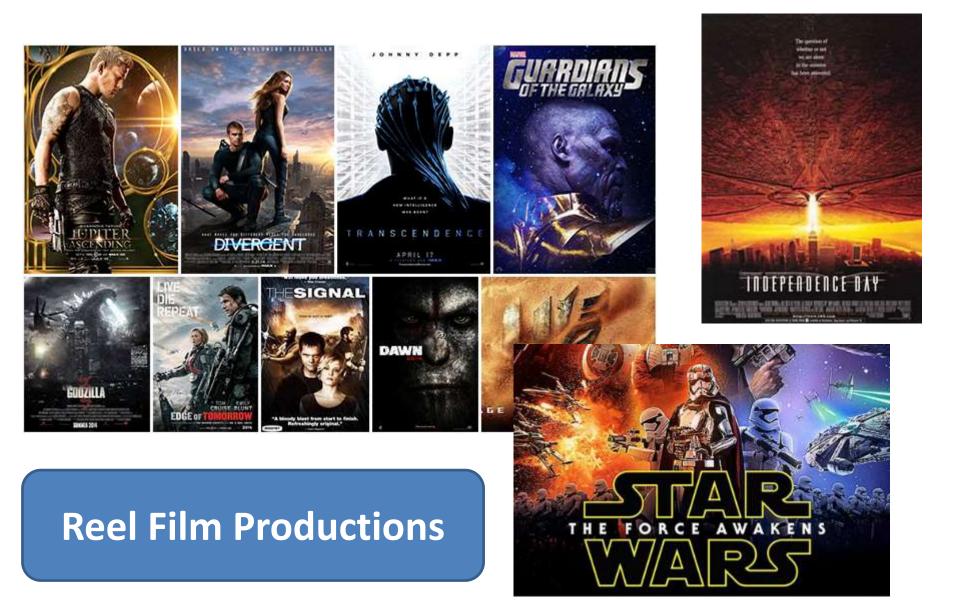
Science Fiction – Your Revision Plan



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 <u>different order</u>**:

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.



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:



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

Торіс	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 <u>case study fact file</u> on two films (at least one should be a family film **(1 hour) 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 <u>online marketing campaign</u> 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 <u>using this link</u>

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 <u>writing</u> a pitch for how your marketing campaign will work.

