



Enhancing Employability of Youth in Cultural and Creative Industries

Project Ref: 2022-1-CY02-KA220-YOU-000086328

Entrepreneurship Skills Manual Topic Film & Media Case Studies & Tips & Tricks WP2/A5

Date of Issue: 15/10/2023

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Executive Summary

In the Film and Media module, our approach to learning includes Case Studies and Tips and tricks components, which are integral to our comprehensive training methodology. This module has been carefully crafted to empower individuals by providing them with indispensable skills and knowledge needed to thrive in the vibrant world of film and media.

Acknowledging the significant influence of specific case studies on the film industry and society, this manual presents three compelling case studies for fruitful in-depth discussion. These cases have made a profound impact, shaping the film landscape and reflecting broader societal trends. Furthermore, the manual also features some valuable tips and strategies for those aspiring to pursue a career in the media industry.

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Case Study 1: Titanic

Introduction

James Cameron's "Titanic" (1997) is a landmark film that tells the tragic love story of Jack and Rose amidst the backdrop of the disastrous voyage of the supposedly impermeable Titanic's ship. This case study explores the film's historical success, innovative production techniques, and unique marketing strategies.

Context:

Released in 1997, "Titanic" was a highly anticipated film due to its massive budget of an estimated \$200 million, historical backdrop, and James Cameron's reputation as a director of epic films which were great successes.

Key Players:

- James Cameron (Director and Writer)
- Leonardo DiCaprio (Jack Dawson)
- Kate Winslet (Rose DeWitt Bukater)

Objectives:

The primary objective of "Titanic" was to create a compelling and moving love story set against the backdrop of a widely known historical event, all the while ensuring historical accuracy. The film aimed to attract a broad audience through its powerful combination of great romance and immense disaster. The film set out to become what is known as a "blockbuster" and it surely delivered on that intention, making a gross worldwide profit of a whopping \$2,264,743,305.

Impact on Society:

"Titanic" had an undoubtable and significant impact on popular culture and wider:

- Revived Interest in the Titanic: The film sparked a resurgence in interest surrounding the Titanic's tragic voyage, leading to documentaries, books, and exhibitions, as well as new explorations of the ship's wreckage and remains.
- Fashion and Music: The film's fashion and music, including Celine Dion's "My Heart Will Go On," influenced fashion trends and music charts, where the single topped. The song is to this day still widely recognized as the "Titanic song".
- Jack and Rose: Leonardo DiCaprio and Kate Winslet's portrayal of Jack and Rose became iconic, with their characters symbolising enduring love. The media started speculating about the relationship between the real-life actors as opposed to their characters, attracting great public interest.
- Pop and internet culture: Scenes from the movie have acquired iconic status and continue to be widely referenced even today. Many fans are still wondering whether there was really no space left for Jack on Rose's improvised raft, and people worldwide are still recreating the scene of Jack and Rose embracing each other at the tip of the ship's deck.

Case Study 2: Harry Potter

Introduction:

The Harry Potter films, based on J.K. Rowling's beloved book series are a prime example of adapting successful literary works to big screens. It spans eight films and a massive, dedicated fanbase. The world of Harry Potter is a phenomenon that transcends books and films, and the Harry Potter series has become a cornerstone of modern literature and film. The transition of the Harry Potter book series to the big screen was a monumental cinematic achievement. Warner Bros. secured the film rights and embarked on a decade-long journey to bring Rowling's magical universe to life. The film series consisted of eight movies, mirroring the seven-book series, with the final book split into two films.

Context:

The Harry Potter franchise encompasses multiple films, each adapting a corresponding book in the series. It blends elements of fantasy, magic, and coming-of-age storytelling.

Key Players:

- J.K. Rowling (Author of the "Harry Potter" book series)
- Daniel Radcliffe, Emma Watson, and Rupert Grint (Portrayed the lead characters of Harry Potter, Hermione Granger, and Ron Weasley)

Objectives:

- **Adaptation Success:** The films aimed to faithfully adapt the beloved books while making necessary adjustments to the cinematic medium.
- **Cultural Phenomenon:** The franchise set out to create a massive cultural phenomenon with a dedicated fan base and massive amounts of all types of merchandise.
- **Coming-of-Age Story:** The films follow the characters' growth from children to young adults while dealing with magical and fantastical challenges.

Impact on Society:

- **Cultural Phenomenon:** The franchise became a global cultural phenomenon, spawning theme park attractions, a wide array of different merchandise, and an incredibly dedicated fan base.
- **Adaptation Success:** While adapting lengthy books, the films achieved commercial and critical success for the efforts made to bring the books to visual life.
- **Lasting Legacy:** Harry Potter left a lasting legacy in both literature and film, influencing subsequent fantasy adaptations and popular culture immensely.

