

FRN 467/FMST 367

Culture in the Making: The Creation and Organization of a French Film Festival

CLASS SCHEDULE

This represents a list of activities the U of R festival team is responsible for each week. Changes should be expected. Meetings are mandatory. Absence or lateness to the TWO meetings at the Byrd Theater (January \* and March \*\* will result in failing the course.

Dates	Tasks to be completed as a team	Tasks to be completed by each of you
January 19	Introduction and staff presentation	
January-22-26	<p><b>Cultural management:</b>  <i>Creation of program (features and short films; Master classes; event schedules)</i></p> <ul style="list-style-type: none"> <li>• Selection of short films and features</li> <li>• Securing copies (availability of DCP VOSTA) and payment of film screening rights</li> </ul> <p><i>Web site and paper program</i></p> <ul style="list-style-type: none"> <li>• Synopsis;; articles/interviews</li> <li>• Invitations to directors, actors, technicians, and Master Classes participants (French delegation)</li> </ul> <p><b>Digital production tasks:</b></p> <ul style="list-style-type: none"> <li>• (Image capturing and editing for program, advertising, press release and sponsoring material)</li> <li>• (Creation of advertising material: stills; sponsors' logos; poster; e-poster; trailer; digital presentation)</li> <li>• <b>Group 1.</b> Creation of 2018 French Film Festival trailer. Rights for images and music; choice and presentation of material (theme; narration); music; intertitles; subtitles. Video editing</li> <li>• <b>Group 2.</b> Creation of 30s festival advertisement for EuroChannel</li> <li>• <b>Group 3.</b> Creation of Digital presentation for class visits</li> </ul> <p><u>Friday Jan 26, 10:30-12:00. WORKSHOP # 1: Montage and editing suites (Adobe Premiere; iMovie)</u></p>	<ul style="list-style-type: none"> <li>• Screening of shorts and selection</li> <li>• Screening of features and selection</li> <li>• Reactions to films: editor and/or programmer point of view/ /Identification of films' thematic/Identification of UR classes with similar thematic. Questions to directors, actors or directors of photography and actors presenting the film</li> </ul>

<p>January 29-Feb 2</p>	<p><b>Cultural management:</b></p> <ul style="list-style-type: none"> <li>• Continuation of above activities</li> <li>• Creation of Projectionist's schedule</li> </ul> <p><b>Tuesday, January 30, 6:00 pm-9:00: <u>WORKSHOP # 2. Montage and editing suites (Adobe Premiere - Beginners) Optional</u></b></p> <p><b><u>January 31: Program (on paper and web site) due</u></b></p> <p><b>February 2:</b></p> <ul style="list-style-type: none"> <li>• <b>Group 1: 2018 FFF trailer du Digital production due for critique</b></li> <li>• <b>Group 2: 30s festival advertisement due for critique</b></li> </ul>	<ul style="list-style-type: none"> <li>• Screening of shorts</li> <li>• Screening of features</li> <li>• Reactions to films: editor and/or programmer point of view/ /Identification of films' thematic/Identification of UR classes with similar thematic. Questions to directors, actors or directors of photography and actors presenting the film</li> <li>• Distribution of advertising material (cards/posters)/sale of passes</li> </ul>
<p><b>Wednesday March 31:</b> <b>PROGRAM DEAD LINE: Content French Film Festival program due to <i>Style Weekly</i></b></p>		
<p>February 5-9</p>	<p><b>Cultural management:</b></p> <ul style="list-style-type: none"> <li>• Continuation of above activities</li> <li>• Correspondence concerning French delegation's travel and lodging arrangement (booking of international airline tickets; land traveling and hotel arrangements</li> <li>• Correspondence and schedule for class visits on campuses and high schools within and without the state of Virginia</li> </ul> <p><b>Digital production tasks:</b></p> <ul style="list-style-type: none"> <li>• <b><u>February 9. Group 1: 2018 French Film Festival trailer DUE</u></b></li> <li>• <b><u>February 2. Group 2: 30s advertisement for Euro Channel DUE</u></b></li> </ul> <p><b>Friday, Feb 9:</b></p> <ul style="list-style-type: none"> <li>• <b><u>WORKSHOP # 3: Embedding media in Power Point. Digital presentation for class visits</u></b></li> </ul>	<ul style="list-style-type: none"> <li>• Same as above</li> <li>• <b>Monday: Turn in reactions to films / Identification of films' thematic/Identification of UR classes with similar thematic/ and questions for directors, actors or DP (1)</b></li> </ul>
<p><b>Wednesday February 7 : PROGRAM DEAD LINE (Camera-ready ads of French Film Festival program due to <i>Style Weekly</i>)</b> <b>Wednesday, February 7 by 4pm: First proof to French Film Festival from <i>Style Weekly</i> for proof reading</b> <b>Thursday, Feb 8 by noon : Proof corrections due to <i>Style Weekly</i> by noon</b></p>		
<p><b><u>Mandatory Meeting at the Byrd Theater *: TBA</u></b></p>		

