

Science Fiction – Your Revision Plan



Reel Film Productions

You've got the **preliminary material**, now what?

Here's a guide to working through a series of tasks to help you prepare for the exam.

Remember, there will be four questions like these, **maybe in a different order**:

What will the questions be?

- Q1: Knowledge of exam topic – you must use examples from your case studies
- Q2: Your pitch for the **one** of the three working titles
- Q3: An additional question about your idea, probably relating to an **online marketing campaign**.
- Q4: A practical design task

This PowerPoint has a range of tasks that will help you with your revision.

The tasks on this page would be the **bare minimum** expected in preparation.



MUST DO

KNOWLEDGE QUESTION

- MUST:** Mindmaps/notes/flashcards of your knowledge of Sci Fi Film conventions
- MUST:** Detailed case studies for at least two Sci Fi films (one aimed at a family audience)
- MUST:** Research and make notes on an existing online marketing campaign

IDEA / PITCH

- MUST:** Create a MindMap or notes on your pitch for **one** of the Sci Fi working titles
- MUST:** Write down ideas for how you would promote the film using the internet

PRACTICAL PRODUCT

- MUST:** Practice drawing a website and Social Media page for your film
- MUST:** Practice producing a storyboard for a trailer or opening sequence of the film
- MUST:** Have ideas for a poster and DVD cover (tagline, actors etc.)

Q1 - The Knowledge Question

Your Revision Tasks for Question 1:



1) Read the notes and make mind-maps / flashcards / notes from the following pages in your revision guide. Pay close attention to **narrative** and **characters**!

Topic	Page in Revision Guide
Genre	4
Conventions of Sci Fi	9
Narrative	10
Institutions and Marketing	11-12
Audiences	16-17,20
Representation & Characters	23-24

The revision guide has a glossary on page 107

Q1 - The Knowledge Question



Your Revision Tasks for Question 1:

- 2) Complete your case study fact file on two films (at least one should be a family film) **PAGE 29**
- 3) Practice exam-style questions from **PAGE 46** of revision guide

Q2 - The Pitch



Choose **ONE** of the three working titles and flesh out your idea:

Possible Ingredients of a Movie Pitch

Name of the film	
Running time	
Launch date	
Genre/sub-genre	
Audience, who they are and why	
Ideology, theme of film	
Narrative, synopsis, tag line	
Representation, characters and suggested actors	
Setting, location and time period	
Mise en scène, costume, props	
BBFC certification, marketing, exhibition and distribution	

Q2 - The Pitch



Once you have decided on your ideas, try these tasks:

- **Read the sample pitches on PAGES 45 – 51 and mark them using the mark scheme on p45.**
- **Try this exam-style question:**

Now pitch us your ideas. We want to hear all about them and tell us why you think YOUR ideas will work best. Tell us about:

- *The name of the film*
- *A brief summary of the plot*
- *The main characters and the actors who play them*
- *How the settings will help create an engaging atmosphere*

15 marks – spend about 22 minutes on the question

Q3 - The Marketing Campaign



a) Investigate the online marketing campaign for one of your case study films. How are the website, teaser trailer, trailer and social media used to promote the film? (remember AntMan's mini billboards?)

1) When was the film released? When did the official teaser trailer and trailer come out on YouTube?

2) Take screenshot examples of:

- website
- social media pages
- YouTube homepage or trailer

Look at screenshots for the new
Independence Day marketing campaign
[using this link](#)

3) What interactivity has been created with the audience? Games? User-Generated content?

4) How was a buzz created? Have hash tags been used?

5) What content is on the website - behind the scenes footage? Interviews with the cast?

Q3 - The Marketing Campaign



b) Decide what your online marketing campaign will include

Marketing Campaign

Release date of film

Teaser trailer (release date)

Official trailer (release date)

Dedicated website (think about what content you could add to engage the audience)

Social networking sites such as Facebook, Twitter, Instagram

TV spot (interviews on chat shows)

Print adverts (in film magazines, newspapers, general magazines)

Billboard adverts

Other viral ideas (eg the AntMan mini billboards)

Q3 - The Marketing Campaign



c) Starting with the release date of the film, work backwards and create a timeline of how and when all your campaign elements will work together to promote the film.

d) Practice writing a pitch for how your marketing campaign will work.

