ATTICUS EDUCATION

Fís Éireann Screen Ireland
For the Story Makers

West Cork Film Studios

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Careers in Screen: Teacher's Pack

from David Puttnam & Atticus Education

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INTRODUCTION

About this pack

This pack will help you to tell your students about careers in the screen sector.

It contains lesson notes (this document), a slide deck which is broken into five lessons, and clips from our industry partners West Cork Studios and Element Pictures.

The slides are broken into a series of short lessons:

1. Introduction to the Screen Sector
2. Development
3. Production
4. Distribution
5. Exhibition

Each section includes clips from people working in the sector and a suggestion for a group exercise.

A one-page lesson plan will assist you with each lesson and provide instructions for the exercise.

This pack also contains a list of resources that you can look at with your students, or share with them.

LESSON ONE

Introduction to the Screen Sector

Talk to your students about the sector and the different sub-sectors of 'screen' that exist.

Ask your students about Irish film and what Irish films they have seen recently.

EXERCISE 1

Talk to your students about the different job roles that exist on a film set (*some job titles are listed in the notes of the slide).

As a follow up, ask them how they think you can get into the sector - what are the different options? These are answered on the next slide,

Look at the resources that exist online, or show them this clip from Minding Creative Minds.

Talk to your students about what they can do at the moment (while still at school) to develop their skills - suggest some apps to try out, or recommend involvement in a community group / festival.

EXERCISE 2

In groups, talk about the question on screen.

Get the students to discuss the following things:

- Where did you watch it?
- What did you like about it?
- Was there a character you really identified with?
- What emotions did you have whilst watching it?
- Did you watch the trailer beforehand?
- Did it have a good poster or campaign on social media?
- Do you know who made it?

LESSON TWO

Development

Explain to your students the various different things that need to happen before a film gets made. This might include:

- Developing a concept
- Scriptwriting an original idea / or acquiring rights to a book and adapting it
- Securing funding - from public funders, broadcasters, studios, private investors.
- Hiring 'above the line' crew - Director, Cinematographer and other Heads of Departments.
- Attaching a cast
- Location scouting
- Negotiating legalities - contracts etc
- Budget management

Play clips of the people working in development - ask your students if they were surprised by the kind of things they do.

EXERCISE

Run an *Idea Incubator* - get students to pitch a movie (using prompts).

To do this, you will need to put some ideas on a series of cards:

- First set of cards: *Genre (comedy, horror, drama, musical etc..)*
- Second set of cards: *Character (a teacher, a student, a historical figure, a superhero, an animal etc..)*
- Third set of cards: *Setting (school, woods, dystopian city, etc.)*

Divide your students into groups. Each group takes a card from each pile.

Each group should think about:

- Who is the main character?
- What do they want?
- What problem do they face?
- How does it end?
- Summarise the story
- Pick a title
- Who is the target audience
- Where would it be seen (a cinema, online, on Netflix etc..)

The group then pitches the movies. The teacher acts as a studio head (asks questions about costs etc).

The class votes on the movie they would most like to watch. (You can't vote for yourself!)

LESSON THREE

Production

Explain to your students the various different things that need to happen during the production and post-production of a film. This might include:

- Following a shooting schedule and setting location schedule
- Organising call sheets and coordination of crew and cast
- Setting up lighting
- Recording sound - need to capture both dialogue and ambient sound
- Camera set up and develop a plan for camera angles and movement
- Ongoing budget management
- Set dressing, prop checking
- Costume and makeup
- Directing performances
- Edit footage and creating a rough cut *(post)*
- Editing sound - add sound effects, layer other ambient sounds on *(post)*
- Re-record dialogue if needed *(post)*
- Music composition *(post)*
- Add any necessary digital effects (such as enhanced landscapes, or backgrounds), remove mistakes *(post)*
- Mix all the sound and music elements together*(post)*
- Adjust colour *(post)*
- Add titles and credits *(post)*

EXERCISE

At random assign everyone in the class a number from 1 - 4 (do this from a hat if easier).

Each number corresponds to a role on set.

Get the students to read an extract from a book and design a scene.

You could use this extract from Tomorrow, and Tomorrow, and Tomorrow by Gabrielle Zevin, including animations. The film adaptation is currently in development with Daisy Edgar Jones in the lead role.

