



Ideas!

Teamwork!

Action!



Amazing ideas and teamwork result in outstanding work



■ By **ROSLINA ABDUL LATIF**
roslinlatif@ucsi.edu.my

WHEN I started the corporate video production class last year, I was a bit apprehensive because there were many students from different semesters taking the course.

I was worried that they could not pull together as a team, given the difficulty of this particular module.

Students work on a project to gain exposure to clients and industry players, and most important of all, learn teamwork in producing an eight-minute corporate video.

I guess I should not have worried. These students were fantastic!

I had 26 "crazy" youth in my class, some with very creative ideas.

When the directors pitched their ideas to me, there was an assortment of projects that involved a cruise ship and a pub!

I found their ideas outstanding and I told them so. I chose the directors based on the best scripts.

The directors, in turn, selected their crew.

The students took on roles of cameraman, audio man, lighting man, editor, production manager and producer.

The directors doubled up as scriptwriters as they understood their scripts best.

As they left for their shooting projects, I reminded them to have fun as this was their last assignment before they graduated.

I also told them: "Let's see if I can use the word 'outstanding' again at the end of the semester when I see the final outcome."

I took time off from my tight lecturing timetable to "visit" them on location whenever I could.

I went to Starbucks and went on a Tasik Putrajaya Cruise during the shoot. I went to Sid's Pub in Bangsar South, Kuala Lumpur

and Joe's MAC (Music, Art & Collectibles), Petaling Jaya to meet clients.

The only team I did not get to see in action was Original Bootcamp as there was a clash in schedules, the client's and mine.

After eight weeks of stress and sweat, sleepless nights and working round the clock, it was Presentation Day.

One by one, the groups nervously presented their corporate videos, waiting for my comments.

I had invited tutor Jeff Rahim to view and grade the videos with me.

This added to the students' anxiety.

I normally have two sets of grades for my production class, "nice" for the good projects and "okay" for the rest.

My students know that my expectations are high as I come from the industry.

I always tell them that the industry will not lower its standards;

they need to rise to its yardstick.

The students waited with bated breath for my closing remarks.

For a noisy class, this time you could literally hear a pin drop... I just smiled and said, "Yes, guys, I can use the word again, the projects were OUTSTANDING!"

The silence was immediately replaced with hoots of happiness, joyous cheers and "high fives" by these high-spirited kids.

I teach students fundamental rules of broadcasting and to break them the right way.

These students managed to bend almost all the guidelines with beautiful results. They used different approaches, adapting to the requirements of the assignment while fulfilling the clients' requests.

I could not ask for more.

It is always good to walk away from a class knowing that students had learnt and benefited from your teaching.

It was a great end to a terrific

semester — 26 young people, amazing ideas and fantastic teamwork which equal to OUTSTANDING results!

Kudos everybody!

And it was even more rewarding to see them graduate.

Seeing them in their robes and mortar boards holding their scrolls does funny things to your heart strings.

I congratulated them in the midst of handshakes, bear hugs and whispered thanks.

Now it is time to move on to bigger and better things...

■ The writer, a senior lecturer in the Mass Communication programme at UCSI University, has more than 10 years' experience in broadcasting. She was moved to write this piece because the batch of students was "the noisiest, wackiest and (most) creative" that she has had