



Enhancing Employability of Youth in Cultural and Creative Industries

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Executive Summary

Film and media are so much more than simple entertainment. They offer us insights into different worlds and ideas, mirror both the life we know and are familiar with, and that which we could never have imagined, and can educate us and change the way we see things. In this manual, we explore the history of film and media, the different types of stories they tell, and how they affect our society.

Throughout the years, we've seen film and media continuously change, from old, silent films to the highly digitised world we currently live in. Without a doubt, technology played a central role in ushering in these changes.

For this manual and simplification, the most important aspects of movie-making are separated into three distinct parts:

- Pre-production: everything done as preparation for making a movie
- Production: the actual process of movie-making
- Post-production: all the work that ensues after the movie is filmed

All the work done in all three of these stages contributes to what lies at the heart of film production: storytelling. The latter involves how we tell a story, its characters, the visuals and sounds that surround them and many more details. There are so many different types of stories to enjoy, from classic dramas to new, creative and ever-changing ways of storytelling across different media.

Film and media also have a big impact on our society. They can show us what's happening in the world and shape how we think about everything that surrounds us, as well as concepts we might not directly see or contemplate on our own. Indeed, the massive impact film and media have on society is undeniable.

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1. Introduction to Film and Media

Welcome to the captivating world of Film and Media, in which the boundaries of reality and imagination are blurred, and the art of storytelling takes centre stage. Through this manual, we touch upon many elements of the cinematic realm, where narratives and stories are brought to life through the magic of moving images and sound.

Film and media cannot be reduced to mere forms of entertainment; they are portals into different dimensions, windows into diverse human experiences, and mirrors reflecting our hopes, dreams, fears and imagination. From the earliest cinematic frames to the cutting-edge digital masterpieces of today, the world of film and media has continuously evolved - shaping, reflecting and enriching the ever-changing tapestry of our lives.

As we delve into this fascinating domain, we will explore the history that gave birth to this captivating art form, the diverse genres that offer a multitude of storytelling possibilities, and the intricate techniques that make these narratives come alive. We will also examine the profound impact of film and media on our culture, society, and the way we perceive and understand the world around us.

2. History of Film and Media:

The history of film and media is an enthralling narrative of innovation, artistry, and cultural transformation. This manual serves as a guide on a journey through time, from the earliest motion pictures to the modern digital age, and reveals important technological advancements, meaningful milestones, and the profound impact of historical events on the film industry itself. Below, some of the most relevant film industry periods are briefly presented and discussed.

1. The Birth of Motion Pictures:

The emergence of the film and media industry can be traced back to the late 19th century when inventors and visionaries embarked on a quest to capture and project moving images. Stand-outs from this era include Eadweard Muybridge, whose motion studies were credited with resulting in the first ever motion pictures; and Thomas Edison's kinoscope which produced an illusion of movement. These pioneering efforts laid the groundwork for what was to come.

2. The Lumière Brothers and the Cinématographe:

One of the most transformative moments in the industry's history was the invention of the Cinématographe by Auguste and Louis Lumière in 1895. This remarkable device not only recorded but also projected moving images, denoting the emergence of cinema as a mass medium. The Lumière brothers' first public screening in Paris ushered in the era of motion pictures.

3. The Silent Film Era:

The early 20th century saw the popular rise of silent films, characterised by alluring visuals, melodramatic acting performances, and live music to accompany them. Visionaries like Georges Méliès - widely thought of as the father of narrative film - pushed the boundaries of special effects and storytelling, setting the stage for the importance and potential of narratives in future filmmaking.

4. The Transition to Sound:

The introduction of synchronised sound, or "talkies," in the late 1920s marked a significant turning point from the silent film era. Innovations like the Vitaphone system allowed for the merging of visuals with sound. "The Jazz Singer" (1927) is widely recognized as the first-ever feature-length film with synchronised dialogue. Once the importance of sound for movies became evident, there was no turning back.

5. World War II and Propaganda Films:

Much like films have an impact on all of us, major historical events also have a profound influence on the film and media industry. This was particularly evident during World War II when both Hollywood and international filmmakers occupied key roles in producing propaganda films to support their respective war efforts and sides. This era almost forcibly demonstrated the power of the media in shaping public perception.

