

COURSE GUIDE 2019-2020

Course Title	Film Studies
Term	Term 3 & 4
Inholland Faculty	Faculty of Creative Business
Course code	Not applicable
Inholland location	The Hague
Cycle	first cycle / undergraduate / Bachelor level
Number of ECTS	30
Language of	English
instruction	
Course content	"CINEMA is truth, 24 times-per-second": Jean-Luc Godard
	"CINEMA lies, 24 times-per-second": Brian DePalma.
	Film is magic, art, a craft & a business. Film is the origin of all moving
	imagery, and feature films remain a small, but very prestigious part of the
	audio-visual industry. Even in the face of recent digital delivery disruptions,
	the feature film industry remains popular and profitable.
	The objective of Film Studies is to support and facilitate you to become a
	Creative Producer of film. In other words:
	to be able to recognize quality, especially the quality and potential of
	a script, including how to assess and analyse screenplays;
	to be able to analyse the components of films, from the original
	concept to the logline, synopsis, scene structure, film treatment and
	dialogue versions;
	to be able to develop feasible and comprehensive film plans;
	to be able to present film plans;
	to be able to develop a distribution and marketing plan;
	to be able to sell a film.
	You will learn all this primarily by 'doing'. In the first term, each student is
	expected to write a short screenplay using classic story structure. And in the
	second term, a group of students will have to produce and create a short
	fiction film ending with an official premiere.
	Supporting modules include:
	Film Art and History:
	To provide the student with insight into the historical context and cinematic
	resources as well as into current creative developments in the cinematic arts.
	Topics such as narrativity, editing and sound will be discussed.



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	Distribution and Marketings
	Distribution and Marketing:
	As keys to profitability, and thereby the success of the Producer, students will
	be supported to develop and present a feasible distribution and marketing
	plan.
	Academic Skills:
	Analytical Thinking and Writing.
Lecturer(s)	Mr. Mark Weistra, mark.weistra@inholland.nl
Learning outcomes	The formation of a production company and insight into the film branch.
	Produce a short film and develop a marketing communication plan for the
	self-produced film.
Mode of delivery,	face-to-face learning, group work and individually.
planned activities	
and teaching	
methods	
Prerequisites and	Project management: You must be capable of working in a group and
co-requisites (if	meeting weekly deadlines.
applicable)	 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).
	 English: You must be proficient in reading English. Almost all of the literature used is in English.
	Reading skills: You will be required to read a great deal of material.
	 Cultural awareness: You will be expected to be highly inquisitive about current social and cultural developments.
	about current social and cultural developments.
Recommended or	Liable to change in order to work with state-of the-art course material and
required reading	supporting literature. Will be explained at the kick-off of the course.
and/or other	
learning	
resources/tools	
Assessment	Film Production Dossier 10 ETC
methods and	Film Art & Film History 5 ETC
criteria	Scenario Pitch SETC
	Distribution & Marketing Plan 5 ETC
	Academic Skills
	Academic Skiiis S ETC