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ARTS3068

Doing Film Festivals

Term Two // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Greg Dolgoplov	gregd@unsw.edu.au		rm 207, Robert Webster Building	9385 4866

School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

In this course you will develop an understanding of the internal workings of a Film Festival and the creative, historical and logistical requirements of video production in an iconic location. You will examine the major movements, production trends and scholarly debates in the films that you view and discuss with your colleagues. You will work collaboratively to produce a short fiction or documentary film during the course. You will learn how producing a film in a specific context may address ethical and philosophical questions concerning the relationship between filmmakers, the community and audiences. You will develop skills in working with the community and your peers. You will gain valuable experience in writing and pitching a short film script. You will develop your production skills by undertaking a range of film crew experiences at a high level with professional equipment across a number of projects. You will see a large number of films in a curated Festival program and experience committed Festival attendance.

Course Learning Outcomes

1. Apply a range of technical skills to develop creative work set on location.
2. Apply a variety of critical concepts and terms relating to the production, distribution and interpretation of Australian fiction and documentary cinemas.
3. Demonstrate research and planning skills in gathering, classifying and communicating film studies concepts and pragmatic solutions while working creatively in small production groups.
4. Work collaboratively and undertake a range of crew roles to a professional standard within a community.

Teaching Strategies

The content of the course (including lecture topics, readings and screenings) has been selected to provide a focused and in-depth interrogation of the core concepts of the course. This is in line with the broad objectives of level 3 courses, which provide students with the opportunity to undertake advanced study in the discipline. The selected content is also closely aligned with and developed from the research interests and expertise of the course convenor. This provides students with an opportunity to reflect on the relationship between research being conducted in the School and current debates in film studies.

The teaching strategy employed in this course replaces the traditional lecture-screening-tutorial model with an intensive course model based on producing a single short film during a film festival for potential screening on the final night of the film festival in competition. The project is supported by extensive consultation, feedback and overview. Students are supported in casting with introductions to community members willing to participate. Students are driven to various outback locations near the town of Winton for their location shooting. Seminars and workshops and meetings with film stars are enabled through the course taking place at the same time as the Vision Splendid Outback Film Festival. Students have access to film industry professionals visiting for the film festival and providing and sharing their expertise. The students however are ultimately responsible for their time management and the engagement with the community and the film festival and their own project deliverables. This is in line with the general aim of level 3 film studies subjects to promote a higher degree of student-led research and debate on discipline-specific concepts.

Assessment

Schedule

Week 1 (Monday 17 August – Friday 21 August 2020)

Monday 11am – 12pm

Monday 1pm – 4pm

Webster Labs 136/137/138

Course Introduction

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Tuesday 11am – 12pm

Webster G17

Tuesday 1pm – 4pm

Webster Labs 136/137/138

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Project Pitching and Groups Formed

Wednesday 11am – 12pm

Webster G17

Wednesday 1pm – 4pm

Webster Labs 136/137/138

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Film Festival Marketing and Promotion

Film Festival Curation and Programming

Projects developed

Thursday 11am – 12pm

Webster G17

Thursday 1pm – 4pm

Webster Labs 136/137/138

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Film Festival Marketing and Promotion

Film Festival Curation and Programming

Production Projects Presented for Feedback

Assessment 1 Due Friday 21 August 5pm

Week 2 (Monday 24 August – Friday 28 August 2020)

Monday 11am – 12pm

Webster G17

Monday 1pm – 4pm

Webster Labs 136/137/138

Festival Case Studies

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Film Festival Marketing and Promotion

Film Festival Culture

Curation and Programming

Production Projects

Tuesday 11am – 12pm

Webster G17

Tuesday 1pm – 4pm

Webster Labs 136/137/138

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Film Festival Marketing and Promotion

Film Festival Curation and Programming

Production Projects

Wednesday 11am – 12pm

Webster G17

Wednesday 1pm – 4pm

Webster Labs 136/137/138

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Film Festival Marketing and Promotion

Film Festival Curation and Programming

Production Projects

Thursday 11am – 12pm

Webster G17

Thursday 1pm – 4pm

Webster Labs 136/137/138

Film Festival Theory / Film Festival Culture

Documentary Production Techniques

Film Festival Marketing and Promotion

Film Festival Curation and Programming

Production Projects reviewed

Assessment 2 Due 28 August 5pm

Week 3 (Monday 31 August – Friday 4 September 2020)

Monday 10am – 12pm

Webster 136/137/138

Production Projects Reviewed

Thursday 2pm – 4pm

Webster G17

Production projects presented

Final Presentations

Research Week

Final Assessment 3 Due Friday 4 September 5pm

Academic referencing style can be MLA or Chicago but must be consistent. There must be at least three primary references utilised in your research essay

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Critical Analysis	30%	21/08/2020 05:00 PM	1,2,3
Film Festival Development and Promotion	30%	28/08/2020 05:00 PM	1,3,4
Research Essay	40%	04/09/2020 05:00 PM	1,2,3,4

Assessment Details

Assessment 1: Critical Analysis

Start date:

Length: 2000 words

Details:

Compare two films from two different Film Festivals (2019-2020) and examine the films thematically and

technically. Explore how these films are situated within the presenting film festival - the context, the structure and how the festivals articulate the notion of 'film culture'. Seek to document audience responses or any film culture artifacts.

