

M5X01572

Rachel Stevens

LEVEL 5 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MArts Film and TV		
Module:	Entrepreneurship		
Module code:	M5X01572	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Timi O'Neill	Internal Verifier:	Robert Jones
Assignment Title:	The Industry	Word count (or equivalent):	10 portfolio pieces
Submission deadline:	1/03/19	Return date of provisional marks & written feedback:	8/03/19
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)
1. Create, recognize, and exploit a business opportunity and devise a realistic and professional business/venture plan to take it forward based on a critical evaluation of a given competitive scenario.
2. Articulate these findings through digital iterations and adaptation for further investigations in the chosen field.

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TASK DESCRIPTION

Working individually, you are required to create a portfolio of work that explores aspects of entrepreneurship in filmmaking to create a short presentation for a short film/TV concept. Ideally the short film project should be one you were previously developing in Creative Practice 4. Throughout the module you will give presentations on aspects of your project. A final presentation and portfolio submission will combine these, together with considerations of practical and financial aspects of a project.

Presentations may include the following:

- Pitch documents
- PowerPoint presentations
- Mood boards
- Ripomatic
- Market analysis
- Finance plans

Assignment

Create a portfolio of work and make a presentation of a short film/TV concept that explores entrepreneurship in film/programme making.

Title and Tagline

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Title - Smile

“A smile like that could fool anyone, just like it fooled me.”

Story Synopsis

Mary Smith a 30 year old who works part time at a local cafe when she meets mystery male James Davies, who she serves one afternoon. They both soon start to get to know each other which lead to them being romantically involved. Once Mary is ready she lets James meet her children from a previous relationship. Mary believes that James is the one with his loving personality towards not only herself but her family. Once married things begin to crumble, James behaviour to Mary begin to become aggressive, they fight more, he disappears for endless amount of nights. Seeing no way to leave after he becomes the household provider she stays, but soon she starts to see James for who he really is. Is she ready to face reality?

Target Audience

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The Target demographic is aimed the the favoured genres, Drama and Thriller. There will be a targeted age group (15), this is to allow me to have chosen content such as, violence, drugs, etc. The story will be targeted more towards young adults within the characters ages, as the films purpose is to relate to the audience in an realistic form.

Demographic table

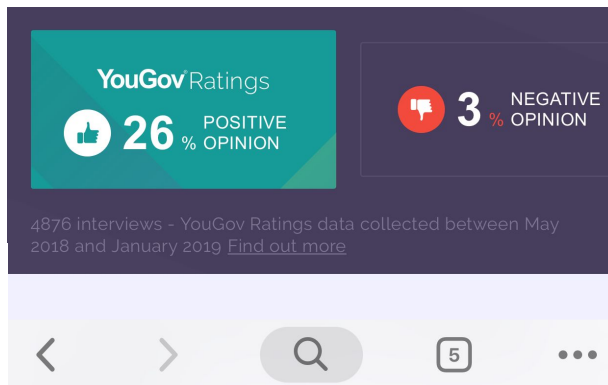
A	Upper Middle Class	Higher managerial, administrative or professional job employment
B	Middle Class	Intermediate managerial, administrative or professional job employment.
C1	Lower Middle Class	Supervisory or clerical and junior managerial, administrative or professional job employment.
C2	Skilled Working Class	Skilled manual workers.
D	Working Class	Unskilled manual workers.
E	Casual / Lowest Grade Workers	Pensioners and others who depened on the welfare state for their income.

Genre Analysis

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Like any given genre they all have codes and conventions that other filmmakers look into, this to either follow them as a guide or to recreate them into their own form. For my chosen genre here are some of the main conventions: the use of real life situations, or Portraying the characters' life development, The purpose is to tell the story to the audience emotionally, Conflict, and often having a sub genre.