6. Technological Advancements and the Digital Age:

The latter half of the 20th century saw significant technological advancements, including the advent of colour film, the transition to digital cinematography, and the rise of computer-generated imagery (CGI). These innovations massively expanded the possibilities of visual storytelling and set the stage for the modern digital age, where streaming platforms and online content have transformed the way we consume media.

In conclusion, the history of film and media is a chronicle of human creativity, technological progress, and cultural reflection. From the Lumière brothers' early experiments to the digital era, the industry has continually evolved, relying on innovation and technology, and reflecting the changing tides and developments of society. Understanding this historical journey offers valuable insights into the enduring power and influence of film and media on our lives, which is unlikely to fade. It should be noted that the advancements in technology are much easier to describe than the growing creativity constantly shaping innovation in the industry that crucially depends on it. New forms, styles and approaches to film-making are continually developing.

3. Production Process Film and Media

The production process is central to the Film and Media industry. It's the phase where the ideas, creative concepts and scripts transform into tangible audiovisual content, i.e. what the audience ends up consuming as the final product. This complex process requires a coordinated effort from various departments, professionals, and creative minds. In this manual, three phases of the process are delineated for simplification and clarification purposes. The distinction is made between 1) pre-production, 2) production and 3) post-production. All movies are different and can be developed as one sees fit, but some technical parts are almost always present and are part of the process. These key processes are grouped into three distinct groups and listed below.

3.1 Pre-Production

- **Concept Development:** This is where the main idea first emerges. Creators brainstorm, research, and conceptualise their content. Whether it's a film, a television series, or a documentary, this phase is about shaping the initial vision, idea and/or main message.

- **Scriptwriting:** Once the idea conceptually takes its full form, it's translated into a script. Scriptwriters craft the plot including dialogues, structure and other elements to create a blueprint for the project.
- **Budgeting:** Financial planning is critical for the realisation of any project. Producers and financial experts calculate the costs they might incur, including cast and crew salaries, equipment, location, post-production etc.
- **Casting and Crew Selection:** Talent is crucial not only for successful production but for the entire success of the film. Casting directors carefully choose actors, while department heads like cinematographers, production experts, and costume designers are brought on board to complement each other's work and expertise in the creation of the whole picture.
- **Location Scouting:** The right location is essential for credible storytelling and creating the intended atmosphere and visual style. Location scouts identify suitable places for shooting based on the film's specific requirements.
- **Production Design:** This includes designing sets, costumes, and props. The artistic and visual elements are carefully planned to match the project's requirements and gather everything necessary to tell the story.
- **Legal and Permits:** This phase involves obtaining the necessary permits for access to locations, clearances for filming, and contracts to ensure a smooth production process. It also includes legal processes like signing off rights to stories and defining what can and cannot be done within the film.

3.2 Production

- **Principal Photography:** This is where the project comes to life. The director, cinematographer, and the entire crew work together to capture scenes as scripted. It's a demanding and often time-sensitive phase where the creative vision meets practical execution, which is by no means an easy coupling.
- **Directing:** The director guides the actors and crew to bring the script to life, making creative decisions on which angles to use while filming, the pacing and speed of dialogues or scenes, and overall performances down to the smallest details.
- **Cinematography:** The cinematographer is responsible for capturing images, establishing visual moods, and ensuring that the project's visual style is precisely defined and consistent throughout the film.
- **Sound Recording:** Sound engineers and technicians ensure that dialogues, ambient sounds, and other audio elements are recorded with clarity and precision.

3.3 Post-Production

- **Editing:** The raw footage is meticulously sorted and edited to create a coherent story, accentuate the best takes and remove the unnecessary ones. Editors work closely with directors to bring the project to its final form.
- **Sound Design:** Sound designers and engineers enhance the auditory experience with carefully selected music, sound effects, and dialogue adjustments.
- **Visual Effects (VFX):** If the project involves visual effects, this phase is where computer-generated imagery (CGI) is integrated into the recordings to create stunning visual sequences and make possible scenes beyond the scope of reality.

- **Colour Correction:** Colorists ensure that the project has a consistent and visually appealing colour palette which is in line with the film and its plot.
- **Screening and Feedback:** The project is screened to gather feedback, and necessary adjustments are made based on expert recommendations and small-scaled public perceptions.

