

Short Film Production & Distribution



LEVEL 3 EXTENDED DIPLOMA IN CREATIVE
MEDIA PRODUCTION & TECHNOLOGY

BRADFORD SCHOOL OF ART



Units

UNIT 9: CHARACTERISTICS AND CONTEXTS IN MEDIA AND COMMUNICATION

UNIT 10: ENGAGING WITH AN AUDIENCE IN CREATIVE MEDIA PRODUCTION



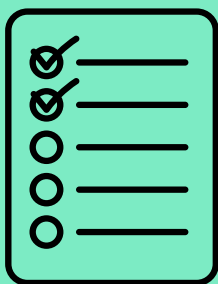
The Project Brief

With every unit covered across the duration of your course, you will receive a 'project brief' which will inform you of the aims and requirements of a media project. Briefs are used across the industry to outline the creative and technical expectations of a creative media project.

For your first Level 3 Extended Diploma project, you will combine Unit 9 and Unit 10 - building on previous skills and knowledge to plan, produce and distribute a short film (max. duration 10 minutes) in the specific style of a chosen genre. This project will enable you to strengthen application of film-making processes and skills used in creative media production and technology and to the particular characteristics and methods of communication within the media sector. Through a range of design and research activities and related skills, you will work both individually and as part of a production team to produce a short narrative film.

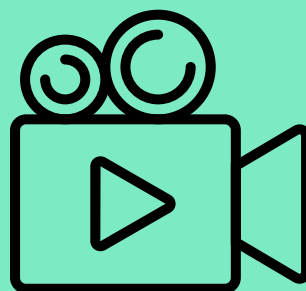
You will explore audience categories, genre formats and theoretical approaches to produce a short film for public viewing.

The Production Cycle



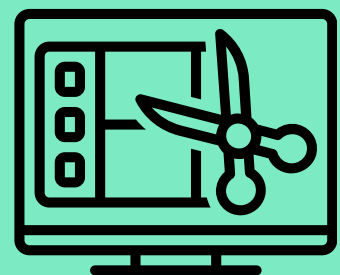
PRE-PRODUCTION

PLANNING AND
PREPARATION



PRODUCTION

SHOOTING,
RECORDING,
DOCUMENTING



POST-PRODUCTION

EDITING, DESIGN &
DISTRIBUTION

The Project

This project will provide you with an opportunity to develop a focused, in-depth, understanding of the range, characteristics, complexity and contexts that define media and communication activity. Across the project, you will apply exploration and investigation to enter into a more formal dialogue of personal interrogation and understanding designed to confirm strengths, enthusiasms and ambitions.

Through pitching, planning and distribution you will be encouraged to demonstrate an understanding of audiences and theoretical approaches to your chosen area of activity, and reflect on the importance of collaboration and communication with those audiences during engagement with complex problem solving tasks.



Assignment Tasks

Task 1: Codes & Conventions of Film

Unit 9: 1.1 Unit 10: 1.1 1.2

For this task you will be expected to complete primary and secondary research into the context of film. The portfolio should aim to include the following things:

- Analysis of at least 3 film scenes - shots, angles and movements, film genre, codes and conventions, mise-en-scene.
- Conduct primary and secondary research into audience, market and production of film and critically compare the symbolic, technical and linguistic codes & conventions.
- Identify narrative devices and relate to film examples.
- Generate one idea for a short film production.

Evidence for assessment: Individual research portfolio, contextual film analysis.

Task 2: Treatment & Pre-Production

Unit 9: 1.1, 1.2, Unit 10: 1.1, 1.2

You will be required to complete a pitch (recorded visually or auditory- for assessment purposes) which will demonstrate your intentions and idea for a short film production. You will need to consider and include the following things:

- Idea generation

- Influences and research (collated and evaluated)
- Production considerations-timescales, equipment, casting, locations, props, contingencies
- Film genre (Codes & Conventions)
- Audience and Censorship
- Question section for the audience and tutor.

Once your idea has been decided you will then be required to complete the pre-production workbook which will go towards your submission.

Evidence for assessment- recorded presentation, presentation materials, handouts and digital presentation.

Task 3: Production & Editing

Unit 9: 2.1 Unit 10: 2.2

For the practical aspect of this project you will need to demonstrate the following skills:

- Composition and framing of the shots (shot types, angles and movements)
- Awareness of mise-en-scene
- Consideration of genre (Codes, Conventions & Style)
- Diegetic & Non-Diegetic Audio
- Organisation of clips
- Setting up an edit
- Editing techniques
- Exporting correctly for desired distribution method

Evidence for assessment: Individual rushes, project files and Adobe Premiere file, Exported short film.

