



Still from Industry Trust's cinema trailers 'Moments'



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Screen Champions 2011

Cineclub members



www.facebook.com/screenthing

Introduction to the UK film and TV industry

The UK is regarded as one of the leading countries for film and television production in the world and has had a major influence on modern cinema. The very first moving pictures developed on celluloid film were made in London in 1889 and ever since the UK has provided some of the most acclaimed cinema directors, including Alfred Hitchcock, David Lean and Charlie Chaplin.

The UK has produced some of the most commercially successful films of all time too! Two of the world's most famous film franchises originate from UK shores – Harry Potter and James Bond.

- The UK creative industries contributed 7% to the UK's Gross Domestic Product (GDP) making them equal in importance to the UK's financial sector
- The UK Film and Television industry employs over 150,000 people
- UK films bring an estimated £800million in tourist revenue

* Statistics from Department for Culture, Media and Sport and Work Foundation

What is Copyright?

Copyright protects your creative work, and helps prevent other people from copying or adapting those works without your permission. As soon as an idea becomes something physical, e.g. a piece of writing, a film, a photograph, a web page or some music, it is protected by copyright.

So copyright can protect all sorts of different creative works, from stories to pictures to music. Copyright will almost always exist for the duration of the original creator's lifetime and a further seventy years after that!

Once a work is copyrighted, the copyright owner can control who and when copies are made. So within the film and TV industries works in the form of scripts or finished films can be sold to other people for a fee. This is how the industry generates income from the ideas they have and the works they create.

There are 150,000 talented people that work in the film and TV industries here in the UK. Copyright enables money to be raised for all the future UK film and TV projects, providing these people with work.

How to copyright your work

You don't have to apply for copyright. If you have a brilliant idea for a film or TV script, just write it down on paper. As soon as it's written down, your work is immediately copyrighted and people aren't legally allowed to copy it without permission.

If you want to be able to prove the idea was yours, it's best if you create a printed copy of it, sign it, date it and mark it with the copyright symbol ©. Then post it by recorded delivery back to yourself (you must not open it) and deposit it somewhere secure, such as with a relative, friend, bank or solicitor.

Copyright allows the creator to decide how their work is used – if you own the copyright to a story, lyric, or film, and want to make it freely available, that's your choice. For many people though, owning the copyright to a piece of work enables them to make a living from their work. For the rest of us, this means they continue producing work for us to enjoy.

The Competition

The Screen Champions competition offers you the chance to win a coveted Cineclub Silver Star Award, as well as some brand new film equipment for your school.

We challenge you to come up with an advert that will convince others to choose to watch official content. The advert must be between 30 seconds and one minute in length, exploring one of the following themes...

- What would the world be like without the UK film and TV industry?
- How would you feel if someone copied your work without asking?
- How can people access content legally?

The aim of this competition is to explain to people the importance of creativity, and copyright, when it comes to film and TV programme making, especially if you are a creator yourself. As a creator, how would you explain to people why it's important to support the film and TV industry by choosing to watch films and shows from trusted (and legal) sources?

Your Cineclub group will receive a visit from a professional filmmaker. This will be to help you out with one area of the filmmaking process, either:

- pre-production - coming up with an idea, planning and storyboarding your idea ready for the film shoot
- production - the film shoot
- post-production - editing your film, adding any titles, music and voiceovers.

The completed films will then be submitted for judging by the Screen Champions judging panel who will select a winning entry.

The winner will be announced at the Cineclub Awards and you will also be invited to a special Screen Champions event in Summer, where the films will be screened.

To see last year's winners and runners up follow this link....

www.copyrightaware.co.uk/about-the-industry-trust/screen-champions



Screen Champions 2010 winning entry – IMPACT

There are hundreds of different jobs in the UK film and television industry. From the people who build the sets to the musicians who compose the soundtracks.

Here are a few examples of job titles that you may see at the end of a film or T.V programme; can you match the job title to the description?