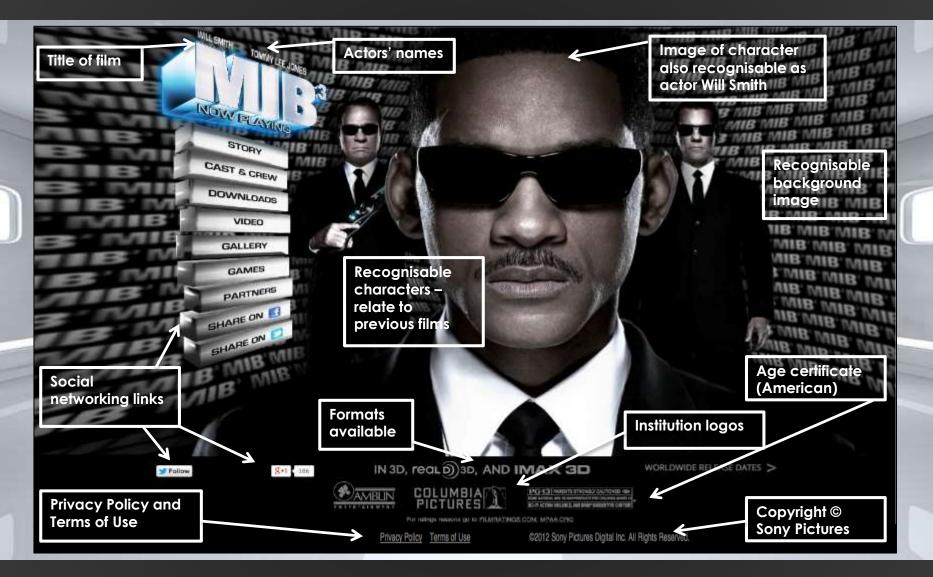
Q4 - The practical task

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



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

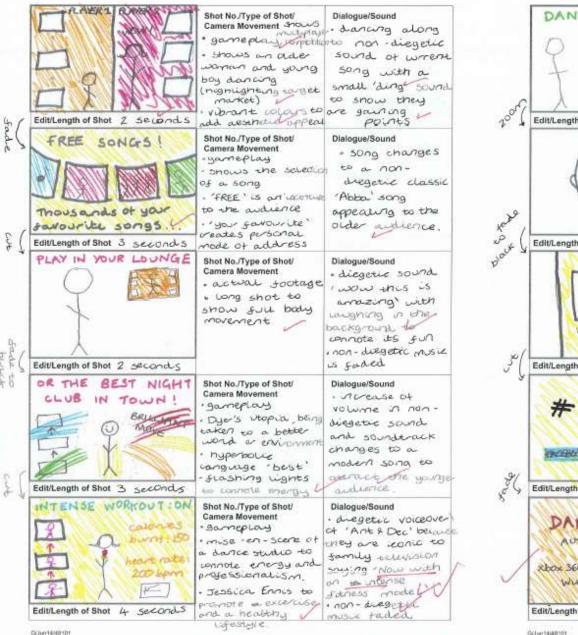
Feature/Convention to be included	Tick when done
Navigation bar with appropriate links to other content	
Title of film	
Actor name/s	
Institution logos	
Main focal image	
Social networking links	
BBFC age certification	
Awards	
Quotes/Reviews	
Tag line	
Embedded trailer	
Photo gallery	
Release date /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

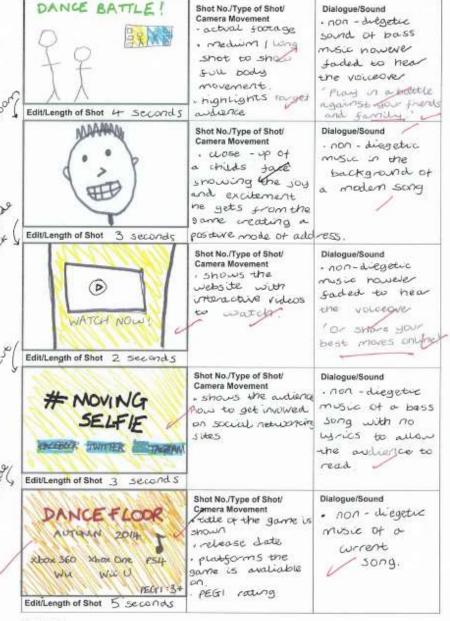
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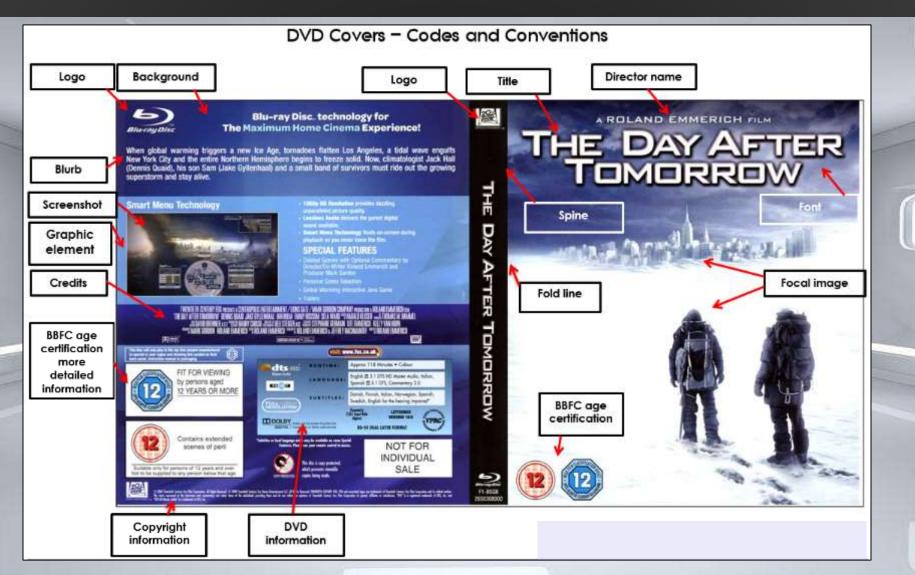




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The Day After Tomorrow DVD cover UK



Other Revision Tasks

There are **loads** of other short revision



tasks throughout your Zig Zag revision guide. Once you have planned your ideas, keep trying lots of different activities to keep your revision interesting!

Pages 107-109 have a fantastic glossary. Create flashcards or use Quizlet to practice them.

GOOD LUCK – AND MAY THE FORCE BE WITH YOU!!!!