Task 4: Distribution

Unit 9: 1.3, 2.1 Unit 10: 1.3, 2.1, 2.2

- Identify distribution strategy
- Prepare a poster and additional marketing materials
- Review classification and censorship regulations
- Complete clear branding for film including title and credits
- Prepare for distribution via digital channels

Task 4: Evaluation

Unit 9: 3.1, 3.2 Unit 10: 3.1, 3.2

- With your completed short film production, you will present these to the class as part of a focus group to receive feedback on your work. This will help to formulate your evaluation on the project.
- Focus Group
- Written Evaluation
- Evidence of experimentation
- Evidence for assessment: Evaluation of work completed, including sections on research, planning and pre-production, production and editing.

What is Independent Film?

Independent films are produced by smaller production companies. They do not follow the same formula as studio films. Instead, they vary in style and genre. Independent films are often designed to make you think about certain subjects or issues, and feature challenging storylines that are more realistic and less escapist than in studio films.

Examples of UK independent film companies are BBC Films (Brooklyn), Big Talk Productions (The World's End), Heyday Films (The Boy In The Striped Pyjamas), Cloud Eight Films (Selma), Ruby Films (Suffragette), and Vertigo Films (StreetDance).

Independent film productions raise money from a variety of sources.

Some small production companies may collaborate on the production by sharing industry skills and financial resources.

Independent production companies can secure funding from private investors but usually they are funded by arts agencies, such as the British Film Council or the British Film Institute.

Some television broadcasters, like BBC Films and Film Four, also fund independent films.

The internet has enabled independent filmmakers to seek funding from online donations or crowdfunding.

STOBHAN WHITE
FOUNDER & CEO

JANNA CAMPBELL
CHIEF MARKETING
OFFICER

What is Film Distribution?

Unlike studio films, which usually have a mainstream cinema release, independent production companies enter their films into local, national and international film festivals to gain exposure with distributors who may then buy the distribution rights.

Distribution companies work to get independent films theatrical releases - nationally and internationally - and make deals for DVD, Blu-Ray and on-demand releases.

Independent films tend to have a limited theatrical release in comparison to studio films, though there are many cinemas throughout the world catering for audiences and fans of independent film.

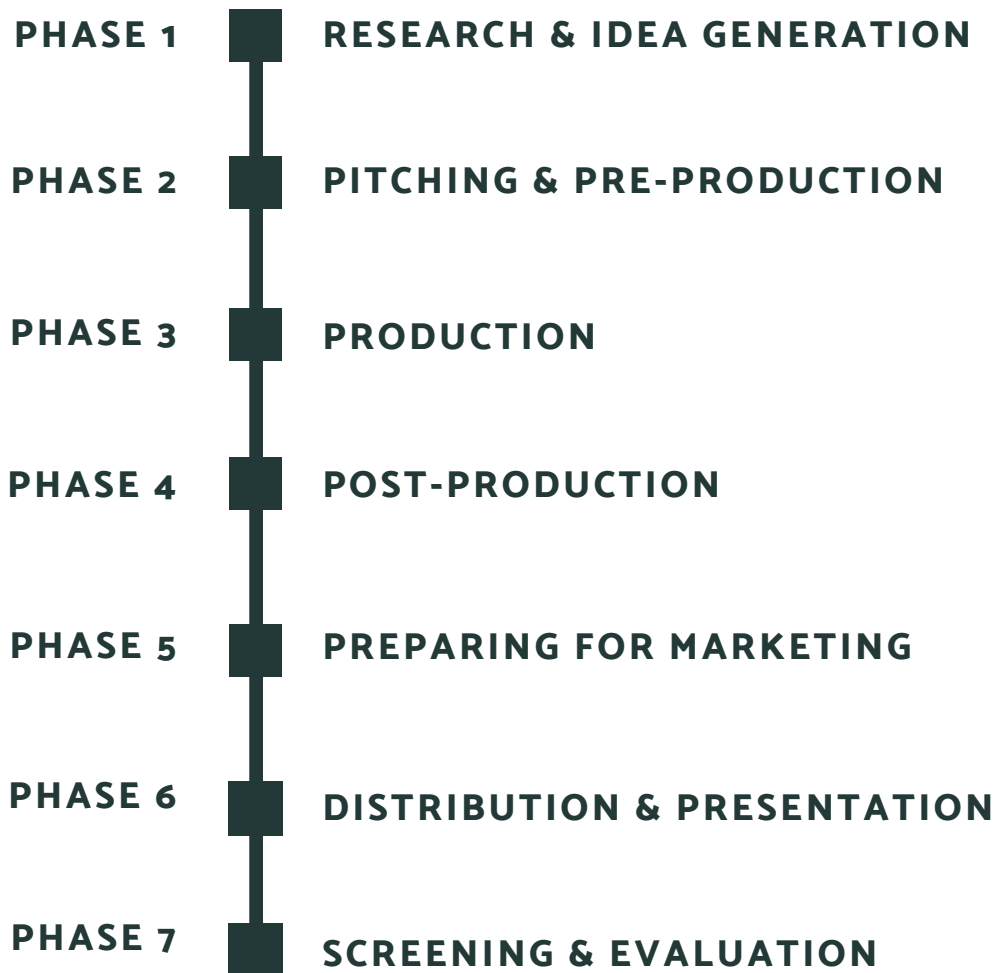
In the past, independent films have been considered to have lower production values than studio films, but this has changed with technological innovations, including better and more affordable cameras and computer software for special effects and editing.