This can be submitted as a written essay or as video essay with voice-over narration but with a focus on critical analysis using examples from the two films under examination.

Length: up to 2000 words

This project is to be submitted via Moodle as an academic written essay with scholarly argumentation and referencing.

Written feedback and a numerical grade will be provided. Please ask your tutor for clarification and support early in the process and do not leave it until the last minute.

Additional details:

The Comparison should focus on films at two different film festivals and should also address the issues of the Festival context as an impact on the films that you are examining. Further information provided in the first lecture.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Film Festival Development and Promotion

Start date:

Length: 5 minutes. Written text no more than 2000 words

Details:

This is a creative research project in which students devise, develop, produce and edit an audio-visual pitch/presentation/advertisement for a potential future film festival that illustrates persuasively the need for this specific film festival. Please address the types of films that your Film Festival will screen, its target audience, its funding and sponsorship appeal, its film culture and its look and feel.

Students work in small groups to produce the festival filling all key creative roles: Festival Curator, Festival Director, Marketing Manager and Special Events Coordinator. The group's project is pitched at the beginning of the course and developed collaboratively. The outline proposal will attract immediate feedback and consultation. The final project will be submitted online with critical commentary identifying the research, innovations and connections.

This is a group project and students will be assessed on a combination of the cohesiveness of their collaboration and on individual contributions and leadership in the execution of key crew roles.

Length: Audio Visual component ~ 5 minutes - 10 mins (max)

Continuous daily verbal feedback, support and consultation will be provided at the development phase through formal group consultation meetings. Written peer review feedback at the conclusion. Students

will receive a numerical grade.

Additional details:

The project duration should be about five minutes. This is a group project and students will be assessed on a combination of the cohesiveness of their collaboration and on individual contributions and leadership in the execution of key crew roles.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Research Essay

Start date:

Length: 2000 words maximum

Details:

Students will undertake a research essay based on choosing a topic from a series of question to test their knowledge of the secondary literature on film festivals. A full research bibliography will be provided on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 17 August - 21 August		Monday 11am – 12pm LECTURE Monday 1pm – 4pm SEMINAR Course Introduction Film Festival Theory / Film Festival Culture Techniques Assessment discussion Tuesday 11am – 12pm Film Festival Theory / Film Festival Culture The Business of Film Festivals Festivals as live events and Festivals online during the pandemic Project Pitching and Groups Formed Wednesday 11am – 12pm Film Festival Theory / Film Festival Culture Film Comparison Techniques Film Festival Marketing and Promotion

	<p>Film Festival Curation and Programming</p> <p>Projects developed</p> <p>Thursday 11am – 12pm</p> <p>Film Festival Theory / Film</p> <p>Festival Culture</p> <p>Film Analysis Techniques</p> <p>Film Festival Marketing and Promotion</p> <p>Film Festival Curation and Programming</p> <p>Production Projects</p> <p>Friday - Research Day</p> <p>Submission of First Assessment</p>
<p>Week 2: 24 August - 28 August</p>	<p>Monday</p> <p>Festival Case Studies</p> <p>Film Festival Theory / Film</p> <p>Festival Culture</p> <p>Business of Film Festivals</p> <p>Films about Film Festivals</p> <p>Film Festival Marketing and Promotion</p> <p>Film Festival Culture</p> <p>Curation and Programming</p> <p>Production Projects</p> <p>Tuesday</p> <p>Film Festival Theory / Film</p>

Festival Culture

Business of Film Festivals

Budgeting Techniques

Film Festival Marketing and

Promotion

Film Festival Curation and Programming

Production Projects

Wednesday

Film Festival Theory / Film

Festival Culture

Documentary Production

Audiences

Film Festival Marketing and Promotion

Presentation and collaboration

Thursday

Film Festival Theory / Film

Festival Culture

Documentary Production

Audiences

Film Festival Marketing and Promotion

Presentation and collaboration

Friday

Research Day

		Assessment 2 Submitted by 5pm
Week 3: 31 August - 4 September		<p>Monday 10am – 12pm Production Projects Reviewed and all Festivals outcomes shared with the group</p> <p>Tues - Friday Self-Guided Research</p> <p>Friday Assessment 3 Research Essay is due by 5pm</p>

Resources

Prescribed Resources

Familiarise yourself with Adobe Premiere Pro editing software. refresh your skills by viewing these tutorials <https://helpx.adobe.com/premiere-pro/tutorials.html>

Recommended Resources

Australian Film Festivals: Audience, Place, and Exhibition Culture Author: **Stevens**, Kirsten

<https://www.palgrave.com/gp/book/9781137586377>

Short+Sweet Film Festival: <https://shortandsweet.org>

Korean Film Festival <http://www.koffia.com.au/>

Lebanese Film Festival <https://lff.org.au/>

Manifesto: <https://www.filmfest.net.au/2015/09/23/the-film-fest-manifesto/>

Course Evaluation and Development

This iteration of ARTS 3068 is a new course in a different context and with different structures to previous iterations of ARTS 3068 so previous feedback may not be relevant

Students will be encouraged to use MyExperience to provide formative feedback

Students will be encouraged to provide feedback during the course

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Image Credit

Austin @austinthepapillon. Photographed on Sep 2019.

CRICOS

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.