

FRN 467 / FMST 367. Culture in the Making Creation and Organization of a French Film Festival

Course description

Experience in the creation and preparation of a major cultural event on French cinema - the 24th annual French Film Festival presented by U of R and VCU- leading to significant enhancement of knowledge of French contemporary cinema and culture, substantial improvement of language skills, and exposure to cultural management. Activities will be carried out in French and English and include writing, editing, translation and interpretation, film programming, advertisement and marketing development, outreach promotion, media relations at the local, national, and international levels, creation of visual promotional supports, and event management.

What is so specific about this course?

UR students in this class are taking this course either for French or Film Studies units. They join efforts with VCU students registered in similar courses at their school for French Studies, International Studies, Communications, or Film Studies credits. Furthermore, student teams will be led, under the direction of the two Co-Directors from U of R and VCU, by six French interns from renowned French universities majoring in Communication, Business or Cultural Event Managing. This polyvalent, bilingual and interdisciplinary experience allows students to be a vital part in the creation of a major international cultural event, and to have the opportunity to meet a large delegation of French directors and actors during the festival. This represents a unique opportunity to play an important role in creating a cultural bridge between disciplines and schools, and also between the French cinematic community and the United States.

What is expected from you?

The course requires 150 hours of your time. These include eight hours per week in the Festival office, or adjacent room facilities, during the spring semester as well as 75 hours during the weekend of the Festival (March 31-April 3, 2016.).

Office Work

Each student should be familiar with the office guidelines posted on blackboard (See Contents). When coming to the office, each student needs to sign in and sign out the daily attendance sheet in order to keep track of working hours. A brief indication of the work performed should also appear on the daily signup sheet.

Tasks

Tasks will be assigned to you according to your schedules, immediacy of the task, as well as your abilities and talents. Such tasks may include:

(UR) Festival and Master Classes programming:

- Screening of French feature films, short films, and documentaries

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- Writing letters for negotiation of film screening rights and confirming participation of French directors and actors;
- Creation of program book magazine-style, involving writing --in French and/or English--, editing and translating film descriptions, critical analyses
- Creation of promotional visual material: clips; images; short films; trailers; digital presentations; press release; montage of stills and clips taken during FFF event for festival trailer and press e-book
- Creation of advertising material targeted to actual and potential sponsors; image manipulations for poster, cards, passes
- Scheduling of film transportation to and from Richmond
- Translation
- Arrangement for talents' travel to and from Richmond
- Personalized schedules for talents during festival
- Projectionist schedule
- Correspondence, event invitations, and thank you letters, etc.
- Archiving

(UR) Outreach: furthering the community's understanding and appreciation of French cinema in:

- Organizing mass mailings and promotional material distribution
- Updating main database of French educators, students and other festival potential attendants
- Creation and distribution of promotional visual material
- Scheduling class visits; visiting classes
- Assisting with class visits
- Helping organizing, scheduling and advertising of master classes
- Updating of festival web site
- Writing letters and thank you letters, etc.

(VCU) Screening of French feature films, short films, and documentaries

(VCU) Marketing development:

- Securing sponsors and foundation support at the local, national and international levels
- Updating database of current and potential sponsors and donators
- Creation, writing, editing and translation of promotional pamphlets --in French and English
- Marketing and promotional material distribution; assignment of sectors
- Securing all sponsors/donators promotional material for festival cards, program and event (adds, slides, logos, clips, etc.)
- Correspondence, event invitations, and thank you letters, etc.
- Archiving

(VCU) Media and public relation:

- Writing letters to secure national, French, and international press support, as well as community support
- Writing --in French and English--, editing and translating festival promotional pamphlets, press releases and press kits

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- Updating database of current and potential media covering festival
- Advertisement material distribution; assignment of sectors
- Creation of media coverage kit with all written, TV, radio and film material covering festival
- Correspondence, event invitations, and thank you letters to media representatives, etc.
- Archiving

ALL students will be required to fulfill the following tasks:

Films screenings

Students are required to watch all the films (features and shorts) that will be programmed at the festival since they may not have the opportunity to view them during the event. Before screening films, you must sign the *Confidentiality Clause* (found in the appendix). Films should be signed out and cannot leave the premises of the office or screening room; they should be returned to the office immediately after the screening, and signed in.

Film Analyses/Questions for Directors/Actors (5)

After watching films, students need to write film analyses and some pertinent questions about the films that may be asked to the director and/or actors during the films interviews, as well as direct encounters with the directors/actors. The analyses and questions need to be turned in to the French intern advisors to be graded. For each film, students should also write the film thematic, the discipline(s) (history, psychology, environmental sciences, for examples), the specific current UR or VCU classes (with the name of the professors) to which the film would be relevant.

