



Executive Summary

Despite time and resource constraints, the team delivered an impactful convocation video within three days through rapid planning, in-school filming, and smart use of stock footage. The final product was well-received for its emotional depth and production quality.

Client Profile

Industry: Education
Location: India

Business Challenge

- Immediate request and short duration created time constraints, limiting thorough planning and execution.
- Limits on shooting in public places and lack of resources made the project harder to complete smoothly.

Objectives

Create an engaging and visually appealing video to showcase the school during the convocation ceremony.

Solution Overview

- Rapid scripting and storyboarding were done to meet tight deadlines.
- Filming took place within the school premises, with visuals enhanced using stock footage.

Implementation Details

- Completed pre-production, shooting, and editing within three days.
- Worked day and night with full dedication on both shooting and editing.
- Coordinated with multiple teams for spot editing and quick output

Key Results

- Delivered the video on time and received enthusiastic response during the convocation.
- Earned positive feedback for its emotional impact and production quality.

Testimonial

“The video was exactly what we envisioned, and more. Despite the tight timeline, it beautifully captured the essence of our school. The team was professional, creative, and incredibly efficient.”

— School Coordinator

Key Takeaway

This project illustrates how agility, creativity, and smart resource management can overcome constraints of time and access. With strong teamwork and focused execution, powerful visual stories can still be told, even under pressure.

Impact at a Glance

