



Unit Title	The Film Industry
FHEQ Level	4
Unit Code	DFP18102
Credit Value	15
Unit Type	Mandatory Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	80
Supervised access to resources	0	Preparation for Assessment	15
		Unsupervised Access to Resources	10
Total			150

Unit Description

True understanding of an industry comes not only through the development of subject specific skills and knowledge, but through a wider understanding of the business, creative, regulatory, and economic contexts that the industry operates within, is affected by, and itself affects.

This unit provides an introduction to these diverse contexts, engaging with business structures, history, regulatory frameworks, governmental impact, national and international perspectives, current debates, and key theoretical frameworks in digital film.

The unit is designed as a prism for the practical subject-specific assignments, enabling creative endeavour and reflective practice to be undertaken from a position of broad knowledge, considered values, and familiarity with both critical and business approaches.

Study in this unit will be taken from the general to the particular, focusing down from the broad concepts introduced to the cohort, through the lens of the Pathway, to your own individual specificity.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

This unit is comprised of five areas:

Commercial Frameworks and Entrepreneurial Spirit - exploring studio production, through to indie company operation

Legal / regulatory contexts: tax incentives, legislation, film agencies, film classification.

Film history – movements, film forms, narrative development

Film Exhibition, Marketing, and Distribution - new approaches to reaching audiences in the digital age.

National and International perspectives: UK industry, European industry, globalised industry.

Unit Aims

- Cultivate a broad knowledge and understanding of both national and international perspectives on the film industry
- Integrate students into the industry through exploration of varied frameworks that shape and control the film industry.
- Expose students to professional and industrial contexts and mind-sets that complement their practice-based study
- Originate pathway focused knowledge and understanding of the emerging paradigms of the digital film industry.

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 6 Critical and creative Mindsets

Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

LO 8 Professional Identity

Evidence an emerging personal creative and professional identity

Related Principle: CULTIVATE

Learning and Teaching Methods

Cohort Lectures

Pathway Seminars

Fortnightly Pathway Film History / Theory Student Presentations

Case Studies

VLE Materials

Supervised Access to Resources

Access to online Industry / Research sites

Independent Study

Self-directed research

Presentation of work in progress

Assessment methods and tasks

Formative Assessment will be offered on an individual basis within a Pathway research group setting, and will focus on individual research development.

Summative Assessment will take the form of a Research Presentation to Peers and Assessors, demonstrating the learning that has been undertaken, using research materials generated as evidence. Each Research Presentation will be concluded by a short Q&A.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Individual Visual Report with accompanying Research Portfolio	100%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

Through the Individual Visual Report and accompanying Research Portfolio you will be assessed individually on:

- Level of ability to research a chosen aspect of the Film Industry (LO1)
- Extent of identification of good and/or poor practice in chosen aspect of the Film Industry (LO6)
- Strength of understanding of own abilities as a researcher (LO8)

Essential Reading list

1. Angelini, S. (2006) *The Researcher's Guide: Film, Television, Radio and Related Documentation Collections in the UK*, BUFVC, London
2. Bakøy, E, & Roel, P. (2017) *Building Successful and Sustainable Film and Television Businesses: A Cross-National Perspective*, Intellect, Bristol
3. BFI Film Industry Statistics and Reports: <http://www.bfi.org.uk/education-research/film-industry-statistics-research>
4. Finney, A. (2015) *The International Film Business: A Market Guide Beyond Hollywood*, 2nd Ed, Routledge, Oxford
5. Gems, J, & Mahindru, V. (2018) *Who Killed British Cinema*, Quota Films Ltd, Birmingham
6. Reiss, J. (2011) *Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing in the Digital Era*, Hybrid Cinema Publishing, Los Angeles