

Course title: Contemporary film production 3
Type of study programme: Academic studies, master studies, 120 ECTS
Study programme: Production and Management in Performing Arts, Film and Media
ECTS: 15
Course status: compulsory
Year of study: second
Semester: 3
Lesson hours per week: 4 + 4 (lectures + exercises)
Language of instruction: English

Course outline

The introduction to contemporary context of European cinema.

Course content

- Forms of film exploitation
- Contemporary technologies and film exploitation
- Cinemas
- Internet and film, VOD
- Digital Cinema and the Transformation of Cinematic Practice
- Laser disc, DVD, HD-DVD, BluRay
- Film distribution
- Distribution agreements
- Film placement
- Film sales, markets, sales agents
- Film festivals
- Marketing and film 1
- Marketing and film 2
- Film propaganda
- Propaganda in film (Product placement) / Propaganda from film (Merchandising)
- Final exam

Assessment

Participation and activities in exercises, workshops and forums - 20 points

Preparation of exercises and seminar work (colloquium) - 30 points (10 + 20) Final exam - 50 points / TOTAL 100 - a passing grade is obtained if the number of points during the semester is 51.

Learning outcomes

Students will be able to: explain the role and importance of modern models of promotion and exploitation of film projects; application of modern forms of promotion in film production; identify the main and alternative models of expanding the channel of communication between film products and consumers; evaluate the production segments of projects and institutions in the field of promotion and exploitation of films.