February 12-16	<p><b>Cultural management:</b></p> <ul style="list-style-type: none"> <li>• <i>Continuation of above activities</i></li> <li>• Sponsoring</li> <li>• Press release</li> </ul> <p><b>Digital production tasks:</b></p> <ul style="list-style-type: none"> <li>• (Image capturing and editing for sponsor advertising slides screened at the Byrd Theater between films)</li> </ul> <p><b>February 12. Group 3: Digital presentations for class visits due for critique</b></p>	<ul style="list-style-type: none"> <li>• Same as above</li> <li>• <b>Monday: Turn in reactions to films / Identification of films' thematic/Identification of UR classes with similar thematic/ and questions for directors, actors or DP (2)</b></li> </ul>
February 22-26	<p><b>Cultural management:</b></p> <ul style="list-style-type: none"> <li>• Logistics and organization of festival and master classes events: guests' lodging ; meals and special dinners ; festival reception; guests' transportation;</li> <li>• Creation of the 4-day festival/master class entire schedule Creation of individual schedule for each member of the French delegation</li> <li>• Creation of individual schedule for each member of the FFF team</li> <li>• Creation of « trombinoscope »</li> </ul> <p><b>February 22. Group 3: Digital presentations for class visits DUE</b></p>	<ul style="list-style-type: none"> <li>• Same as above</li> <li>• <b>Start Class visits with digital presentation and festival trailer/sale of passes</b></li> <li>• <b>Monday: Turn in reactions to films / Identification of films' thematic/Identification of UR classes with similar thematic/ and questions for directors, actors or DP (3)</b></li> </ul>
February 26 – March 2	<p><b>Cultural management:</b> Continuation of above activities <i>Festival event logistics:</i></p> <ul style="list-style-type: none"> <li>• Positions and responsibilities</li> <li>• Delegation transportation : Washington-Richmond- Washington ; vans and copilots during event</li> <li>• Walkies Talkies</li> <li>• Standard</li> <li>• <u>Proformats and Fedex documentation for film copies return</u></li> </ul> <p><b>March 1<sup>st</sup>, 10:00-1:00: WORKSHOP # 4: Use of camera. How to Interview Actors and Directors</b></p>	<ul style="list-style-type: none"> <li>• <b>Monday: Turn in reactions to films / Identification of films' thematic/Identification of UR classes with similar thematic/ and questions for directors, actors or DP (4)</b></li> <li>• Outreach: Class visits with digital presentation and festival trailer/sale of passes</li> <li>• Screening of features/Reactions to films and questions for directors and actors</li> </ul>
March 5-9	<p><b>Cultural management:</b> <i>Festival event logistics:</i></p> <ul style="list-style-type: none"> <li>• Positions and responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Monday: Turn in reactions to films / Identification of films' thematic/Identification of UR classes with similar thematic/ and questions for directors, actors or DP (5)</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Delegation transportation : Washington-Richmond- Washington ; vans and copilotes during event</li> <li>• Walkies Talkies</li> <li>• Standard</li> <li>• <u>Proformats and Fedex documentation for film copies return</u></li> </ul>	
	<b>Thursday, March 8, 2018: Printer delivers finished programs to VCU, University of Richmond, Comprint, and one additional local location</b>	
	<b><u>Byrd Theater, date TBA</u></b> <b><u>MANDATORY MEETING FOR U OF R, VCU STUDENTS AND FESTIVAL STAFF ** Festival Rehearsal</u></b>	
March 9 - 19	<b>SPRING BREAK</b> <b>Wednesday, March 14: French Film Festival programs inserted into <i>Style Weekly</i></b>	
March 19- 21	<ul style="list-style-type: none"> <li>• Continuation of event logistics</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Distribution of programs</b></li> </ul>
March 21 -25	<ul style="list-style-type: none"> <li>• <b>Wednesday, March 21 : Arrival Pierre-William Glenn and technicians CST</b></li> <li>• <b>Arrival of Master classes delegation</b></li> <li>• <b>Friday, March 22: <u>arrival of rest of the French delegation</u></b></li> <li>• <b><u>Friday March 22- Sunday March 25: French Film Festival: Byrd Theater, Cary Street</u></b></li> </ul>	
March 26- 30	<p><b>Monday March 26:</b></p> <ul style="list-style-type: none"> <li>• <b><u>Departure of the delegation</u></b></li> <li>• <b>Film copies shipped back to distributors</b></li> </ul> <p><b>Post-festival activities :</b></p> <ul style="list-style-type: none"> <li>• Creation of Press-book</li> <li>• Archiving (print and electronic material)</li> <li>• Thank you letters</li> <li>• Festival 2019</li> </ul> <p><b>Montage/ photos and films taken during event to create</b></p> <ul style="list-style-type: none"> <li>• <b>2018 festival trailer</b></li> <li>• <b>e-press book</b></li> <li>• <b>presentations to actual and potential sponsors</b></li> </ul>	Individual meeting with Dr Kirkpatrick to discuss the subject of your paper or project (to be sent to Dr Kirkpatrick prior to the meeting)

April 2-6	<ul style="list-style-type: none"> <li>• Continuation of post-festival activities</li> <li>• Selection and editing of 2018 FFF pictures to be posted on web site</li> </ul>	Individual meeting with Dr Kirkpatrick. <b>You should turn in an outline of your paper or project, and a list of your primary and secondary sources (bibliography and/or filmography) prior to your meeting</b>
April 9-13	Continuation of the above	Individual meeting with Dr Kirkpatrick. <b>First draft of your paper or project DUE prior to meeting</b>
April 16-20	Continuation and completion of the above	Work on your paper or project
April 23-27	Continuation and completion of the above	Complete your paper and project
<b>May 1</b>	<b>Deadline for submitting your paper or project 5:00 p.m.</b>	