



What is arkfilm?

- arkmail is a film solution for your academic institution.

What is the advantage of arkfilm?

- It will be made by the team of film making experts
- It will be designed by the team, who has wide experience of brand promotion
- Contents will be developed by academia experts
- Can make film in international language
- Can add titles to film in international language

What message my institute film should give ?

- Film media is moreover used to create an impression of institute. Most of the films create of image larger than its life. But this is not only one use of film media. Films should talk about key area and leave clear message in viewers mind.

Film should give following key message

- Infrastructure
- Facilities
- Location
- Food facility
- Living
- Education medium
- Type of school
- Fees

At the end of the film viewer should clearly register all above points.

What should my institutes film duration?

- Longer film dose not means effective film, Too short film are also not effective. Film duration is depend on following factors,
 - 1) key messages supported by visuals,
 - 2) appreciation messages through testimonials.

3) Institute history and management information If your institute film has target to promote your institute then it should balanced within above areas.

If your film contains demonstration along with institute information then it will be a longer film.

What student need to know from film?

Students are interested in knowing about institute, its Infrastructure, Type of school, Facilities what he get, Education medium, Location, Food facility, Living facility and life style, and fees..

What are the facts will help to create my institutes best impression?

- Presenting facts as it is in the film will help you to build the trust, No artist impressions or specific modeled shots are recommended.
- Telling own story and advantages.

Which countries use film as promotional tool in academia?

- Institutes from Big5 countries (US, UK, Australia, Canada, and New Zeland) are using film as one of their promotional tool. In India big and medium size institutes are using this tool as a key promotional material.

ArkFilm team adds more strength in to film using new advanced techniques, like arkfilm team created anthem song for promoting Activity throughout all metros in India, and Colgate Palmolive for internal promotion

What language should use in my film?

English is the main communication language world wide. If you are targeting to international students we suggest make your film in English. Copy of the same film can made in other foreign languages. We recommend that decision of making film in to various languages should taken first, before start of making film.

I am attending education fair in Korea and China. I have my institute film ready in English language. Can I get Korean and Chinese version of my film?

Creating language version of film in short period is not possible. But way to this problem is, adding Korean and Chinese titles to your film

What is right medium for my film, Video cassette? VCD or DVD?

If you are making film targeted to India students then we recommend VCD or DVD any will work fine. If for other countries recommended DVD's. Video cassettes is now outdated format.

Can I put film on my website?

Yes. You can put your institute film on website. arkfilm team will stream your institute film and put it on your web site.

What is walkthrough? Is it required in my institute film?

Walkthrough is a digital impression created on computer to get an idea of how the things look a like. This is widely used by real estate industry to give an idea of project before it created.

If institute has development plans, and interested to show developments in film, then it can add to film.

I want to add walkthrough of my institute's new construction sites in to film. What should I do?

If you have ready walk through with you send it to arkfilm team. The team will add it into film If you do not have walkthrough ready arkfilm team will do it for you. arkfilm has done various walkthrough for big international projects like south Asia's biggest international conventional center 'ICC', India.

What is the special effects in film? What is the purpose of special effect?

Special effects are the effects created on computer and added to film. These are like morphing, two dimensional animation, three dimensional effects, and walk through etc. In institutes films it is moreover used to enhance the film look and feel. Some of Indian designing agencies uses these effects more widely. As a result key sales messages are get diluted or lost.

Arkfilm team always design a film keeping in mind that, Films should talk about key area and leave clear message in viewers mind.

The price

arkfilm price depends upon the contents and other various factors. You can telephone or send details by e-mail to the ArkInc-design team on arkfilm@arkinc-design.com. The team will revert to you.

How to sign up?

1 Simple Step

- You sign the simple 1-page arkfilm Service Contract and mail to arkfilm@arkinc-design.com.

arkinc design

Marcom solutions for academia worldwide



We are education domain experts offering marketing and communication solutions to the education industry worldwide

Based in Pune in India, ArkInc-Design is a leading professional services company - specializing in the design and development of marketing communications collateral for academia worldwide.

Our Other offerings

ark web

Does your website look static and stale? Maximize its potential with a dynamic interactive website.
We add interactivity and dynamic content to your website. We create innovative designs, clear, precise and informative content for your website.

ark RSS

Use RSS streams to disseminate your institute's information to your partners and agencies worldwide.
RSS is industry standard for sharing information between websites. Enable your partner websites to dynamically get updated content from your website.

ark mail

Give your own domain email ids to all your staff and students. Build your own domain brand.
It does not create very favorable impression of your institute - if your staff and students use email ids of free email services. Make them feel they belong to your institute

ark print

Full solution for internationalization (I18N) of your marketing collateral.
Today, localized marketing collateral is essential to get good results. We provide a complete business solution - design, develop, localize, print and deliver worldwide

ark booth^{in-a-box}

Participating at an upcoming student fair?
We design and ship a simple booth-in-a-box to your fair location. On the day of the fair, you put together your Student Fair booth from this low-cost single-use box - in less than 30-mins. You save both time and money.

Call now 91-98225-57463 or email to info@arkinc-design.com