

Efrat Goren Mor

Academic lecturer / Filmmaker / Entrepreneur

Experienced Filmmaker With over 20 years of proven experience and deep understanding in the innovation and the design industry.

I focus on helping innovative businesses and designers to tell their story through the media of short films.

In this process, I immerse into the narrative of your business or product, bring the power of my experience and creativity to build a cutting edge representation of the business's vision. Proven experience with local and global brands.

Academic lecturer for plot-line analysis in film and film design with unique specialisation in storytelling and messaging techniques through the method of storyboard.

Assistant director and a junior mentor at COMAS accelerator with a (M.A.) Interdisciplinary Master Degree in Design, Innovation and Entrepreneurship from The College of Management Academic Studies.



storytelling workshop

For students, designers and branding agencies

this workshop that'll show you how cool old and new movies can give you great new ideas about understanding your brand and creating visual designs that are moving, compelling, and cinematic.

In the framework of my work as a lecturer at the COMAS academy for the past 10 years, I have developed a unique and innovative method that creates new storytelling technics by exposing the film's DNA.

In this method, the cinematic sequence is investigated through several matrixes by deconstruction the sequence continuation and by investigating it's Mise-en-scène: photography, composition, lighting, colour, grid and more.

This creates the parallel decomposition, and the opposite of a storyboard technic used by the film director , which enables the viewer to expose the film DNA vision, emotion and ideology (social, political, gender etc).

