketplace	<p><b>BEHAVIOURAL NUANCES:</b> Decision making in the evaluation based on an analytical-diagnosis process of corporate e-commerce or marketplace</p> <p><b>NARRATIVE PROMPTS:</b> The manager communicates to the marketing area staff that the maximum balance between management efficiency and commercial effectiveness must be sought to reduce costs and maximize revenues and that in this strategy a key choice concerns the introduction or not of corporate e-commerce or the use of external platforms. After careful evaluation, the teams argue their choice to the manager.</p>
4.1 - Online Market Research	<p><b>BEHAVIOURAL NUANCES:</b> Ability to analyze, critical thinking, systemic vision which are crucial to define qualitative and quantitative research areas capable of intercepting information and data whose specificity and depth represent keys to commercial success through the adoption of business planning skills</p> <p><b>NARRATIVE PROMPTS:</b> For the restyling of a range of corporate products, the marketing department is called upon to carry out qualitative and quantitative analytical research to meet the expressed and latent needs of potential customers. The team divides the research work. Some staff will deal with the structuring of a set of questions to investigate the correct behaviours and expectations of customers, others will carry out quantitative analyses by consulting the most suitable databases.</p>

OER	Behaviour
4.2 - Data Analytics	<p><b>BEHAVIOURAL NUANCES:</b> Predictive data analysis, ability to forecast scenarios, anticipate events, make decisions of great commercial proactivity.</p> <p><b>NARRATIVE PROMPTS:</b> Replanning of a commercial development strategy following the analysis of the data collected through Google analytics.</p>
5.1 - Must have and new opportunities with Artificial intelligence and deep learning	<p><b>BEHAVIOURAL NUANCES:</b> Customer experience management referring to the personalization of the relationship to satisfy the articulated and complex needs of the customer system to fuel satisfaction and loyalty over time through continuous management of the commercial relationship.</p> <p><b>NARRATIVE PROMPTS:</b> A new member joins the marketing team. It is necessary to introduce him/her to the logic of CRM by showing him/her the functioning of the system and the added value of individualized management with the customer functional to both cross-selling and upselling</p>
6.1 - Cross-cultural communication	<p><b>BEHAVIOURAL NUANCES:</b> Active listening, relational effectiveness in intercultural contexts, empathy, negotiation and mediation skills</p> <p><b>NARRATIVE PROMPTS:</b> The company has obtained an order for the sale of products-services in a new geographical and cultural context. To be prepared for this new commercial challenge, it prepares with role-playing games for the management of sales processes with foreign customers where intercultural sales skills should be implemented.</p>
6.2 - Digital communication and tools	<p><b>BEHAVIOURAL NUANCES:</b> Operational skills in terms of flexibility, adaptability and familiarity with new technological and digital instruments and devices together with communication qualities to adapt the content and form of corporate communication to diverse tools</p> <p><b>NARRATIVE PROMPTS:</b> New commercial call. The customer is unable to connect through the web platform in use in the company and suggests adopting a much better performing latest generation one. None of the sales team members have ever used it but they will have to immediately acquire and master its technical specifications to effectively and profitably manage the commercial relationship via the web with the customer.</p>

# HOW DO YOU WRITE A SCRIPT?



The script is generally nothing more than the **idea explained** with greater accuracy and is usually **one or two pages long**.

Logically, each script must be structurally divided into three parts: **background**, **development** and **conclusion**, just like a film.

The text must have a captivating and accurate writing. **Simplicity and clarity** of presentation are winning weapons.



We use the **present tense** and a **visual rather than fictional writing** and this is, in fact, the time of occurrence. Everything takes place in the very moment in which it is told. The point to remember is that only the nitty-gritty story is written in the script.

But pay attention to how you write it. **Never write jokes or funny figures**, let's leave them for the screenplay.



An example of writing time is:

*Mario Rossi, clutching his worn leather briefcase, awkward in his gray coat, crosses the threshold of the company*

It must be shown, not told.