The ability to achieve high production values on low budgets has enabled independent films like Juno to find mainstream success.

SIOBHAN WHITE
FOUNDER & CEO

JANNA CAMPBELL
CHIEF MARKETING
OFFICER

Project Timeline



Professional Practice

The Level 3 Diploma and Extended Diploma in Creative Media Production & Technology will provide you with opportunities to develop and utilise broad, transferable skills by encouraging an ethos of personal and professional development. These include:

- Initiative
- independent inquiry
- Creative thinking
- Reflective learning
- Communication
- Team-working
- Self-management
- Effective participation
- Problem solving

Submission and Project Deadline

Unit 9-12 of the level 3 extended diploma are designed to further develop the students academic and practical skills and with ongoing and frequent guidance, formative assessment and feedback to help inform, support students progress, understanding and competence with summative assessment points throughout.

You must submit your work via your Digital Space. You should ensure all work is uploaded within the relevant areas and referenced accordingly.

We will not accept work as final submission sent over teams or e-mail. Work submitted late will be subject to referral.

19/10/2021 - Task 1 Task 2 Task 3 Evidence

14/12/2021 - Task 4, Task 5 Evidence

All evidence must be submitted for final feedback on the 19/10./2021

Recommended Viewing

Social Realism

Kes (1969) Directed by Ken Loach

This is England (2006) Directed by Shane Meadows

Saturday Night and Sunday Morning (1960) Directed by Karel

A Taste of Honey (1961) Directed by Tony Richardson

Billy Liar (1963) Directed by John Schlesinger

Film Noir & Neo-Noir

The Maltese Falcon (1941) Directed by John Huston

Sin City (2005) Directed by Frank Miller & Robert Rodriguez

Double Indemnity (1944) Directed by Billy Wilder

John Wick (2014) Directed by Chad Stahelski

Drive (2011) Directed by Nicolas Winding Refn

Western

The Good, The Bad & The Ugly (1966) Directed by Sergio Leone

Bone Tomahawk (2015) Directed by S. Craig Zahler

The Hateful Eight (2016) Directed by Quentin Tarantino

Unforgiven (1992) Directed by Clint Eastwood

Horror

Psycho (1960) Directed by Alfred Hitchcock

Midsommar (2019) Directed by Ari Aster

The Shining (1980) Directed by Stanley Kubrick

Get Out (2017) Directed by Jordan Peele

Halloween (1978) Directed by John Carpenter

Drama

Romeo & Juliet (1996) Directed by Ba Lurhman

City of God (2003) Directed by Fernando Meirelles, Kátia Lund

Angel-A (2005) Directed by Luc Besson

No Country for Old Men (2007) Directed by The Coen Brothers

Memento (2000) Directed by Christopher Nolan



Bradford City of Film

Bradford is the world's first UNESCO City of Film. This permanent title bestows international recognition on Bradford as a world centre for film because of the city's rich film heritage, its inspirational movie locations and its many celebrations of the moving image through the city's film festivals, filmed related events and unique approach to learning about film and learning with film.



Scan this code to find out more about Bradford UNESCO City of Film and the opportunities for filmmaking and screenings around our region.

Lots of notable films and TV shows have been produced on locations around Bradford. Scan this code to uncover Bradford's Film Map.



Useful Links

<https://www.screenyorkshire.co.uk/>

Screen Yorkshire champions the film, TV, games and digital industries in Yorkshire and the Humber, UK.

<http://warpfilms.com/>

Producers of visionary film and TV drama. Established in 2002, Warp Films is one of the most exciting and respected production companies in the UK today.

<https://nofilmschool.com/>

No Film School is the leading worldwide community of filmmakers, video producers, and independent creatives. We cover the latest film, TV, and tech news to help make you a better filmmaker.

<https://www.studiobinder.com/>

A useful website with resources and software to help you plan and produce film and video content.

<https://www.scienceandmediamuseum.org.uk/>

The National Science and Media Museum is situated in the heart of Bradford, UNESCO City of Film. The museum aims to be the best museum in the world for inspiring people to learn about, engage with and create media.

<https://www.bfi.org.uk/>

The BFI is the lead organisation for film in the UK. The BFI use Lottery funds to support film production, distribution, education and audience development.