4. Storytelling Techniques in Film and Media:

Storytelling is at the heart of the Film and Media industry. It's the driving force that connects audiences to the content, brings up emotions, and conveys key messages. Storytelling techniques in the Film and Media industry are tools that filmmakers and creators use to create compelling narratives and draw audiences in. Understanding and correctly applying these techniques is essential for crafting fascinating stories that audiences can relate to, convey meaningful messages, and make a lasting impact in this competitive industry and beyond. Effective storytelling involves a variety of techniques, each serving a unique purpose in bringing narratives into existence. Put simply, it is not always about *what* the story is, but *how* the story is told.

4.1 Narrative Structure

The structure of a story is the backbone of effective storytelling. It determines how the plot unfolds, how characters evolve, and at which pace. Several narrative structures are employed in the industry, with the classic three-act structure being one of the most common. It resembles the structure of novels and it consists of an introduction, a rising action/climax, and a resolution. This structure provides a framework for building tension, resolving conflicts, and delivering a satisfying conclusion. Additionally, non-linear storytelling techniques, like flashbacks and multiple timelines, are used to engage audiences in different ways.

4.2 Character Development

Memorable characters are the emotional centre of any story and so many successful movies are known and remembered precisely for their lead characters. The development of characters is a crucial storytelling technique. It involves crafting well-rounded, relatable, and multidimensional characters who experience growth and transformation throughout the narrative. The audience connects with these characters and becomes emotionally invested in their journeys. Effective character development often includes exploring their motivations, flaws, quirks, pasts, and everything that makes them human.

4.3 Themes and Messages

Stories often carry underlying themes and messages that can be personal, societal, or political. These themes provide depth and meaning to the narrative and the film itself. Effective storytelling involves conveying these themes and messages in ways that resonate with audiences. Subtext and symbolism are some of the techniques that allow these themes to be explored in a subtle yet powerful manner, encouraging viewers to reflect on the deeper layers of the story.

4.5 Visual and Symbolic Storytelling

Beyond words and dialogues, visual storytelling is an effective technique. It involves using visuals, cinematography, and symbolism to communicate narrative elements and evoke emotions. Visual storytelling relies on the power of images and non-verbal cues to convey information and create

different moods. The choice of camera angles, lighting, colour schemes, and composition can all immensely impact the audience's perception of a scene or character.

4.6 Sound and Music

Sound design and music are integral to storytelling in the Film and Media industry. Soundscapes, dialogue, music, and sound effects work together to enhance the audience's emotional engagement. Music, in particular, can have a deep impact on the audience's emotional response. The choice of music and the timing of its introduction in a scene can greatly influence the viewer's perception of the narrative.

4.7 Storytelling Elements

Protagonist: The main character of the story, often the hero or main focus whose story the film follows. The audience connects with and follows the protagonist's journey.

Antagonist: The character or force in opposition to the protagonist, creating conflict or difference at the least, displays multiple sides and drives the narrative forward. The antagonist can be a person, an idea, or a situation.

Conflict: Conflict is the central tension or problem that the protagonist faces. It is what propels the story and keeps the audience engaged. There are different types of conflict, including primarily internal (within the protagonist) and external (between characters or with the environment).

Setting: The time and place in which the story occurs. A vividly described setting helps the audience immerse themselves in the story's world, and a credible one transports the audience into it.

Plot: The sequence of events that make up the story. It includes the introduction, rising action, climax, falling action, and resolution, which can be diversely organised within the film based on the director's choice. The plot is the structure that organises the story's events and the line the story follows.

Theme: The central idea or message that the story conveys. Themes can be universal and explore topics such as love, friendship, justice, or personal growth.

Character Development: This refers to how characters evolve and change throughout the story as the narrative unfolds. It is about learning about the different sides of characters as they emerge through different developments in the story.

Point of View (POV): This is about the perspective from which the story is told. Common points of view include first-person (narrated by a character within the story), third-person limited (narrator knows the thoughts and feelings of one character), and third-person omniscient (narrator knows the thoughts and feelings of multiple characters).

4.8 Film and Media Genres

Film and media are richly diverse art forms, encompassing a wide range of genres that cater to various tastes, moods, and storytelling objectives. While the number of genres keeps expanding and growing, there are some basic genres considered to be classics within the industry. These include the following:



- **Drama:** Drama is one of the most enduring and foundational genres in film and media. It revolves around compelling character-driven narratives, delving into human emotions, conflicts, and relationships. This genre is usually more serious, although it can be combined with comedic or other elements as well, depending on the story. In line with that, the genre of course has multiple subgenres including police, teen, historical and other types of drama.
- **Comedy:** Comedy serves as a universal source of laughter and amusement. It ranges from simple humour to sophisticated wit and satirical commentary. It is considered a classic genre because of its long tradition. Think for example of Charlie Chaplin's comedy as an example from the past.
- **Science Fiction:** Science fiction explores futuristic concepts and surpasses reality, often pushing and broadening the boundaries of imagination. This genre allows for the examination of scientific, social, and philosophical questions and permits greater use of "unrealistic" elements and plotlines.