So never write:

*Mario is thinking about his wife*

Thoughts cannot be seen, it is an attitude that can be used by the actor-worker for interpretation and that, at most, should be added to the screenplay.

Adjectives should be few and essential, you should always use dry and concise sentences, very short, almost lapidary.



Write the following values:

Top and bottom margin: 7 cm.

Right and left margin: 4.5 cm and also enter the page numbers.

As **Font**, that is the recommended font, it is better to use “**Courier New**”, size 9 points. A font suitable for professional and easy-to-read documents.

And your worksheet is ready!

Part of the structure of the script is **formatting**

The standard is about **thirty lines of sixty characters per page.**

In Office Word when you finish writing the script click on: "File" (in the top menu bar) and choose the item: **"Page setup"**

To help you write the script, let's start with what you certainly need to write, that is where the story takes place and the place of action, whatever it is, the time and the parties present

Then start by showing the first image, then the second, so that they blend together to form a story

Once you have created the script, you should move onto the screenplay and at the same time to the draft of a storyboard and treatment

# Example of a script

## 5 TO SUCCEED

*Luca, Filippo, Maggie, Iole and Silvia are 5 young friends: graduates, unemployed and all working in temporary, makeshift and unusual jobs in order to make ends meet.*

*Purely by chance, Luca reads an announcement about "Fondazione per l'Impresa (Foundation for Enterprise) awarding a prize of €50,000 to the best entrepreneurial idea, also guaranteeing a shadowing course to set up a business.*

*In the blink of an eye, his doctoral thesis on intelligent bacteria capable of decontaminating aquatic flora and fauna takes on a sense for his future. It is the business idea to present to the Foundation, the opportunity to finally give a U turn to his life. The only constraint to participating in the competition is creating a team of at least 4 unemployed people very quickly.*

*Helped by his biologist friend Filippo, his faithful Wednesday night football match companion - barista to earn a living and amateur actor for passion - Luca quickly involves:*

*Maggie, German but of Italian descent, also a biologist, friend and university colleague;*

*Silvia, an accomplished graduate in economics who, waiting for a steady job, focuses on her "natural" talent for being a model;*

*Iole, the youngest of the group, a graduate in Communication Studies, dynamic and creative, with an inordinate passion for social media and photography.*

*The group of friends sets to work and presents the entrepreneurial project at the last minute.*

*The news of winning the competition and getting the prize catapults the five young people into the rooms of "Foundation for Enterprise", where Mr Cioffi, the coach will support them in the strategic and executive business planning process (Business Model Canvas, Business Plan), which leads the group of friends to set up "Bio-Water" and to register the patent on smart bacteria.*



# Example of a script

## ALICE

*In the library of the scientific campus of the University of Salerno, Maya is sitting in front of a computer. Her internship is about to end, her tutor Professor Porto, has not given her much hope as regards renewal. The news that the project she wrote together with Prof. Palmieri and Prof.ssa Pani has been approved by the Rector: an internal challenge for all University students, above all for those with humanistic degree courses to promote and valorise the cultural heritage using new technologies and the most innovative, digital storytelling tools.*

*The first three classified teams will be able to enter the second phase presenting a creative and cultural business project. The winning business idea will be able to access to a subsidized loan of 50,000.00 euros.*

*Alice, Maya, Andrea, Federico and Matteo decide to participate!*

*Alice, who wants to win the challenge at all costs, recruits Aristide, a very shy boy wonder who is secretly in love with her.*

*All the young people begin to work on the first phase of the project and decide to do some filming to narrate the artistic, craft, cultural, landscape and historical riches of the places they have chosen for their territorial marketing project.*

*The mysterious disappearance of the hard disk containing all the material filmed by Alice's team throws the young people into despair, but Aristide has an ace up his sleeve!*

*On the day of the presentation of the projects developed, the young people, represented by Andrea, show off Aristide's idea and they brilliantly pass the first phase of the Challenge thanks to this.*

Una WEB SERIE prodotta da CONFORM S.c.a.r.l.



**a.l.i.c.e.**

artificial lite intelligence  
for cultural experiences



Thank you for your  
attention