Cinematographer	Sound Recordist	Director
Producer	Runner	Production Manager
Editor	Driver	Costume Designer
Grip	Gaffer	Camera Operator
Security	Script Supervisor	Dresser
1st Assistant Director	Sound Designer	Props master/ mistress
Production Designer	Location Manager	2nd Assistant Director

Description	Job title
This person is responsible for overseeing the creative aspects of a film, including controlling the content of the film's plot, directing the performances of actors, selecting the locations in which the film will be shot, and managing technical details such as the positioning of cameras, the use of lighting, and the timing and content of the film's soundtrack.	
This person initiates, coordinates, supervises, and controls matters such as raising funding, hiring key personnel, and arranging for the film to be distributed. This person is involved throughout all phases of the film making process from development to completion of a project.	
This person is responsible for recording sound on set.	
This person is in charge of the post-production sound of a movie. Sometimes this may involve great creative license, and other times it may simply mean working with the director and editor to balance the sound to their liking.	
This person works with the director to make the film look a certain way. They do not necessarily operate the camera but work with the lighting director, camera operator and director to ensure the correct atmosphere is created.	
This person is responsible for the camera, they take instructions from the director and change the angles and movements of the camera to help the director achieve their vision of what the film should look like.	
This person is the one who is in charge of bossing people around. They instruct everyone to be quiet on set and communicate the directors orders to different members of the crew.	

Description	Job title
This person helps the 1st Assistant Director fulfil their tasks and is responsible for creating 'call sheets' that let the crew know the schedule and important details about the shooting day.	
This person assembles the completed film using the footage shot by the rest of the crew during the production stage. They get rid of the bits of the footage that are not needed, put in the bits that are needed and add transitions and effects to the film.	
This person ensures that no-one is on the set that shouldn't be. They make sure that no-one walks through the back of the shot or gets in the way of the cast or crew.	
This person does a lot of running around. They help organise the actors, get them to locations on time and perform lots of small but vital tasks to help the film stay on schedule.	
This person moves the equipment and sometimes the actors too between locations.	
This person is responsible for the handling and setting up of the equipment once it is on location.	
Also known as the creative director, this person is responsible for creating the physical, visual appearance of the film - settings, costumes, character makeup, all taken as a unit. They work closely with the director and the cinematographer to achieve the 'look' of the film.	
This person organises all of the props for the film.	
This person designs all of the costumes for the film.	
This person helps the actors get into their costumes and makes sure they are kept organised in between shooting days.	
Also known as the 'continuity person', this person keeps track of what parts of the script have been filmed and makes notes of any deviations between what was actually filmed and what appeared in the script. They make notes on every shot, and keep track of props, blocking, and other details to ensure continuity from shot to shot and scene to scene.	
This person supervises the physical aspects of the production (not the creative aspects) including personnel, technology, budget, and scheduling. It is their responsibility to make sure the filming stays on schedule and within its budget.	
This person is the head of the electrical department, responsible for the design and execution of the lighting plan for a production. Sometimes this person is credited as 'Chief Lighting Technician'.	
This person is responsible for final clearing, or guaranteeing, permission to use locations for filming.	

Below are a list of recently released films from both the UK and USA.
Put the films in order from the film which had the biggest budget to the smallest budget.

Avatar

Moon

Harry Potter
and the Half
Blood Prince

The Kings
Speech

Looking
for Eric

Biggest budget

.....

.....

.....

Smallest budget



(Answers on page 14)

Can you match the quotes to the celebrities below?

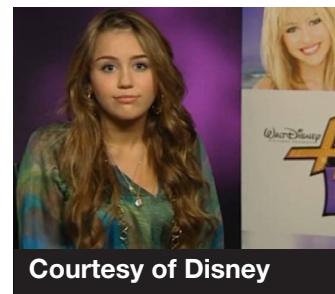
Ben Barnes – Actor

Miley Cyrus – Actress/singer

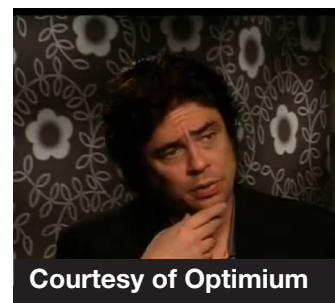
Tom Felton – Actor

Benicio Del Toro - Actor

Philip Glenister - Actor



1. "Piracy? I am against it, I am against it! It's the time that people put into something. I believe that time should be rewarded. I think that if there is piracy then it takes away from the people's reward."



