



Unit Title	Specialism Pathway 2: Film Sales, Festivals, and Marketing
FHEQ Level	5
Unit Code	DFP18205e
Credit Value	30
Unit Type	Subject Specialism (Pathway unit)

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	150
Supervised access to resources	15	Preparation for Assessment	25
		Unsupervised Access to Resources	50
Total			300

Unit Description

This specialist unit builds on the intermediate skills introduced at Level Four and focuses on the development and application of advanced organisational, and conceptualising skills in film sales, festivals, and marketing. You will be encouraged to experiment with approaches to film sales, festivals, and marketing, developing and testing concepts and frameworks. You will be exposed to the deeper conceptual and organisational aspects of film sales, festivals, and marketing, with a particular focus on marketing concepts and principles; festival markets; designing a sales strategy.

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 three areas:

- Intellectual approaches
Case studies on key exponents in film sales, festivals, and marketing; exploration of examples of best practice from diverse media platforms; historical overview of film sales, festivals, and marketing
- Conceptualising
Designing a sales strategy; working with the creative team; planning effective

- marketing; national and international perspectives
- Planning and Practice
Workflows, budgeting sales, marketing, and festivals, working the festival markets.

Unit Aims

- Encourage the development of visualising and interpretative skills, and the ability to comprehend a project's potential for development through a particular specialism.
- Cultivate a heightened creative mindset of synthesisers of the artistic and the technical, wherein students recognise their creative agency.
- Expose students to iterative processes in the development and visualisation of a production
- Originate new developmental practices to support the effective planning and delivery of digital film productions that reflect the diversity of production opportunities, of forms, and of approaches to production

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

Lectures
Workshops
Supervised Access to Resources
Self-directed research
Design experiment
VLE support material
Group work

Individual work
Presentation of work in progress
Group Tutorial
Peer Learning

Assessment methods and tasks

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

Summative Assessment will be through a Portfolio comprising final project piece, with developmental and Reflective Analysis (1500 words).

Assessment tasks	Weighting (%) (<i>one grade or multi-grade unit</i>)
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 Portfolio you will be assessed individually on:

- Level of ability to apply research in the construction of a practical portfolio (LO1)

Through the Reflective Analysis you will be assessed individually on:

- Strength of analysis of developmental and visualisation processes (LO3)
- Level of evidence of research into the professional contexts of the chosen specialism (LO8)

Essential Reading list

1. De Valk, M. (Ed) (2016) *Film Festivals*, Routledge, London
2. Edwards, R. (2012) *Complete Filmmaker's Guide to Film Festivals: Your All Access Pass to Launching Your Film on the Festival Circuit*, Michael Wiese Productions, Studio City, USA
3. Kerrigan, F. (2017) *Film Marketing*, 2nd ed., Routledge, London
4. Mingant, N, Tirtaine, C, & Augros, J. (2015) *Film Marketing into the Twenty-First Century*, BFI, London
5. Parks, S. (2012) *The Insider's Guide to Independent Film Distribution*, 2nd ed., Routledge London