Because of the limitations of this manual, all genres cannot be listed and discussed, but it is worth listing some other core genres such as thrillers, romance and documentaries. Moreover, it is also worth keeping in mind that nowadays, genres keep expanding and clear lines separating genres are often blurred as movies encompassing multiple genres keep emerging.

5 Visual and Audio Elements in Film and Media:

Visual and audio elements are the building blocks of all media content, often accredited with evoking emotions, creating atmosphere, and enhancing the overall viewer experience.

5.1 Cinematography

Cinematography is the visual language of storytelling in film and media. Cinematographers are visual architects, making decisions about the visual elements present in films, employing a range of techniques to capture compelling images and convincingly convey the narrative's essence. Some of the essential work cinematographers do comprises the following:

- **Camera Work:** Cinematographers decide on which camera angles, movements, and perspectives to use to frame different shots effectively. Close-ups, wide shots, and tracking shots, among others, are used to guide the audience's attention and contribute to the film's narrative. For example, a close-up of a character's face can emphasise their emotional state, while a sweeping aerial shot can establish the grandeur of a location.
- **Lighting:** Lighting is a critical element in cinematography. It can create and alter moods, reveal character traits, and direct the audience's focus. Cinematographers use techniques such as three-point lighting, high-key and low-key lighting, and chiaroscuro to shape their visual narratives. For instance, soft, diffused lighting can convey a sense of romance, while harsh, dramatic lighting may suggest tension or suspense.
- **Composition:** this refers to the arrangement of elements within the frame, and it is crucial for visual storytelling. Concepts like the rule of thirds, leading lines, and symmetry are used to compose shots effectively. These principles help in guiding the audience's eye, creating balance, and reinforcing the narrative's themes. A well-composed frame can convey a sense of harmony or discord, depending on the story's requirements.



5.2 Sound Design

Sound design in film and media encompasses the auditory elements that complement and enhance the viewer's experience. It's a multidimensional aspect of storytelling that generally consists of several elements:

- **Dialogue:** Clear and impactful dialogue is essential for conveying the story's plot, character interactions, and emotional depth. A well-mixed and intelligible dialogue ensures that the audience can follow the narrative and connect with the characters.
- **Music:** The selection and composition of music are crucial for setting the emotional tone of a scene or an entire project. Music can range from a subtle background score to a character's leitmotif, each contributing to the viewer's emotional engagement. It can create tension, evoke nostalgia, or bring about a sense of joy, depending on the context.
- **Ambient Sound:** Ambient sounds, such as city street noise, chirping birds, or rustling leaves, add depth to the storytelling. These sounds not only provide context and atmosphere but also increase credibility, making the world within the narrative more immersive and believable.
- **Sound Effects:** Sound effects (SFX), serve to add realism and impact to stories. Sound effects enhance the visual elements and create a sensory experience for the audience. Think for instance of a frightening scene and how much the sounds in it contribute to its atmosphere.

5.3 Editing

Editing is the final stage in the production process and involves selecting and arranging shots to create a cohesive narrative. During filming, it is common to take multiple shots of the same scenes to compare nuances between them. Editors will choose the best ones and make further adjustments to smooth out the unfolding of the story in the best way possible.

- **Shot Selection:** Editors choose the most effective shots from the footage captured during production. The choice of which angles to use and when to cut between them significantly influences how the story unfolds. It allows for the assembly of a sequence that best communicates the intended message, mood or idea.
- **Pacing:** Editing controls the pacing or the speed of the story. The rhythm of cuts, transitions, and the timing of visual and auditory elements dictate how quickly or slowly the narrative unfolds. Editors resort to employing various techniques like cross-cutting, montages, and jump cuts to manage the story's tempo and keep the audience interested.
- **Visual Effects Integration:** In cases where visual effects are included, editing plays a role in integrating these elements seamlessly into the existing recordings. Editors work closely with visual effects artists to ensure that CGI or other visual enhancements are not noticed as artificial and that they blend into the real elements without detection.