Research



YouGov®

M Millennials
X Generation X
B Baby Boomers

72% 87% 83%

1st 1st 2nd

♀ Women
♂ Men

Positive opinion 18% 33%

Popularity ranking among group 38th 31st

	Total GB into film	Gender by age				Parents		Social class			
		Male <35	Male 35+	Female <35	Female 35+	Yes	No	AB	C1	C2	DE
Base	1,978	312	629	346	691	664	1314	605	473	281	619
Comedy	64%	53%	63%	78%	62%	66%	63%	67%	65%	65%	60%
Adventure	60%	56%	73%	60%	50%	61%	59%	60%	60%	63%	59%
Drama	55%	19%	54%	56%	70%	43%	61%	61%	52%	51%	54%
Thriller/Suspense	53%	36%	57%	45%	60%	42%	59%	52%	54%	56%	53%
Action (including martial arts)	50%	57%	62%	52%	35%	42%	49%	42%	52%	54%	51%
Science Fiction/Futuristic	44%	35%	58%	35%	39%	42%	45%	41%	47%	46%	44%
Romantic Comedy	37%	16%	24%	61%	47%	41%	35%	41%	39%	36%	34%
Family	37%	22%	25%	53%	47%	48%	32%	32%	39%	43%	37%
Fantasy	37%	32%	41%	43%	31%	37%	36%	32%	41%	46%	34%
Horror	32%	36%	33%	44%	22%	32%	31%	24%	32%	43%	32%
Documentary	31%	20%	41%	21%	30%	20%	37%	38%	30%	30%	28%
Animation for kids	29%	26%	20%	48%	29%	40%	23%	29%	32%	36%	25%
War	29%	24%	53%	9%	16%	21%	32%	26%	29%	26%	31%
Period Drama	29%	6%	22%	22%	48%	16%	35%	33%	27%	22%	29%
Animation for adults	28%	47%	27%	33%	19%	29%	27%	29%	36%	31%	23%
Disaster	28%	25%	30%	28%	26%	28%	28%	21%	29%	40%	27%
Musical	26%	10%	21%	32%	36%	23%	28%	27%	26%	20%	28%
Romance	26%	13%	12%	43%	35%	26%	25%	27%	27%	25%	24%
Biographical dramas	22%	13%	22%	14%	30%	13%	27%	29%	21%	18%	21%
Western	19%	12%	36%	4%	12%	12%	22%	17%	18%	20%	20%
Sport	15%	22%	22%	8%	8%	15%	15%	16%	17%	16%	12%
Teenage Comedy	15%	22%	9%	38%	5%	21%	11%	9%	14%	23%	15%
Kids (non animation)	12%	8%	7%	26%	13%	23%	7%	11%	13%	15%	12%
Film noir	10%	9%	13%	7%	9%	6%	12%	15%	10%	5%	8%
World cinema (non English-language)	8%	5%	8%	9%	7%	3%	10%	11%	9%	4%	6%
Bollywood	4%	7%	2%	9%	3%	6%	3%	4%	8%	2%	3%
Nollywood	1%	2%	<1%	3%	2%	1%	1%	<1%	1%	<1%	2%

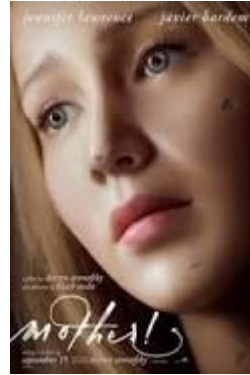
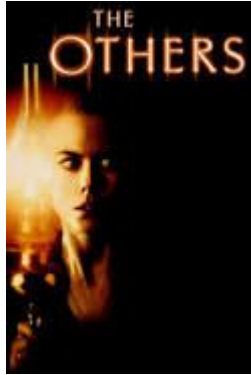
Legal and Ethical

Like any motion picture there can be Legal and Ethical issues to consider when undertaking the pre production. The film can be taken apart by the audience if they see something that isn't considered ethical with audiences today. For example if a woman is seen in a sexual manner, or is being stereotyped, thus causing a social issue.

‘A Code To Govern The Making Of Motion Pictures’ will need to be looked into when creating any motion picture that is going to be shown to the public. This to avoid any legal areas to consider General Principles, such as ‘No picture shall be produced that will lower the moral standards of those who see it.’