Case Study 3: Streaming Revolution - Netflix's Original Content Strategy

Introduction:

Netflix was founded in 1997 as a DVD rental-by-mail service, an innovative approach to home entertainment. This concept laid the groundwork for what would later become a revolution in what we now know as the streaming world. Netflix introduced its online streaming service in 2007, changing the way people access and enjoy their favourite content. This case study explores Netflix's dive into original content production and its impact on the film and media industry. It highlights the powerful and disruptive nature of streaming services.

Context:

In the beginning, Netflix offered a service through which one could order DVDs of movies that would be sent to one's home directly via mail. Once the customer watched the movies, the DVDs would have to be returned to Netflix by mail. Over around 3 decades, Netflix is now a worldwide known and used streaming platform that not only offers movies, series and other programs but makes its original content as well.

Key Players:

- Netflix (Streaming Platform)
- Various directors, writers, and actors involved in Netflix's original productions

Objectives:

Netflix aimed to become a dominant player in the entertainment industry by producing high-quality original content that would attract subscribers and change the way people consume media. The objective was to disrupt traditional media distribution and set a new trend in online streaming.

Impact on Society:

- **Changing Viewing Habits:** Netflix popularised the concept of binge-watching, allowing viewers to stream entire seasons of TV shows in one sitting. This shift in viewing habits has influenced how people consume content, leading to discussions on the pros and cons of binge-watching.
- **Accessibility:** Netflix made high-quality content more accessible to a global audience. It allowed viewers to watch a wide range of content on various devices, from smart TVs to smartphones. This accessibility has broadened the reach of entertainment and made it more inclusive.
- **Cord Cutting:** Netflix has contributed to the cord-cutting trend, where viewers cancel traditional cable TV subscriptions in favour of streaming services. This shift has disrupted the television industry and changed the way people access TV and film content.
- **Globalisation:** Netflix has encouraged the global exchange of culture and content. Its international reach has facilitated the distribution of films and series from various countries, promoting cross-cultural understanding and appreciation.



Tips and Tricks

- **Networking is Key:** Building and nurturing professional relationships is crucial in the film industry. Attend film festivals and other industry events, and connect with fellow professionals as much as possible. Offer to volunteer on different colleague's projects and try to establish a name for yourself as someone who wants to work. Networking opens doors to opportunities and collaborations
- **Stay Informed:** The film industry is constantly evolving. Keep up with the latest trends, technologies, industry news and laws. Subscribe to industry magazines, follow reputable film blogs, and stay informed about emerging filmmakers and trends. More than anything else, watch films and examine their criticisms, praises, statistics and other available information.
- **Work on Passion Projects:** Don't just wait for paid gigs and jobs to come to you. Create your passion projects. This not only allows you to express your creativity but also showcases your skills to potential employers or collaborators. Nothing will motivate you as strongly as transposing your idea into reality.
- **Stay Persistent:** The film industry is famously tough, and rejection is common. However, persistence is key. Keep refining your craft and pursuing opportunities. Many successful filmmakers faced multiple rejections before making it big. Learn about all the potential avenues this industry has to offer and allow yourself to explore.
- **Master Time Management:** Film projects almost always come with very tight schedules. Learn to manage your time effectively, meet deadlines, and work efficiently. Time management is crucial for any successful career, particularly in film.
- **Embrace Technology:** Technology is rapidly changing the film industry. Stay up to date with the latest filmmaking equipment and software. Learning to use new tools or even developing your own can give you a competitive edge.
- **Collaborate:** Film is a collaborative medium. Work well with others, and offer your work and assistance as much as possible, whether you're a director, producer, cinematographer, or editor. Effective collaboration often leads to better results and opens doors to future projects, and people tend to work with people they've worked well with in the past.
- **Develop a Unique Style:** While it's essential to learn from others, also focus on developing your unique style as a filmmaker. Your distinctive voice and vision can set you apart in a crowded industry.
- **Stay Financially Savvy:** The film industry is notoriously financially unpredictable. Learn how to budget effectively, manage your finances, and save for lean periods between projects.
- **Promote Your Work:** Marketing and self-promotion are crucial, especially for independent filmmakers. Utilise social media, film festivals, and online platforms to showcase your work to a broader audience.
- **Learn from Feedback:** Be open to constructive criticism and feedback. It's an incredibly valuable tool for growth and improvement.

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