Q4 - The practical task

You could be asked to produce one of the following.

Make sure you practice each of them using the revision guide to help you.

- **Official website**
- **Social media page with posts**
- **A storyboard** for the opening two minutes
- **A storyboard** for the trailer
- **A poster**
- **DVD cover**

Features of Websites

The image shows a screenshot of the MIB: International Men of Mystery website. The central focus is a large image of Will Smith as K. James, wearing sunglasses and a suit. To the left, there is a navigation menu with buttons for 'STORY', 'CAST & CREW', 'DOWNLOADS', 'VIDEO', 'GALLERY', 'GAMES', 'PARTNERS', 'SHARE ON' (with Facebook and Twitter icons), and 'SHARE ON' (with a social media icon). At the top left, the text 'MIB NOW PLAYING' is visible. At the top, the names 'WILL SMITH' and 'TOMMY LEE JONES' are displayed. The background is a repeating pattern of the word 'MIB'. At the bottom, there are logos for 'AMBLIN ENTERTAINMENT', 'COLUMBIA PICTURES', and 'MPAA'. The text 'IN 3D, realD 3D, AND IMAX 3D' and 'WORLDWIDE RELEASE DATES >' is also present. At the very bottom, there are links for 'Privacy Policy' and 'Terms of Use', and a copyright notice: '©2012 Sony Pictures Digital Inc. All Rights Reserved.'.

Title of film

Actors' names

Image of character also recognisable as actor Will Smith

Recognisable background image

Recognisable characters – relate to previous films

Age certificate (American)

Institution logos

Copyright © Sony Pictures

Formats available

Social networking links


Privacy Policy and Terms of Use

Design your own website


**Create your own website for your own science fiction film idea!
Use the markscheme on page 59 of your revision guide to help
you**

Feature/Convention to be included	Tick when done
Navigation bar with appropriate links to other content	
Title of film	
Actor name/s	
Institution logos	
Main focal image	
Social networking links	
BBFC age certification	
Awards	
Quotes/Reviews	
Tag line	
Embedded trailer	
Photo gallery	
Release date / Coming soon	
Other content or links that will engage the audience	

STORYBOARD SHEET

Shot 1	ARE YOU READY?!	Shot No./Type of Shot/ Camera Movement Still shot (Black background)	Dialogue/Sound Tramatic Dramatic Drums
	Edit/Length of Shot 1		
Shot 2	TO GET UP AND DANCE!	Shot No./Type of Shot/ Camera Movement Still shot (black background)	Dialogue/Sound Dramatic Drums.
	Edit/Length of Shot 1		
Shot 3	WITH YO' FAMILY	Shot No./Type of Shot/ Camera Movement Still Still shot (black background)	Dialogue/Sound Dramatic Drums.
	Edit/Length of Shot 1		
Shot 4	Introducing... FAMILY DANCE!	Shot No./Type of Shot/ Camera Movement Still shot (black background)	Dialogue/Sound "Introducing.... Family Dance!" Music starts
	Edit/Length of Shot 1		
Shot 5		Shot No./Type of Shot/ Camera Movement Panning out from one person dancing to show rest of family dancing.	Dialogue/Sound "Get together with your family for a crazy time"
	Edit/Length of Shot 2		

(Please Turn over for shot 7)

