

Film and Video

- ▮ all films rely on something called *suspension of disbelief*
 - even based on true -story
 - edited and shot to convey a certain message
 - subjective experience because film direction, writer, editor, actor all bring a subjective viewpoint
 - you know its not true but you surrender yourself to the experience to watch the film and become engaged in the story
 - distressing about modern film – you suspend the disbelief and then shatter the dissolution with a crappy script, product placement, music montage, etc.
 - many times they run out of ideas and rely on cliché
 - mass marketing- sell the toys/product
- ▮ suspending disbelief
 - magical time when you can get in there and take the movies on its own rules
- ▮ many movies break the rules and their own internal logic
 - ex. Jurassic Park
 - but they cheated at the end the entire movie the velociraptors are super intelligent, speedy, and menacing everybody and the t-rex is a behemoth
 - at the end our heroes are surrounded by the raptors with no guns or anything and then out of nowhere no big earthshaking footprints the t-rex comes in and tears one of the raptors in half. then our heroes scamper away while the raptors have to fight the t-rex
 - how did the t-rex sneak up on the raptors when during the entire movie he is a huge monster who makes the earth shake when he walks, etc.
 - the minute that happened it threw you out of the movie and you realize it is just a film
- ▮ **Pioneering Efforts**
 - Motion picture depends on physical trick that our minds play on us called *PERSISTENCE OF VISION*
 - which is in img on your retinas that is left in your brain for a fraction of a second before we move on
 - if you hit 24 frames per second the persistence of vision allows the brain to see it as continuous motion and does not see the frame line or gap between the frame

- How did they discover this?
 - goes back to a bet - MuyBridge Bet
 - sequence of still cameras that were tripped by wires and took a succession of still pictures and ran them back to back to prove that a horse hooves do leave the ground when it gallops. all four at one point are airborne
 - basically the beginning of modern film making
- The Nickelodeon
 - Edison grabbed up somebody else's invention and tried to apply it but he thought you paid movies to watch these little stories in nickelodeon
 - he was against the projection of it in front of a large audience because he thought that was commercial suicide
- *The Great Train Robbery*
 - one of the first narrative complete story on film
 - it was actually cut together from various takes and it had the illusion of multiple action lines happening at the same time so you can see modern visual
 - storytelling come to life

□ Timeline

- rise of silent film cinema
- the rise of Hollywood
- arrival of talkies and sound pictures
- film noir
- epic big screen in the 30s
- film noir in 40s and 50s
- international medium - Asian and European cinema
- rise of realism and gritty social issues in 60s and 70s
- rise of vertical integrated studios and then litigation that broke them apart into separate business units

- o movie studios finance a film, independent productions make the films, directors and stars are usually contracted
 - stars not obligated to studios anymore by the star system which dominated the 30s and 40s
 - o movie distribution change which is their own separate business
- 70s arrival of the modern blockbuster via Jaws and Star Wars
- 90s see arrival of big time computer generated imagery through Pixar and light and magic and others
- 1997 titanic
- The economic influence of the movies peaked in the late 30s of the 20th c. before the rise of tv which began roughly in 1948 when it really started to get commercial penetration
 - o and that is when movies were the dominant media
 - o dominant family experience, movie stars were huge cultural figures, even bigger than today
- the biggest money maker of all time (adjusted for inflation) is gone with the wind
- rise of home video and DVD and streaming video services like hulu, Netflix, apple tv
 - o changing the whole dynamic in economics
 - again, not going anywhere
 - how do movie directors get you off the couch and into the theater to watch their effort

□ Censorship

- MPAA (motion picture association of America) is a lobbying group that looks of the best interest of the major studios
 - o they put up ratings. ratings are not supposed to act as a force of law but it's a lobbying agency that looks at films and gives it their stamp of approval
 - o BUT commercial reality is that w.o. that stamp of approval not many people are going to display those movies
 - kiss of death WAS X-rated until it became meaningless when pornographers took ahold of it bc they didn't trademark it
 - but they trademarked NC-17
 - means adults only. can't even be accompanied by a parent