

Film propagation & marketing – Exercise

Answer Following Questions:

1. What is the basic structure of your project? Consider length when deciding if it's feature-length film (70+ minutes), documentary, instructional or informational tape, short, or something else.
2. What is your project's prevailing genre? Would it be categorized as science fiction, horror, western, drama, action, children's, erotic, reality-based, comedy, cult, anime, instructional, educational?
3. What are the project's emotional pleas? Will the viewer simply be entertained, or is the purpose or effort of the project to enlighten, educate, inform, sadden, madden, scare, or elicit pity? Can the viewer relate to the information or material in some personal manner? Is the project experiential?
4. Does the film or video make a call to action? Is the viewer prompted to buy something, change his way of thinking, alter his lifestyle or daily habits?
5. Who are the principle characters within the parameters of what is being presented? Are they fictional or actual beings? Are they historical, present-day, or future beings? Are they human, animal, or other-worldly creations?
6. What is the major action? Is the viewer presented with a hero's journey, a tale of forbidden love, search and conquest, reversal of fortune?
7. Does the project deal with a current event, fad, or popular culture phenomenon? Is the subject popular with specific audience segments? Will the time frame of the project's appeal be limited?
8. Does the film or video depend upon realistic special effects or stunts? Are you showing off new technology by painstakingly recreating a time or a place through the magic of visual effects?
9. What are the physical and time settings? Does the project showcase never before witnessed landscapes? Are you exploring fabled lands? Is the setting past, present, or future?

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