

<b>Course title</b>	<b>Film</b>		
<b>Semester</b>	Fall (semester 1)		
<b>Inholland faculty</b>	Faculty of Creative Business		
<b>Language of instruction</b>	English		
<b>Cycle</b>	Bachelor level		
<b>Inholland location</b>	The Hague		
<b>Code subjects</b>	<b>Code</b>	<b>Subject title</b>	<b>ECTS</b>
Codes and title of subject and assessments are subject to change.	2418IFLM1Z	Film Narrato./cinematography	10
	2418IFLM2Z	Film Scenario	5
	2418IFLM3Z	Film Film marketing	5
	2418IFLM4Z	Film Film production	5
	2418IFLM5Z	Film Pitch Deck	5
	<b>Code</b>	<b>Assessments</b>	<b>Study hours</b>
	2418IFLM1A	Film Narrato./cinematography	280
	2418IFLM2A	Film Scenario	140
	2418IFLM3A	Film Film marketing	140
	2418IFLM4A	Film Film production	140
	2418IFLM5A	Film Pitch Deck	140
<b>Number of ECTS</b>	30		
<b>Lecturer(s)</b>	Mark Weistra ( <a href="mailto:Mark.Weistra@Inholland.nl">Mark.Weistra@Inholland.nl</a> )		
<b>Course content</b>	<p>The media landscape has become more and more dynamic in recent years. The market has globalised very quickly, for creators and customers alike, and demand for content is huge. The tools necessary to produce this content are now available to the public at large. The digital revolution has paved the way for a wide range of new media possibilities, all of which need to be filled with content. To stand out in a tsunami of visual stimuli, content must be distinctive and of a high-quality.</p> <p>The digital revolution has also dramatically reduced the costs involved when producing media content. Producing a film or television drama used to be an extremely costly undertaking. Now, however, that hasn't been the case in quite some time. It has become increasingly easier for producers, film studios, media companies, creatives and other content creators to produce drama because the financial risks are smaller, dissemination and distribution options have become more accessible and the technical</p>		

	<p>means necessary to create a drama are within everyone's grasp.</p> <p>While this sounds quite attractive – and it is – it is also true that supplying mere content is not enough, not by a long shot. That content must also be of exceptional quality, as consumers are becoming increasingly demanding in terms of the quality of form and narrative. This is why it is essential that every starting professional in the creative field be able to distinguish a good idea from a bad idea and also to support their opinion on those differences with relevant arguments. To that end, this project has been designed specifically to offer added value in connection with that essential ability.</p>
<b>Learning outcomes</b>	<p>Creation</p> <p>Production</p> <p>Management of Value Creation</p>
<b>Mode of delivery, planned activities and teaching methods</b>	<p>We will have face-to-face lectures, masterclasses and guest lectures, plus coaching sessions in smaller groups.</p>
<b>Prerequisites and co-requisites (if applicable)</b>	<ul style="list-style-type: none"> <li>• Project management: You must be capable of working in a group and meeting weekly deadlines.</li> <li>• Writing skills: You must be capable of expressing yourself effectively in writing, and will be expected to meet high standards in terms of usage (spelling, grammar and style).</li> <li>• English: You must be proficient in reading English. Almost all of the literature used is in English.</li> <li>• Reading skills: You will be required to read a great deal of material.</li> <li>• Cultural awareness: You will be expected to be highly inquisitive about current social and cultural developments.</li> </ul>
<b>Recommended or required reading and/or other learning resources/tools</b>	<p>Liable to change in order to work with state-of-the-art course material and supporting literature. Will be explained at the kick-off of the course.</p>
<b>Assessment methods and criteria</b>	<p>Amongst other things, prepare, record and edit an interview with a professional from the world of film. Write your own script for a short fiction film.</p>
<b>More information</b>	