

<b>Module code</b>	FLM505	<b>Level</b>	5
<b>Module title</b>	Developing for the Market	<b>Credit value</b>	20
<b>Common/Core/ Elective</b>	Core	<b>ECTS Credits</b>	10
		<b>Notional learning hours</b>	200
<b>Courses on which the module is taught</b>	BA (Hons) Film and Screen Production	<b>Teaching Period</b>	Autumn

## 1. Module description

In this module, you will investigate the world of the Creative Independent Producer including IP, crowdfunding, development and packaging projects for the market.

In the first part of the module, you will examine formats and how to develop them for specific markets, as well as pitching and presentation.

The module gives you an opportunity to attend a film festival, research a participating film and produce a short case study to contextualise your own future filmmaking ambitions.

The module aims to facilitate the development of research, presentation and listening skills: in particular, your ability to put forward logical arguments to support individual perspectives and to consider and analyse opinions expressed by others.

## 2. Learning outcomes

*Upon successful completion of this module you will be able to:*

### **Communication (MLO 05)**

Further develop your communication skills (both oral and written) to showcase a sophisticated understanding of well-defined industry practices

### **Discipline Knowledge (MLO 07)**

Examine and apply industry trends to take a project to market and utilise the skills of marketing to develop a project

### **Human & Environmental Impact (MLO 10)**

Analyse the human and environmental impact of the film / TV industry when considering production

## 3. Learning and teaching methods

The teaching and learning experience will incorporate a variety of activities including micro-lectures, seminars, workshops, individual and group presentations, discussions, debates and briefings.

You will have the opportunity to attend a film festival where you will experience a professional film market, meet with film professionals and explore the potential for your own final year project.

## Learning hours

<b>Directed learning</b>	<b>72</b>
Workshops/classes and tutorial supervision (the distribution will depend on the needs of the project)	72
<b>Guided/Self-guided learning</b>	<b>128</b>
<b>Total</b>	<b>200</b>

#### 4. Assessment, formative feedback and relative weightings

##### Assessment 1: Case study

**Weight (%):** 50

**Word Count or Equivalent:** 1800 words

You will select a film that has participated in a film festival and conduct research into the development, production, marketing and exhibition of the work, writing a report. Your report will also include an analysis of the production's human and environmental impact. You will outline strategies to minimize such impacts.

##### Assessment 2: Other (Crowd Funding Campaign)

**Weight (%):** 50

**Word Count or Equivalent:** 1,000-word pitch and 3-5 minute video accompaniment

You will devise an online campaign for an original film comprising a short, filmed pitch for raising finance along with supporting information and strategy.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

#### Mapping of assessment tasks for the module

Assessment tasks	MLO5	MLO7	ML10
Case Study	x	x	x
Campaign	x	x	x

#### 5. Indicative resources

Briggman, S. Crowdfunding Personal Expenses: Get Funding for Education, Travel, Volunteering, Emergencies, Bills, and more! (2016). Salvador Briggman, New York.

Catmull, E. (2014). *Creativity Inc.* London: Bantam Press

Davis, F. (2012). *Intellectual Property Law* (4th Edition). Oxford: Oxford University Press

Rose, N. Rewards Crowdfunding: The Kickstarter & Indiegogo Guide For Campaign Creators, (2020). Stonepine Publishing, Glasgow.

Stegmaier, J. A Crowdfunder's Strategy Guide: Build a Better Business by Building Community [large print edition]: Build a Better Business by Building Community, (2022). Read How You Want, Sydney.