**GCSE FILM STUDIES – COURSEWORK SUMMARY**

**INDUSTRY RESEARCH** (10 marks; 350-500 words)

You need to choose a ‘real’ film that you have seen. You cannot choose a superhero film.

You should imdb.com and boxofficemojo.com to help with your research. You should try googling for more information on your chosen film.

Your report should be presented under 3 separate headings:

1. **Production**

You should identify and discuss:

Stars, director, producer, screenwriter – Who are these people? What other films have they also been involved in that might be interesting to comment on?

Production companies – Which companies were involved in producing the film? Are these majors or independent companies?

Source material – Was the film based on a book?

Financing – How much did it cost to make? What was the budget? How does this compare to other (similar) films?

Principal Photography – Where was it shot? How long was the shoot? Were there particularly technical issues that made the production complicated/interesting?

1. **Distribution**

You should identify and discuss:

Distribution companies - Who were the companies involved in distributing the film? Focus especially on the UK distributors?

Global context – Was the film distributed in lots of different countries? How wide was the distribution compared to other films?

Release schedule – Was the film released simultaneously in all countries or did it get released on different dates in different territories?

Marketing and promotion – How was the film marketed? Who was the target audience and how did the distributors try to target this audience? Analyse the trailer(s), poster(s) and any other marketing material. Consider how it is designed to appeal to the target audience?

1. **Exhibition**

How many screens showed the film (on its opening weekend)?

What type of cinema showed the film?

How much money did the film make at the box office (with an emphasis on the UK box office)?

What did reviewers say about the film?

Was it nominated for any awards? Did it win any?

When was the DVD released? Can you find out any information on DVD sales?

**MICRO-ANALYSIS** (20 marks; 350-750 words)

Using the same film that you used for your Industry Research, you should analyse a sequence of no more than 5 minutes. You should choose two areas of focus from the following:

* Camerawork/cinematography
* Editing
* Sound
* Mise-en-scene

You should use the following structure to make your points:

1. Identify the technique/feature and where at all possible, use the correct terminology.
2. Consider why the film-maker used this technique/feature and what effect this will have on the audience.

**PITCH** (10 marks)

150 words in which you try to sell your film idea to potential investors.

*Include*:

Title, logline (a one or two sentence summary of your film’s narrative), brief reference to the film’s genere, stars, narrative and target audience.

Don’t forget that you are selling your idea.

**PRE-PRODUCTION** (20 marks)

There are different options for this but with time very tight, I would suggest:

The front page and contents page for a new film magazine featuring your film.

* Remember that this has got to be for the same film as in your pitch.
* Remember that you must use original photographs
* Try to model your designs on existing examples so that you have all the conventions (typical ingredients) in your design. Make sure you save your final designs as JPEGs

**FINAL PRODUCTION** (30 marks)

There are different options for this but with time very tight, I would suggest:

Produce a poster campaign for your new film (at least 3 different posters)

* Remember that this has got to be for the same film as in your pitch.
* Remember that you must use original photographs
* Try to model your designs on existing examples so that you have all the conventions (typical ingredients) in your design. Make sure you save your final designs as JPEGs

**EVALUATIVE ANALYSIS** (Evaluation) (10 marks; 350-500 words)

Evaluate how you:

* Used technical and creative skills
* Used an appropriate format with the appropriate codes and conventions
* Demonstrated an understanding of the techniques that films use to communicate with their audience

Can be presented as:

A discursive essay with illustrations/screengrabs etc

Or

A digital presentation with slide notes (such as powerpoint)

If you are evaluating a film you made in a group, you need to focus on evaluating your role in the group. Each member of the group should be focusing on a particular aspect of the production.#

You should not simply write an account of what you did. You need to evaluate the production, reflecting on how successful it was in communicating ideas to the target audience.