

Advanced Film and TV Production

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Advanced Film and Television Production was centred around the Paranormal in film; this is not the same as horror; Horror is another entity. However, the paranormal tends to be a recurring theme in horror films such as 'Paranormal Activity' (2007, Oren Peli) and 'The Conjuring' (2013, James Wan). The definition for the paranormal is "denoting events or phenomena such as telekinesis or clairvoyance that are beyond the scope of normal scientific understanding." This means that anything that can't be explained by science would fall into this category, this includes creatures like ghosts, Shadow people and Orbs. However, creatures such as Vampires, Werewolves and Angels do not fall under this category and are instead Supernatural creatures, although ghosts can be considered into this category.

As film makers our job was to include these aspects into our films over the past 3 weeks. Our job was also to market the films we created on social media; this is where I failed. I did not consider Marketing when beginning this project, although posts still appeared from time to time about working on the films.

Evaluate –

Many short films fall into one of two large categories; Horror or Drama (coming of age/LGBT). These tend to be the same handful of tropes pushed into cookie cutter holes and put on Youtube, especially LGBT films. This isn't to say that they are all bad, just that the same tropes can be seen again and again and again. Even when a film begins well the end is often anti-climactic or horribly done with CGI, or films rely too much on cheap jump scares. (Many horror films in cinema fall into these potholes as well).

When uploading a short film online timing and sites are everything. The best place is Youtube as it is currently the most popular video platform in most of the World; however, channel is an important thing to consider. Finding and uploading on an existing channel allows the film to spread further much quicker, on the other hand this does mean that a majority of the profits, if not all, will go to the channel owners rather than to you. Another problem is finding a channel that will take the film, there are plenty of Horror channels however, if a film is paranormal rather than horror then channels are extremely limited as none on Youtube cater specifically to non-horror Paranormal. After saying this I do not mean to start your own channel, so many videos are being uploaded a second that your film

would be lost in the sound (around 500 hours uploaded per minute). Youtube is currently a mess new creators get no support unless there is already a name behind you; this means that no profits till a certain amount of hours are uploaded or a set amount of subscribers has been reached (Sponsors are still an option, but still need a following to be considered plus will want a say in what is made and when). New channels also do not get recommended to viewers unless they are searched for. The new 'Family friendly' rules will also highly limit what can and can't be uploaded as the site caters to teens and children most.

Other sites such as Vimeo are also great for uploading as less restrictions are put on to videos, but in exchange less people will see it as the site is catered more to business than pleasure.

Films in horror based Film festivals tend to do much better than online as there are less restrictions and many die-hard horror fans will be following every upload their favourite festivals do. Many festivals are year round, horror festivals on the other hand tends to stick to the autumn as this is when people prepare for Halloween, most are willing to scare themselves watching horror films with friends; this does not mean all are in this time, as many still enjoy horror year round. On average the run time of winning horror films are between the length of three and fifteen minutes. Films shorter than 3 minutes are too short to fully expand on a story line, whereas over 15 minutes and the attention span of the viewer is lost and plotlines become too complicated to follow and become repetitive.

(Links to Youtube channels and festivals at the end)

Criticize –

In randomised groups we were given less than four days to create a script for a found footage style short film. This was done at Rosehill Quarry. As a group we never thought much about the audience, however, we did attempt to do something a bit different from the usual horror shorts. We based the short on a Youtuber style vlogger who is nominated for an online challenge. The 2010's have been a hotbed for stupid online challenges that have gone wrong and this was no exception, people like 'JayStation' mess around with Ouija boards on camera and over exaggerate actions to get children to watch and that is exactly what the plan was. A family friendly Youtuber who creates fake content ends up in a real situation that leads to his death. The second film was playing of this as a news reporter goes down to the site a day later. The first film was a disaster as the character changes from scene to scene. The second turned out well as everyone knew what to expect for the film characters.

Develop –

The speciality I am aiming for is Editing and as an editor I have done my all to ensure the quality of the films is at least decent (except the first, never got all of the footage). Editing has very little to do with Marketing.

If I were to Market films like these I would start with upcoming events and festivals in the horror genre that would allow the shorts to be entered, these are important to get right as the wrong festival could mean losing money on entry fees. Examining winning films from the past years would also be a help as they could show topics that are avoided or encouraged within the separate festivals and events. A horror themed Comic con in West Wales is popular among fans and showing a film there or advertising a film there could be an option as people in the area would already be big fans of the genre. Adverts also have the chance to be seen by Directors and producers as them and actors are known to be guests there every year.

I would also spend some time looking through channels on Youtube and pages on Facebook that could be an option to upload on as they could easily connect to existing fan. Emailing and calling these pages/channels would also be an idea to help narrow down the content they do not allow and their standards as a company.

In conclusion, I was unprofessional not thinking of marketing till now as it is a major component in any film industry. I hope to learn from this and not make the same mistakes in the final project.

<https://www.youtube.com/channel/UCeh4Ww8qxWExHkF9j4JpVew>

<https://www.youtube.com/channel/UCNvn1EEO-ZgN2IHkCLnA1Ng>

<https://www.youtube.com/user/screamfestla>

<https://www.youtube.com/user/marlonharo>

<https://www.youtube.com/channel/UCpJ6Dn01AqjvFVN2EiK72Ag>

https://www.youtube.com/channel/UCMOB6uDg7e-h8OuCW8dK2_Q

Abertoir 19-14 November <http://www.abertoir.co.uk/latest-news/item/459-abertoir-2019-short-films-competition>

The black Country horror shorts film festival 25 January
<https://www.weepingbankproductions.co.uk/>

Scream Fest 8-17 October <https://screamfestla.com/>

Ravenna Nightmare Film Festival 30 October – 5 November
<http://www.ravennanightmare.it/>