2. "I never used to be so much of a campaigner but since I heard figures of what even the big films like Harry Potter are losing...I think Harry Potter 6 or 5 was the most pirated film ever or something like that. I know people look at the industry as if it's just big guys with millions of pounds in their pockets but there are people on very low wages working on these films as well, they are the ones who are losing out, because they are not going to be hired again to work on other films. I personally can't understand it. When I buy an album or a film I want to show appreciation to the people who have spent their time making this product. And the prices these days...£8 for a music album, £6.99 for some of the films online to download is a steal really for the months and months that goes into it. I'm a big one for anti-piracy, definitely."
3. "I've been so lucky to star in some great British films early on in my career. The hundreds and sometimes thousands of people who work behind the scenes to bring us the films we love rely on us to only watch films at the cinema, on Blu-ray, DVD, or legal download, rather than knock-off versions."
4. "Film and TV are Britain's best-loved industries, and everyone who goes to the cinema, buys legitimate DVDs and watches legal downloads has had a positive impact on making the industry the success it is. This campaign is all about celebrating the fantastic creative talent we have here in Britain, so show your continued appreciation and support to thousands of creative workers we have here in the UK."
5. "I love my job, but it's a lot of hard work for me and the guys who work behind the scenes. Filmmaking is a big team effort. Every time fans like you buy an album, DVD, cinema ticket or download, you play your part in making movies happen."

(Answers on page 14)

Film Production

When planning your film entry you might find these worksheets helpful. These are just guidelines to help you, none of the paperwork needs to be submitted to Screen Champions, just your final film!

Preparing a Film Pitch

What is a pitch?

A film pitch is when the writer goes to a producer or production company to persuade them to fund the making of their film – or give it the ‘green light’. Your production company don’t have money to give, but you need to convince them that your idea is the one that Cineclub should make! Therefore, you need to explain your film idea with passion and conviction highlighting what makes it a great film idea and how you think it could work.

A pitch needs to be short and sweet because film producers are very busy people and usually only want to hear the bare bones of your idea – not the whole script! Therefore, you need to really think about your idea and then boil it down to the basic outline and working title.

1. Genre:

What type of film it is?

2. Topic or theme

Who or what is the main subject of the film?

What do you want to say in the film?

Why do you think this is something people will be interested in?

3. Characters

Are there characters or people you will want to interview?

You don’t need to know exact details or names but have some idea about who will be the central character – and this applies to documentaries as well as fiction films!

4. Plot or storyline

What is the main event?

What is going to happen to the main character in the fiction film?

What will be ‘caught on camera’ in the documentary or non-fiction film?

5. Visual Style

Do you have an overall visual style in mind that you have noticed from another director?

Do you have a particular sequence from a film or technique you’ve seen that has inspired you?

Good luck and remember it needs to be passionate more than perfect!

