

FLTV30010 Presentation and Marketing

Credit Points:	12.5						
Level:	3 (Undergraduate)						
Dates & Locations:	2016, Southbank This subject commences in the following study period/s: Semester 1, Southbank - Taught on campus.						
Time Commitment:	Contact Hours: 35 Total Time Commitment: 96						
Prerequisites:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>FLTV20009 Screen Practice 2B</td> <td>Semester 2</td> <td>25</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	FLTV20009 Screen Practice 2B	Semester 2	25
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FLTV20009 Screen Practice 2B	Semester 2	25					
Corequisites:	None						
Recommended Background Knowledge:	None						
Non Allowed Subjects:	None						
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/						
Coordinator:	Mr Andrew O'Keefe						
Contact:	<p>Contact Centre</p> <p>T: 13MELB (13 6352)</p> <p>E: 13melb@unimelb.edu.au (mailto:13melb@unimelb.edu.au)</p>						
Subject Overview:	Marketing and Presentation is an intensive that introduces students to the key issues and skills necessary to enhance the student's artistic career in the independent film production industry. The subject focuses on presenting themselves and their short film work to the audience at large via marketing and publicity strategies. This subject will complement the work that student's produced in Screen Practice 2B as a basis for practical case studies.						
Learning Outcomes:	<p>This subject aims to:</p> <ul style="list-style-type: none"> # Empower students with the skills to identify audiences for their screen productions; # Prepare professional applications and accompanying paperwork; # To demonstrate an enhanced understanding of marketing strategies; # Introduce a broader range of communication methods in reference audience identification; # Provide techniques for students to critically and constructively review their own work with an understanding of the audience's perception; # Provide an overview of current professional practices in approaching film funding bodies. 						
Assessment:	Hurdle requirement Students must attend 80% of all scheduled classes and attempt all elements of assessment to be eligible for a pass in this subject. Electronic Press Kit inc. photographs and other visual material (equivalent 1500 words) - End of March - 40% Short film Festival Strategy (500 words) - End of March - 20% Alternative Distribution Assignment (2000 Words) - End of March - 40%						

Prescribed Texts:	N/A
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On completion of the subject students should be able to:</p> <ul style="list-style-type: none"> # exhibit sophisticated professional communication skills; # undertake preparation of a curriculum vitae; # identify career management strategies; # Identify USP's (Unique Selling Points) in their own work; # Produce promotional materials such as EPK's (inc. writing a compelling synopsis, a director's statement, editing of publicity stills and other key documents). # Prepare a strong and effective film funding application; # Prepare a short film festival strategy.
Related Course(s):	Bachelor of Fine Arts (Film and Television)