Shot 6		Shot No./Type of Shot/ Camera Movement Still Twirling camera movement	Dialogue/Sound "Dance to all your family favourites, like Queen."
	Edit/Length of Shot 2		
Shot 8		Shot No./Type of Shot/ Camera Movement Panning in and out from the TV showing another person each time	Dialogue/Sound "The more, the merrier"
	Edit/Length of Shot 2		
Shot 9	So why not get together and party? FAMILY DANCE 	Shot No./Type of Shot/ Camera Movement Shows people dancing having fun. Then text comes in about the family dancing.	Dialogue/Sound Family - "so why not get together and party?"
	Edit/Length of Shot 2		
Shot 10	PRE ORDER FAMILY DANCE NOW!	Shot No./Type of Shot/ Camera Movement Zooms in dramatically	Dialogue/Sound "Pre order now!" Music finishes.
	Edit/Length of Shot 1		
Shot 11	 Available on Xbox/PS4. Will What are you waiting for? WWW.FAMILYDANCE.CO.UK	Shot No./Type of Shot/ Camera Movement Still shot	Dialogue/Sound "Family Dance, get the family partying started."
	Edit/Length of Shot 2		

<p>Hand-drawn storyboard for 'CAMERA 1' and 'CAMERA 2'. It shows a woman and a young boy dancing in a room with windows. The drawing is colorful and expressive.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • shows ^{multiplay} gameplay • shows an older woman and young boy dancing (highlighting target market) • vibrant colours to add aesthetic appeal 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • dancing along to non-diegetic sound of wrenet song with a small 'ding' sound to show they are gaining points
<p>Edit/Length of Shot 2 seconds</p>		

<p>Hand-drawn storyboard titled 'FREE SONGS!'. It shows a selection of colorful song icons. Below the icons, it says 'Thousands of your favourite songs!'.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • gameplay • shows the selection of a song • 'FREE' is an ^{aspirational} to the audience • 'your favourite' creates personal mode of address 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • song changes to a non-diegetic classic 'Abba' song appealing to the older audience.
<p>Edit/Length of Shot 3 seconds</p>		

<p>Hand-drawn storyboard titled 'PLAY IN YOUR LOUNGE'. It shows a stick figure sitting at a table with a TV. The TV screen shows a game.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • actual footage • long shot to show full body movement 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • diegetic sound 'wow this is amazing' with laughing in the background to connote its fun • non-diegetic music is faded
<p>Edit/Length of Shot 2 seconds</p>		

<p>Hand-drawn storyboard titled 'OR THE BEST NIGHT CLUB IN TOWN!'. It shows a stick figure in a club with flashing lights. The text 'BRILLIANT MOVE' is written above the figure.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • gameplay • Dyer's utopia being taken to a better world or environment • hyperbolic language 'best' • flashing lights to connote energy 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • increase of volume in non-diegetic sound and soundtrack changes to a modern song to attract the younger audience.
<p>Edit/Length of Shot 3 seconds</p>		

<p>Hand-drawn storyboard titled 'INTENSE WORKOUT: ON'. It shows a stick figure exercising with a heart rate monitor. Text includes 'calories burnt: 150' and 'heart rate: 200 bpm'.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • gameplay • mise-en-scene of a dance studio to connote energy and professionalism. • Jessica Ennis to promote exercise and a healthy lifestyle. 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • diegetic voiceover of 'Ant & Dec' because they are iconic to family television saying 'Now with an intense fitness mode' • non-diegetic music faded
<p>Edit/Length of Shot 4 seconds</p>		

<p>Hand-drawn storyboard titled 'DANCE BATTLE!'. It shows two stick figures in a room. A small inset shows a person dancing.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • actual footage • medium / long shot to show full body movement. • highlights target audience 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • non-diegetic sound of bass music however faded to hear the voiceover • 'Play in a battle against your friends and family.'
<p>Edit/Length of Shot 4 seconds</p>		

<p>Hand-drawn storyboard showing a close-up of a smiling child's face.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • close-up of a child's face showing the joy and excitement he gets from the game creating a positive mode of address. 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • non-diegetic music in the background of a modern song
<p>Edit/Length of Shot 3 seconds</p>		

<p>Hand-drawn storyboard showing a TV screen with a play button and the text 'WATCH NOW!'.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • shows the website with interactive videos to watch. 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • non-diegetic music however faded to hear the voiceover • 'or share your best moves online'
<p>Edit/Length of Shot 2 seconds</p>		