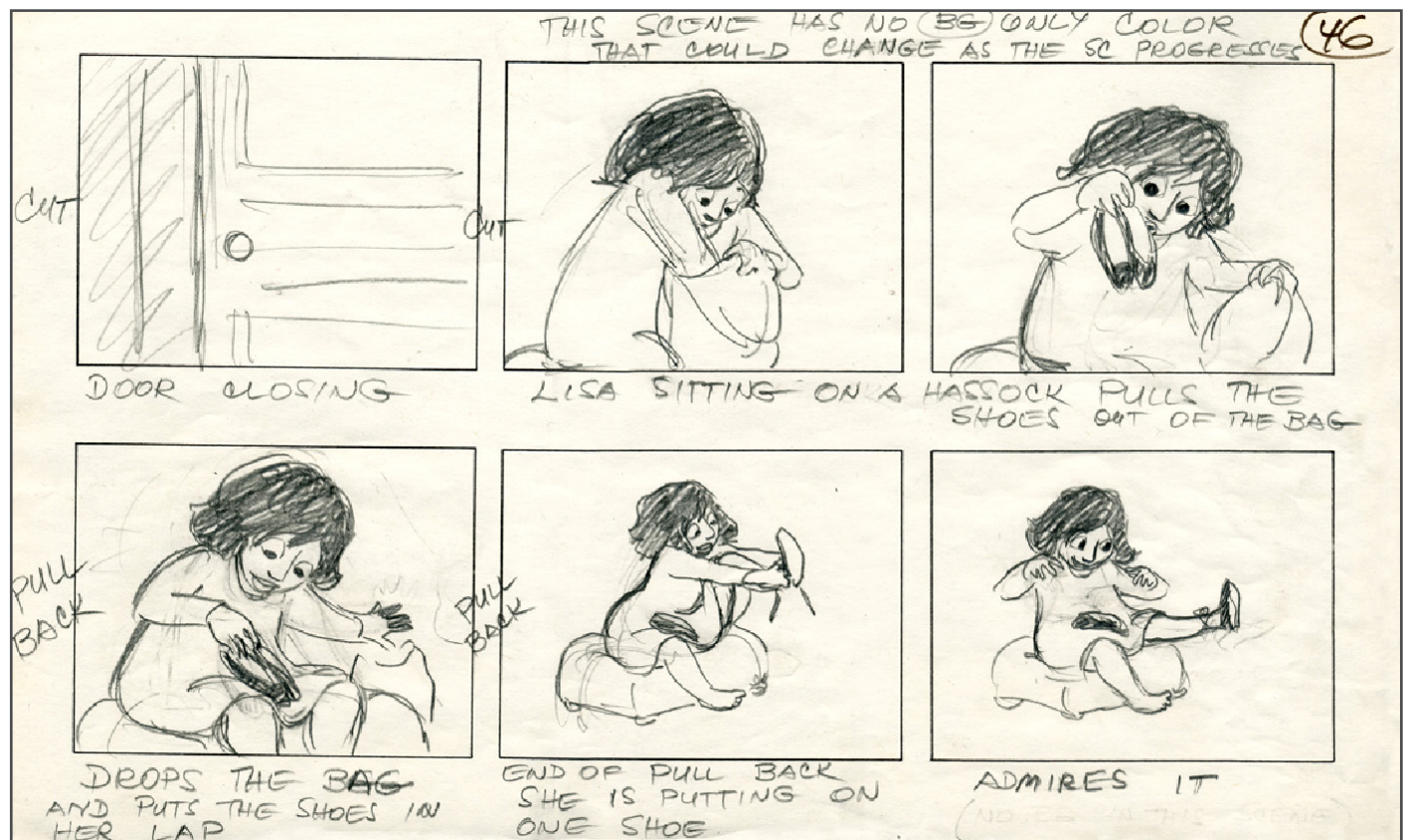
Storyboarding Your Film

Once you've agreed on the action of your film and before you pick up a camera you will need to plan it out. This is done using a storyboard.

What is a storyboard?

A storyboard is a visual plan of all the shots and action of your film, drawn out on paper. The storyboard shows the type of shots you will be using and a description of the action.

You can often find good examples of storyboards on DVD extras, so check in your collection for hidden gems!



Photocopy the storyboard template on the next page and use it to plan your film.

Why not use a camera or your mobile phone creatively to storyboard your film? Take a photo of the scene you are going to shoot and then use this photo to explain to the rest of your group how you would like to shoot the action for this particular scene.

Storyboard

Working title

Shot number	Picture	Type of shot & duration	Sound effects/ dialogue

What is a script?

A script is a written version of your film that lays out the dialogue, action, characters and locations that will appear within it. Your script should work as more than just a plot outline – it should explain what will be seen or heard when watching the finished film.

The general rule of scriptwriting is that one page of a script should be equal to about one minute of your film. Scripts are usually broken down into the different scenes that will make up your film, with each scene beginning with a heading that explains the location and time of day.

The shorthand “INT.” is used for an interior scene and “EXT.” for exterior or outside scene. For example, a scene taking place inside a classroom during the day would be headed “INT. CLASSROOM – DAY”. This would usually be followed by a one or two line description of the scene, for example “The classroom is a well lit room, cluttered with schoolbags and lunch boxes. The children fidget and chatter until the teacher enters the room.”

After this comes the main dialogue and action of the scene. The action is written in the present tense and other details such as sound effects or off-screen dialogue may also be included.



Screen Champions 2010 Runner up: Transformers



Screen Champions 2010 Runner up: Terminated

Activity:

This is an extract from a script. Have a think about how you would direct this scene.

This script extract can be used as a guide to see what the layout of your script will look like. Character title and dialogue are always centralised, scene headings and action are indented.

If you would like to use professional script writing software you can download Celtx from www.celtx.com. Celtx is used by independent filmmakers around the world.

INT. CAFE - DAY

PERSON 1 is sitting at a table with coffee cups.

PERSON 2 approaches and sits at the same table.

PERSON 1
Do you have the parcel?

PERSON 2
Do you have the codeword?

Person 1 takes a sip of their drink and stares at Person 2.

Person 2 looks shifty.

PERSON 1
Er...

Person 2 impatiently fidgets and looks at the time.

PERSON 1 (CONT'D)
Erm... please?

Person 2 takes out a concealed parcel.

Person 2 slowly hands the parcel over to Person 1.

Person 1 looks around nervously and leaves.

A shot log is a list of all your takes, listed in chronological order. Under the notes section you can annotate each take so it is easy to remember whether it was a good shot you would like to use or not.

Shot Log

Shot	Take	Timecode In/Out	Notes
1- Julie sitting at desk	1	00.00.30 / 00.00.57	No good - boom in shot

Good luck and thanks for taking part in Screen Champions!

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.