Inspiration

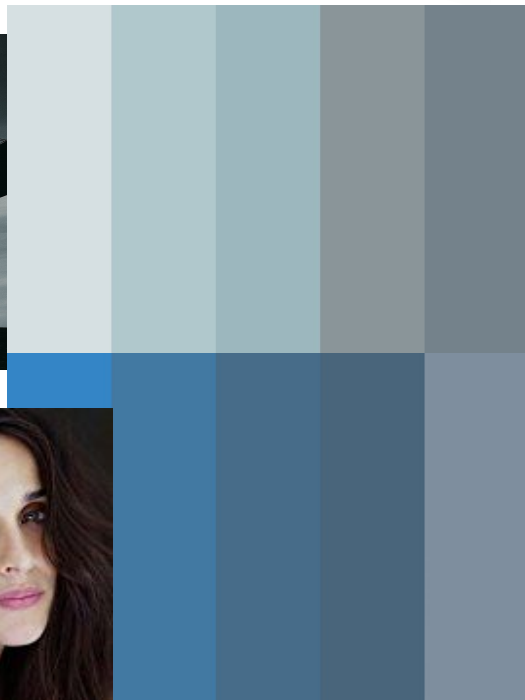
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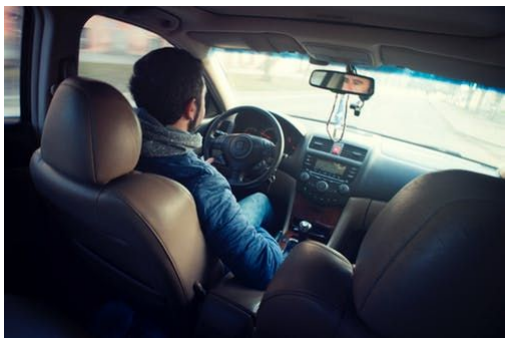
Each of these films have inspired my work with just the aspect of hidden story narrative that each of the characters have. That each of the characters have an almost split personality that hit the audience with an emotional response. They all have a mystery that is untold, the audience instantly want to know and even if they aren't enjoying the film, the mystery behind it holds them in and is the high of the film.

MoodBoard

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Location Ideas



Actor/Actresses

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Casting is one of the main focus points for the whole processes. The main objective for the genre is to be able to portray the story in a realistic art, where the characters are able to relate to the audience, building a connection. This isn't going to be achievable with an actor with little to no experience, therefore looking into agencies will give me the information needed.

Rates of Pay	Std/Cont. Day	Std/Cont. Night	Shift Call (4 hours)
Basic Daily Rate	£89.52	£111.90	£55.95
Single- Time/De-rig (first ½ hour from signing off)	£5.25	£6.56	£5.25
Overtime	£8.39 (per ½ hour)	£10.49 (per ½ hour)	£8.39 (per ½ hour)
Holiday Pay	£9.54	£11.98	£6.03
Public Holiday Rate	£134.28	£167.86	£83.93
Public Holiday Overtime	£12.59 (per ½ hour)	£15.74 (per ½ hour)	£12.59 (for 15 minutes)

12:25
maddog2020casting.com 78%

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Quality
Management

BSI Certificate Number FS 640708

bsi. ISO/IEC
27001
Information Security
Management



List of Crew

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Director

Producer

Director of Photography

Sound Recordist

Assistant Camera

Production Assistant

Budget and schedule

The average budget for a 3-5 minute film would normally be based around £700 - £1000. This figure is based from the amount of cast and crew I will need to hire, for example a 5 minute film would take up to 2-3 days filming and a student actors wage would be around the price of £200 - £250. The equipment is all available to hire from no cost/small amount, then the prices of venue, crew, etc.

Film Festival

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How would my film fit into film festivals? I'd want it to be for the cinematography and acting. It would be from the emotional response from the audience, and how the film can be seen in a form of art and storytelling. Along with the performance the actors will give and how believable they are portrayed, almost experiencing it themselves.