<p>Hand-drawn storyboard titled '#MOVING SELFIE'. It shows social media icons for Facebook, Twitter, and Instagram.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • shows the audience how to get involved on social networking sites 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • non-diegetic music of a bass song with no lyrics to allow the audience to read
<p>Edit/Length of Shot 3 seconds</p>		

<p>Hand-drawn storyboard titled 'DANCE FLOOR'. It lists game platforms: Xbox 360, Xbox One, PS4, Wii, Wii U. It also includes the PEGI rating: PEGI 3+.</p>	<p>Shot No./Type of Shot/ Camera Movement</p> <ul style="list-style-type: none"> • title of the game is shown • release date • platforms the game is available on. • PEGI rating 	<p>Dialogue/Sound</p> <ul style="list-style-type: none"> • non-diegetic music of a current song.
<p>Edit/Length of Shot 5 seconds</p>		

The Day After Tomorrow DVD cover UK

DVD Covers – Codes and Conventions

The diagram illustrates the components of a DVD cover for 'The Day After Tomorrow'. Red arrows point from labels to specific parts of the cover art and spine.

- Logo:** Points to the Blu-ray Disc logo at the top left.
- Background:** Points to the overall blue and white background of the cover.
- Blurb:** Points to the text describing the movie's premise: "When global warming triggers a new Ice Age, tornadoes flatten Los Angeles, a tidal wave engulfs New York City and the entire Northern Hemisphere begins to freeze solid. Now, climatologist Jack Hall (Dennis Quaid), his son Sam (Jake Gyllenhaal) and a small band of survivors must ride out the growing superstorm and stay alive."
- Screenshot:** Points to a screenshot of the Smart Menu Technology interface.
- Graphic element:** Points to the 'Smart Menu Technology' text and the screenshot.
- Credits:** Points to the small text at the bottom of the cover art.
- BBFC age certification more detailed information:** Points to the BBFC 12 rating box and the 'Contains extended scenes of peril' warning.
- Spine:** Points to the vertical text 'THE DAY AFTER TOMORROW' on the spine.
- Title:** Points to the main title 'THE DAY AFTER TOMORROW' in large white letters.
- Director name:** Points to the text 'A ROLAND EMMERICH FILM' above the title.
- Font:** Points to the title text.
- Focal image:** Points to the central image of two people in winter gear standing in a snowy landscape.
- Fold line:** Points to the horizontal line separating the top and bottom halves of the cover art.
- BBFC age certification:** Points to the BBFC 12 rating box at the bottom left.
- Copyright information:** Points to the small text at the bottom of the cover art.
- DVD information:** Points to the technical specifications table at the bottom right.

Technical Specifications Table:

Runtime	Approx 118 Minutes • Colour
Audio	English DTS 5.1 DTS HD Master Audio, Italian, Spanish DTS 5.1 DTS, Commentary 2.0
Subtitles	Spanish, French, Italian, Norwegian, Swedish, Swedish, English for the hearing impaired
Region	Region 2 (UK only)
Letterbox	WIDESCREEN 1.85:1
Aspect Ratio	16:9 (WIDESCREEN)
Disc Format	BD-50 (DUAL LAYER FORMAT)

Other Text on Cover:

- Blu-ray Disc logo
- Blu-ray Disc technology for The Maximum Home Cinema Experience!
- Smart Menu Technology
- 1080p HD Resolution provides dazzling unparalleled picture quality
- Variable Refresh delivers the perfect frame rate
- Smart Menu Technology: Search on-screen during playback so you never leave the film
- SPECIAL FEATURES
- Detailed Scenes with OptiMix Commentary by Director/Co-Editor Roland Emmerich and Producer Mark Gornik
- Personal Scenes Selection
- Global Warning Interactive Java Game
- Trailers
- www.fuji.co.uk
- NOT FOR INDIVIDUAL SALE
- F1-8028 2353C00000

