Filmmaking practice and training in the virtual age

Teaching and training approach

"teaching creativity involves teaching and assessing the methods, evaluation expertise and mindset of an artist" Cindy Foley (TEDx Talks, 2014)

➤ **Craft skills & transferable skills**

- Analytical and critical thinking

- Team-work and collaborative creative vision

- Self-directed learning

Teaching and training methodologies

o Praxis & WBL (co-constructivism)

o Evidence-based learning

o Community of practice

o Ongoing peer- and tutor- feedback

o Assessment-as-learning

Film-making practice and training in the virtual age
Established practice: Production and Departments

HOW ARE
FILMS MADE?

5 'STANDARD' STAGES OF MAKING A FILM:

DEVELOPMENT
PREPRODUCTION
PRODUCTION
POSTPRODUCTION
DISTRIBUTION

DEVELOPMENT

3 KEY STEPS:

- Develop story
- Develop script
- Secure funding

Aka development hell!

PRE-PRODUCTION

6 KEY STEPS:

- Fill key crew positions
- Script breakdown
- Casting
- Secure locations
- Production design
- Schedule / plan

PRODUCTION

- Principle Photography
- Second Unit?
- (Reshoots?)
- Production stills…

POST-PRODUCTION

- Editing
- VFX
- *(Pick-ups?)*
- ADR, Foley, Music
- Sound Design/Mix
- Colour Grading
- Mastering

DISTRIBUTION

- Promotion / publicity
- Festivals / Film Markets
- *Sales / Licensing*
- Distribution (windows)
- Localisation

Ben Fritz

The Big Picture: The fight for the future of movies

Fritz, B (2019) *The big picture: the fight for the future of movies*. Harper Business

Chris Anderson
"The long tail" (2005)

niche/diverse content not limited by theatrical release scarcity

https://youtu.be/0Yku0GTrcuw?t=153

Anderson, C. (2014) *The Long Tail: Why the future of Business is selling less of more*. New York: Hachette.

Audience: research and analytics

BFI reports example

Audience research and analytics

Audience research and analytics

Opening
our eyes

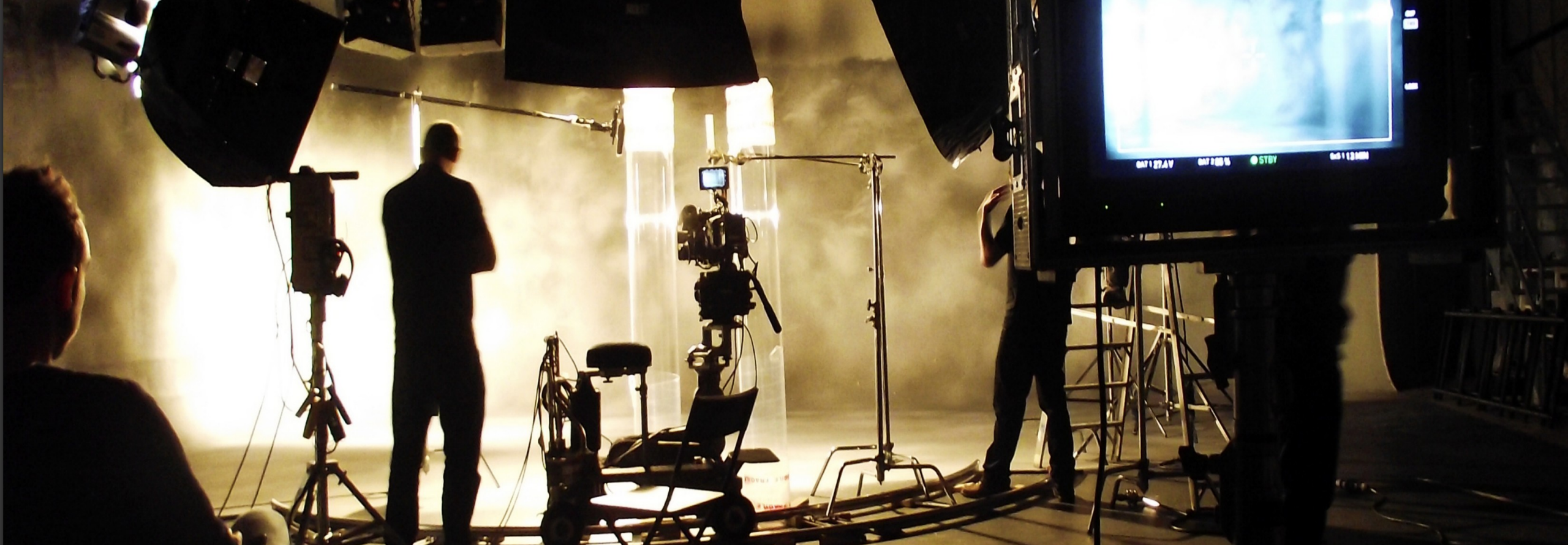How film contributes to the culture of the UK
A report for the BFI by Northern Alliance and Ipsos MediaCT
July 2011

What's inside:
How and where we watch films
The sorts of films we watch
What films do
The cultural contribution
of individual films

https://www.bfi.org.uk/industry-data-insights/reports
https://www.filmcenter.cz/en/our-activities/projects-presentations

DEPARTMENTS & ROLES
ON A FILM

https://youtu.be/cP9BrtvBlY0?t=2934

ABOVE THE LINE

- Executive Producer
- Producer
- Director
- Screenwriter
- Principal Cast

BELOW THE LINE

- Everyone else!

Below the line...(Production)

- Production Office/Department

- Camera Department

- Lighting/Electrical Department

- Grip Department

- Art department

- Makeup Department

- Wardrobe Department

- Location Department