1. Director of Photography (you choose the camera angles - close ups, pan out etc. Think about the logistics of how this will work)
2. Costume Designer (decide what the characters will wear - clothes / costumes are an important way of expressing a character's identity)
3. Production Designer (think about how the scene will look - what props will you need, what tone will the backdrops and settings set, what colours will be used, if it's specific period in time think about what you'll need to visualize that.)
4. Sound & Music (think about the ambient sounds and kind of music that should play)

LESSON FOUR

Distribution

Explain to your students the various different things that need to happen during the distribution of a film. This might include:

- Submitting the film to film festivals and markets
- Attending festivals and markets to secure distribution deal
- Work with sales agents who will sell the film internationally
- Negotiating a deal with a studio
- Deciding how the film will be released
- Setting a release date - timing is very important!
- Building a marketing campaign

An important part of distribution is thinking about who the audience will be - who is the target market? This might impact decisions about where and when it is released!

Think about all the ways a film can be released (in cinemas, online, via a streamer, via a television broadcaster).

Think about online communities and how a film can succeed by 'word of mouth'

EXERCISE

Ask your students to become a marketing agency and design a campaign for a new film (instructions on slide).

LESSON FIVE

Exhibition

Explain to your students the various different people involved in the exhibition of a film. This might include:

- Event managers - involved in the red-carpet premier and any special screenings
- Booking agents
- Cinema programmer and screening coordinator
- Cinema manager and staff
- Festival staff
- PR and comms teams
- Social media teams
- Film critics, journalists and podcasters
- Box office analysts

Ask students to think about how screen size impacts their viewing experience.

How do new immersive experiences like The Sphere compare to watching films cut into clips on Tik Tok ? What about cost? Tickets to watch The Wizard of Oz at The Sphere start at $120.

Talk about ways in which cinemas can encourage audiences to come to films, especially during off-peak timings, or if it is an independent film with little marketing behind it.

Talk about their experience of cinema-going and what enhances it?

Do they prefer watching with a phone on or off? What do they usually do at home?

Does talking about the film, before or after, enhance the viewing experience?

EXERCISE

Instructions on slide

APPENDIX

Additional resources

Here are some resources for your students to look at in their own time. These may also be useful to share with your school's guidance counsellor.

Books on film and creativity recommended by Lord Puttnam

- *The Undeclared War: The Struggle for Control of the World's Film Industry* by David Puttnam
- *Chronicles Volume 1* by Bob Dylan
- *Born to Run* by Bruce Springsteen
- *Adventures in the Screen Trade* by William Goldman
- *Final Cut: Art, Money and EGO in the Making of "Heaven's Gate", the Film that sank United Artists* by Steven Bach
- *Creativity, Inc.: Overcoming the unseen forces that stand in the way of true inspiration*, by Ed Catmull (founder of Pixar)
- *Women Vs Hollywood* by Helen O' Hara
- *The Female Gaze: Essential Movies Made by Women* by Alicia Malone
- *Life Moves Pretty Fast: The Lessons We Learned from Eighties Movies (and Why We Don't Learn Them from Movies Any More)* by Hadley Freeman

Glossary of terms

Film A motion picture that tells a story or conveys a message through a series of moving images.

Director The person responsible for overseeing the creative aspects of a film, such as the actors' performances, the camera work, and the overall look and feel of the movie.

Screenplay The written script or blueprint for a film, which includes dialogue, descriptions of the action, and other important details.

Producer The person or company that funds and manages the production of a film. They are responsible for hiring the director, actors, and crew, as well as managing the budget and schedule.

Cinematographer The person responsible for operating the camera and capturing the images that make up the film. Also known as the Director of Photography or DoP.

Production Designer The production designer is responsible for creating the look and feel of the film's world. They work closely with the director to design the sets, costumes, props, and other visual elements of the film.

Art Director The art director works under the production designer and is responsible for overseeing the construction and dressing of the sets, as well as the design and construction of any special props or visual effects.

Grip Grips are responsible for setting up and operating the equipment used to move and support the cameras and lighting gear. They work closely with the cinematographer to achieve the desired shots and lighting effects.

Sound Designer The sound designer is responsible for creating the film's auditory landscape, from recording and editing dialogue and sound effects to choosing and mixing the film's music.

Gaffer The gaffer is the chief lighting technician on a film set. They work closely with the cinematographer to design and execute the lighting plan for each scene.

Editor The person who assembles the footage shot during filming into a coherent and engaging final product.

