



NMHH

Nemzeti Média- és Hírközlési Hatóság

A Brief Introduction to Smoke and Mirrors

Special effects workshops for elementary and secondary
school students run by Magic Valley, Media Literacy

Education Centre



What is Magic Valley?

A short preview of our Media Literacy Education Centre



DUVOSVÖLGY
MÉDIAÉRTÉS-
OKTATÓ KÖZPONT

The first and only **media literacy centre** in **Budapest, Hungary**, covering all aspects of modern media, offering **6 different workshops** for children between **9 and 16**.



What is Magic Valley?

Our workshops

PRINTED PRESS

TV COMMERCIALS

TV NEWS

INTERNET

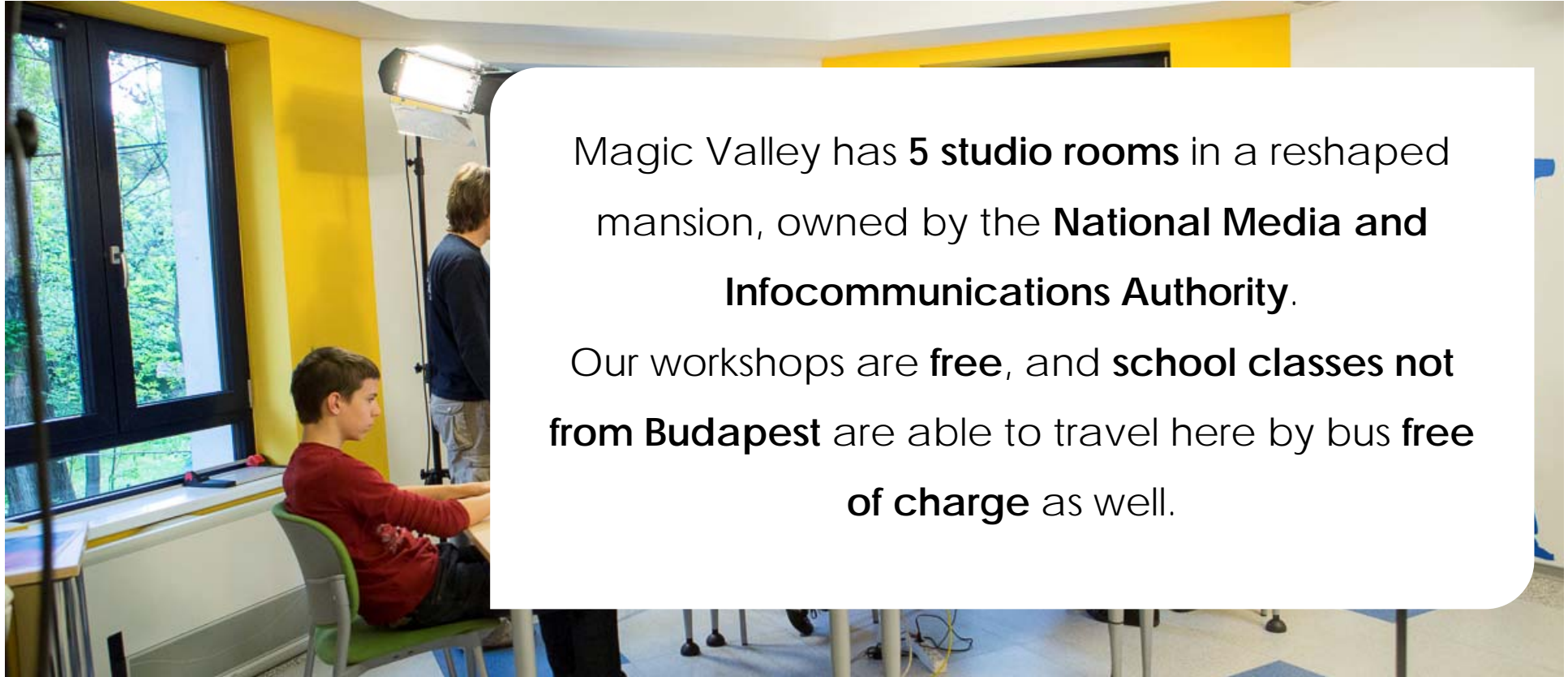
FILM

RADIO



What is Magic Valley?

A short preview of our Media Literacy Education Centre



Magic Valley has **5 studio rooms** in a reshaped mansion, owned by the **National Media and Infocommunications Authority**.

Our workshops are **free**, and **school classes not from Budapest** are able to travel here by bus **free of charge** as well.



What is Magic Valley?

Our visitors

In the last 3 years

17.000 students

with **1000** teachers

from more than **200** towns and villages

visited us.



What is Magic Valley?

The program of the day

One weekday we receive
a group of **40-50 students**
for **4 or 5 workshops** (50 mins/workshop).
They work in 5 **smaller groups of 8-10** children in
a **rotating order**, so all guests are able to try all
workshops.



What is Magic Valley?

The future

Because of the enormous popularity of Magic Valley, we will open our **second centre** this **February** in **Debrecen, Eastern Hungary**, but **even more** Magic Valleys are planned to open in the following years.



