

FLM365 Singapore Chinese Film Festival Internship

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

This practical course provides students with a unique opportunity to get hands-on experience in the running of a large-scale film festival, the Singapore Chinese Film Festival (SCFF), which runs in April or May every year.

Students will attend three classes with instructors who are involved with the SCFF, in order to learn about conceptualising and programming a film festival. They will then intern with the Centre for Chinese Studies at SUSS and participate in SCFF events and screenings prior to and throughout the festival. Students will be involved in marketing, audience outreach, guest liaison, front-of-house, and post-event activities, some of which will be requirements for their assessment.

Students must be fluent in English. In addition, proficiency in Mandarin is essential; students must be able to speak and read Mandarin, as they will have to comprehend the films, deal with different types of information, and interact with venue operators and filmmakers. The ability to write Chinese and/or understand Cantonese would be a bonus.

Topics:

- Singapore Chinese Film Festival focus and scale
- Conceptualising the festival and identifying films
- Working with filmmakers and partners
- Funding and sponsorship
- Managing film traffic
- Classification and test screenings
- Programming
- Publicity, media marketing, and audience outreach
- Guest liaison and hospitality
- Venue management, ticketing, front-of-house, and logistical requirements
- Post-event: Attendance reports, thanking sponsors
- Reflecting on the film festival: Challenges and opportunities

Textbooks:

By Joe Gann. Publisher:: Behind the Screens: Programmers Reveal How Film Festivals Really Work.
ReelPlan Press
ISBN-13: 9781477692516

By Joe Gann. Publisher:: Behind the Screens: Programmers Reveal How Film Festivals Really Work.
ReelPlan Press
ISBN-13: 9781477692516-AA

Learning Outcome:

- Demonstrate understanding of the focus and scale of the film festival.
- Operate independently and in teams to assist with test screenings, film classification, and film traffic.
- Prepare content for media marketing and other avenues to increase publicity and maximise audience outreach.
- Plan and carry out guest liaison, hospitality duties, venue management, front-of-house, and other logistical requirements.
- Analyse and provide support with post-event attendance reports and correspondence.
- Examine and reflect on the film festival internship, and review and suggest changes to current processes that would improve the running of the festival.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	25
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Sub-Total	50

Examinable Component	Weightage (%)
Project	50
Sub-Total	50

Weightage Total **100**