Soundtrack The music and other sounds that accompany a film, including dialogue, sound effects, and background music.

Genre A category of film defined by common themes, styles, or subject matter. Examples include comedy, drama, action, and horror.

Distribution The process of getting a film from the production company to cinemas or other outlets where it can be viewed by audiences.

Exhibition The process of showing the film to audiences in cinemas or other venues.

Box office The amount of money a film earns from ticket sales in cinemas.

Wide release A film is released in a large number of cinemas across the country (or internationally) all at once.

Limited release A film is released in a smaller number of cinemas, often in major cities, before expanding to more cinemas over time.

Platform release A film is released in a few cinemas initially and gradually expands to more cinemas over time as word-of-mouth builds.

Blockbuster A very popular and financially successful film, often with a high budget and a large marketing campaign.

Art-house film A film that is aimed at a more niche audience and is often characterized by unconventional storytelling or experimental techniques.

Career & Education Resources

Where should I start?

These resources will help you to think a bit more about what part of the film industry you would like to work in, and then plan accordingly.

Screen Ireland's Careers in Screen is a dedicated website that outlines the broad range of jobs available in the screen industry in Ireland.

Similar versions from UK-based Screen Skills and BAFTA are available. Take the BAFTA 'start your career' quiz.

Young Irish Film Makers runs a wide range of workshops and courses on film, creative media, and film criticism. They hold summer and weekend camps, and do outreach work with schools and youth clubs across the country. YIFM also runs a Careers Day every year as part of its National Youth Film and Animation Network.

Fresh Film is an organisation that works with young filmmakers through education programmes, the 'Fresh International Film Festival', and 'Irelands Young Film Maker Awards'.

There is a good overview of training, learning and work opportunities throughout the Media / Film / TV / Animation sector in Ireland on Careers Portal.

A 'Careers in Screen' event is run by Irish Film Institute every Spring.

National Talent Academy – offering a range of courses and resources across the screen sector in Ireland. The NTA will be publishing a guide for TY students soon – watch out for it!

A new initiative from the Irish Government to promote creative careers (called Creative Calling) has an information pack on careers across the creative sector. You can also look for Creative Calling stands at careers fairs across Ireland, including at Higher Options and World Skills in the RDS every year.

British Film Institute Future Careers Festival – this festival for emerging filmmakers has an online element every year.

Look for advice from performers and filmmakers on the BAFTA GURU YouTube channel.

In the UK there is a dedicated organisation for film and education called Into Film. It has thousands of resources related to film and careers in the screen sector – for example, you can download a resource pack on the various jobs needed on the film *Wicked* (Wicked Futures: Careers in Film) and there is also a whole page dedicated to Careers Guidance. You can find Into Film on TikTok and Instagram.

Creative Careers (UK), encouraging diversity in the industry.

What sites post jobs?

IRELAND

Film Network Ireland (Facebook group)

INTERNATIONAL

Wooshii Jobs

The Callsheet

Upwork

ProductionHub

Festivals

Films festivals are an extremely good way of getting to know the industry, by seeing movies and meeting like-minded peers. Some festivals will run competitions and awards for 'Next Gen' entries, or have special events for young people, so keep an eye out! For example, Animation Dingle runs a Young Animator of the Year award, which can lead to an internship with an animation studio. Lots of local communities run small festivals, or there are national ones (like Cork, Dublin and Galway) and local ones like The Fastnet Flm Festival. You could always set up your own festival for families and friends! Being a festival programmer is one of the many jobs you can get in the film industry.

Useful resources

Extremely good overview of every kind of film-sector related resource available online (regularly updated):

The Callsheet's 100 resources

Creative Calling (Creative Skillnet)

Irish Film Institute Archives

RTE Archives

TG4 Archives

Library of BBC Scripts

BBC Academy (training and learning resources)

Options when you leave school

Most Further Education and Higher Education colleges will hold open days so you can go and check out the courses on offer, talk to students and teachers, and understand your options. These days are extremely valuable and are recommended if you think the college route is for you!

Doing a PLC course at a local college is a great way of seeing what you like before committing to a full multi-year degree or FE course.

There is a full list of available courses (FE & HE) relating to screen on Careers Portal.

Check out apprenticeship options.

If you see a course you like the sound of, but the idea of college seems unattainable to you, some universities offer scholarship options, or you can also investigate your options at SUSI.