Our Film workshops

We offer **2 different workshops** for those interested in **filmmaking**:

GREENBOX (CGI)

Contemporary **digital** special effects workshop

CAR SCENE

Classic *rear projection* special effect workshop



Our Film workshops

Our „*car scene*“ workshop

The set: **Polski Fiat 126p**

The method: classic *rear projection*

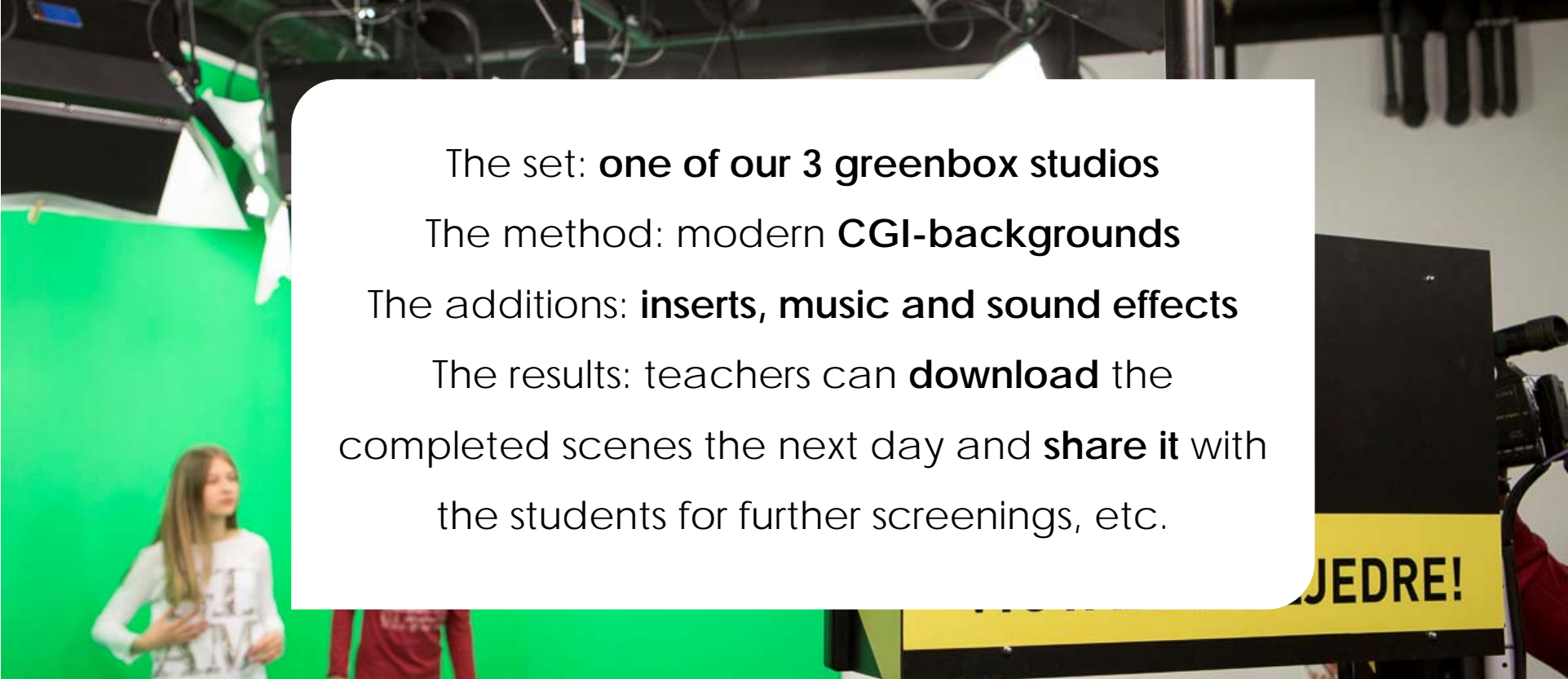
The additions: **inserts, music and sound effects**

The results: teachers can **download** the completed scenes the next day and **share it** with the students for further screenings, etc.



Our Film workshops

Our „CGI“ workshop

A photograph of a greenbox studio. A woman with long brown hair, wearing a white long-sleeved shirt, stands in front of a large green screen. The studio is equipped with professional lighting and camera equipment. A yellow sign with the word 'JEDRE!' is visible in the background.

The set: **one of our 3 greenbox studios**
The method: modern **CGI-backgrounds**
The additions: **inserts, music and sound effects**
The results: teachers can **download** the completed scenes the next day and **share it** with the students for further screenings, etc.



Our Film workshops

Our „CGI“ workshop




Groups can choose from a wide variety of **background loops, inserts, music clips and sound effects.**



Our Film workshops

The feedback

The background image shows a film set. On the left, a white door has a sign that says 'greenbox'. To the right, there is a green screen and a yellow vehicle, possibly a school bus, partially visible. A white text box is overlaid on the image.

We have received very useful **feedback** from **teachers** and **children** alike, and we used hundreds of hours of completed scenes to make our workshops more **accessible** and **enjoyable**.



Our Film workshops

The changes so far...

Since 2013 we

- **created user-friendly prewritten scripts to make acting easier,**
 - **obtained more costumes and props,**
 - **improved rear projection runtimes,**
- **added and optimized inserts and music clips,**
 - **streamlined the editing process.**



Our Film workshops

...and in the future

In the new, **Debrecen Magic Valley** we will make this even more enjoyable, since

- the greenbox and car scene workshops will **merge** into **one film class**,
- Children will produce **one, more „movielike“**, longer **scene** by using **both methods** at the **same workshop**.



Our Film workshops

...and in the future

By melting our **two** workshops **into one**, the students will get a more **organic** and **streamlined insight** how movie special effects work then and now, and the **downloadable product** will be a more **professional-looking, more durable** and **editable** piece of work. Hopefully they will **enjoy watching it** just like they **enjoyed to shoot and edit** in the studio.



Our Film workshops

...and in the future

After **testing** and **perfecting** these new methods, we will **implement** and **adopt** them in the **Budapest** centre as well as all our **newly opened Magic Valleys** in the future – considering all aspects of the **place**, local **demands** and **requirements**.



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Thank you for your attention!