LEARNING **JOURNEY**

Media



Introduction to Film Marketing and Industry

Year 10 Autumn Half Term 1

The Film industry is a multi-billion dollar industry that forms part of our global cultural capital and ultimately shapes how we see the world. In this unit, you will then learn how the James Bond franchise uses recognisable iconography to build synergy across the brand, understand why films use dynamic marketing strategies such as websites, social media and posters to target audiences and why regulation of the film industry is integral to protecting citizens from harm.

Introduction **>>>>>>>** to Film Marketing Conventions

How has meaning been constructed in the No Time To Die Poster?

How is meaning

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How is gender and disability represented in the No Time To Die poster?

constructed in The Man raccontact With the Golden Gun poster?

Careers

Photo-editor Props/set manager Director

Fashion designer

How can TMATGG poster be compared to an unseen movie poster?

Introduction to Film **Processes**

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What marketing methods were used to promote NTTD?

How does regulation affect the film industry?

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- Digital design specialist
- Advertisement
- Social Media Coordinator

Website designer

TUDOR HABITS AND VALUES: In this half term, you will develop your ability to be courageous and gritty by analysing new and historical texts and pushing their understanding of the film industry and practices.

VOCABULARY: Stereotypes, Intertextuality, Mise-en-Scene, Typography, Context, Narrative, Propp's Character Types, Enigma Codes, Iconography, Regulation, Distribution, Synergy, Franchise, Digital Convergence, Intertextuality, Finance, BBFC