Distribution

There will be two main phases of distribution: posters/ postcards, and programs.

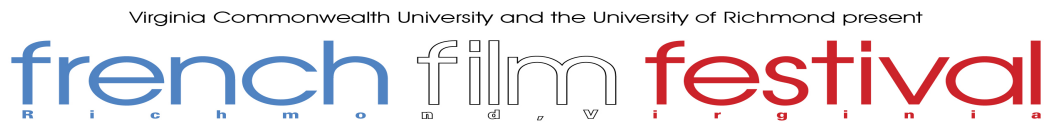
Students will be given specific areas (on campus and in Richmond) to distribute flyers, posters and programs. They will need to leave 10-15 flyers at each location as well as one poster. Forms will have to be filled to indicate specific visited areas. Revisiting places regularly will be necessary to insure proper restocking.

Weekly meetings

Weekly meetings will be held at U of R and VCU for the teams to discuss/assess progress in the preparation of the event and for the Festival officers to present activity schedules for the following week. Meetings will be held every other week when time pressure and urgent deadlines make it necessary.

Workshops

Interested students will be encourage to attend workshops at the TLC to familiarize themselves or improve their knowledge in photo editing, publishing and video editing techniques



Mandatory Morning Meetings at the Byrd Theater

There will be two early morning meetings held at the Byrd Theater before the festival. **The first one will take place in January** to allow everyone (U of R and VCU students) to get acquainted, to set up the pace, and build the team spirit. **The second one will be held 8 to 10 days before the festival** in order to answer any last questions before the event and to give everyone their responsibilities and roles during the festival. Part of this second meeting is also an actual rehearsal of what will take place during the festival event. Students and French interns will also be requested to help polishing the doors of the Byrd in preparation for the festival prior to the event. This is another exercise which serves as a teambuilding event between U of R and VCU.

AFTER THE FESTIVAL:

Hours due

Some of the mandatory 150 hours may have to be completed after the festival. Due hours will be fulfilled with tasks such as sending thank you letters to pass holders, sponsors, delegation members; archiving printed and electronic material; preparing for the following festival, etc.

Final Paper/Projects

A final 10-12 page paper or digital project on a subject (film(s), actor(s)/director(s), cinematic techniques, thematic(s), agencies/institutions) related to French cinema. All research subjects have to be approved by Dr. Ravoux-Kirkpatrick. **The research paper or project is due no later than April 29, 2016.**

Final Grade

Your final grade is based on your punctuality, performance on tasks assigned to you each week by the Festival office (30%), your performance during the weekend of the Festival (30%), your film analyses/questions to talents (20%) and your final paper or project (20%).

ADVICE:

- DON'T BE LATE.
- Stay organized and in close contact with the French interns and co-directors; do not hesitate to TALK, ask questions, request help when needed.
- Get to know the other students and exchange contact information for emergencies
- Make sure that the work you turned in (correspondence, translations, synopses, summaries, images and electronic material, etc.) is **thoroughly done**. Take your time, check and re-check for possible mistakes, or improvement. Seek peer advices especially for bilingual activities. **Remember that the result of your work is going to be printed and/or put on-line (program, translation, visual and electronic material, etc.), that the letters you are writing, are addressed to major French or American directors and actors, production and distribution agencies, as the electronic material you are creating will be used to promote the festival to the public as well as to local, national and international sponsors and foundations.**

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- Distribution of advertising material (cards, programs and posters) is vital for the existence of the Festival. **Pass and ticket sales make up for almost the entirety of the festival budget.** Make sure that you thoroughly cover your assigned areas and resupply them regularly. When travelling to other areas (home town or elsewhere), volunteer to bring along advertising material and make sure to place them in strategic areas.
- A lot of what you will get from this course is what you put into it- so volunteer as much as possible: it will make your experience the most educational and exciting
- Don't be shy around the delegation during the festival- they are more than happy to talk with you about their films or answer any question you may have. Know their films, review your questions and comments about them before the festival. That will make things even easier and more beneficial when you meet the authors/directors and actors.



Confidentiality clause

I the undersigned, _____, will watch the movies programmed with the festival during my working hours at the office as an intern for the French Film Festival.

I understand that the movie are not free of rights and are protected by a confidentiality clause and I agree that I will not share any information, nor personal comments or critics about any movie programmed, with anyone outside the working team of the festival.

Date

Signature	
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