6. Impact of Film and Media on Society

Film and media hold a unique and rather influential position in our society. They are both a reflection of our lives, lived experiences and cultural values and simultaneously a powerful force in shaping our perceptions and attitudes. This manual briefly explores how film and media have profoundly impacted and mirrored social, cultural, and political trends. The impact of film and media on society is a complex and dynamic interplay. They both reflect and shape our social,

cultural, and political landscape. Whether by showcasing diverse voices, challenging stereotypes, or serving as a platform for political discourse, film and media are integral to the way we understand, engage with, and respond to the world around us. They are a reflection of our past, a commentary on our present, and a powerful agent for change in our future.

Reflection of Social and Cultural Trends:

Film and media serve as a mirror, reflecting the values and concerns of the society from which they emerge. They often mirror the collective consciousness of a given era, capturing the prevailing ideologies, norms, and anxieties. When thinking about this, consider the movies of your time and how the topics and plots fit into the general state of the world at the time.

Representation and Diversity:

The portrayal of diverse and inclusive narratives has been an ongoing topic of discussion and change within the industry. In recent years, there has been a growing emphasis on more accurate and multifaceted representation in film and media, including diverse racial and gender perspectives. More and more people appreciate the inclusion of diverse main characters, stories previously untold and perspectives often not considered. This change not only mirrors the growing demand for diverse storytelling but also actively influences the way society perceives and values these voices. Seeing someone who physically, mentally, economically or socially resembles us on screen makes us more inclined to relate, get inspired and be motivated.

Gender Roles and Empowerment:

The portrayal of gender roles in film and media has evolved significantly over time. Classic Hollywood often depicted women in traditional roles, while modern cinema has seen the rise of powerful female protagonists and challenging stereotypes. It is almost an understatement to say that this has a societal impact. People tend to look up to fictional characters or the depiction of real people within films and media, and having broader and more diverse options in terms of who these characters are and what they do serves the purposes of inspiration, validation and recognition.

Shaping Public Opinion:

Media is a potent tool for shaping public opinion. The way stories are framed, the issues that are highlighted, and the narratives that are promoted can significantly influence how audiences perceive the world. News media, in particular, plays a pivotal role in shaping public discourse on political and social issues. The rise of social media has further amplified the speed and reach of media's impact on public opinion. It is not uncommon for films to tackle socially controversial topics or address complex societal issues, contributing in that way to the general public perception of different topics.

7. Assessment:

True or False

The Lumière brothers' invention of the Cinématographe marked the birth of cinema as a mass medium. (T)

Science fiction explores futuristic concepts, often examining scientific and social questions and surpassing the limits of reality. (T)

Media often serves as a reflection of the values and concerns of the society from which it emerges. (T)

The representation of gender roles in film and media has remained unchanged throughout the years. (F)

Film and media have little or no impact on public opinion or societal values. (F)

Multiple Questions

What is the primary focus of the post-production phase in filmmaking?

- a) Scriptwriting
- b) Capturing visuals during filming
- c) Editing and refining the footage (T)
- d) Casting actors

What genre typically explores futuristic concepts and often pushes the boundaries of imagination?

- a) Drama
- b) Science fiction (T)
- c) Romantic comedy
- d) Mystery

Which genre of film is known for its humorous and exaggerated physical comedy, often characterised by slapstick elements?

- a) Horror
- b) Comedy (T)
- c) Science fiction
- d) Action-adventure

Which of the following is a technique used in cinematography to create different moods, reveal character traits, and direct the audience's focus?

- a) Dialogue
- b) Camera angles and movements (T)



- c) Music composition
- d) Lighting techniques

Open Questions

1. What are the three steps of the Production Process in Film and Media?
 - Pre-Production
 - Production
 - Post-Production

2. In your opinion, how has the representation of gender, race, and diversity in film and media evolved, and what impact has it had on societal attitudes and values?

Example: In my opinion the representation of gender, race, and diversity in film and media has evolved significantly over time, reflecting and influencing societal attitudes and values in several ways.

e.g. Gender Representation, Changes in Racial and Ethnic Representation, Diversity Behind the Camera, Challenges and Ongoing Issues

3. Can you provide examples of films or media content that you believe have had a significant influence on public opinion or political discourse? How did they achieve this influence?

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