

Comm 1101 Chapter 6 Notes

Early Movie Technology

- Persistence of Vision- An aspect of human vision in which the brain retains images for a fraction of a second after they leave the field of sight.
- Peep Shows (1860s) – Consisted of rolls of still pictures contained in a box and hooked up to a crank.
- Photography was invented in 1839
- Eadweard Muybridge- Running horse
- Edison's Kinetograph- Early motion picture camera.
- Edison's Kinetoscope- Early motion picture viewer.
- *The Great Train Robbery*
- Nickelodeons- Small early movie theaters stemmed by Edison's premier of his first theater projector; called this because admission was a nickel and *odeon* was Greek word for theater.
- Motion Picture Patents Company- Company founded by Thomas Edison to control the movie equipment business; known as "The Trust"
- Filmmakers moved from NYC to California to escape The Trust.
- *The Birth of a Nation* was the first modern feature film, by D.W. Griffith.
- Trust went out of business in 1917.
- Star System- Created in 1920s when audiences began to demand to see popular actors.
- Block Booking- Forcing theater owners to show movies with unknown stars in order to get movies with established stars.
- Blind Booking- Forcing theater owners to reserve movies without previewing.

Global Influence on the Art of Film

- German Expressionism- Dark style, reflecting the pessimistic mood of the German people following their defeat in World War I.
- Soviet Social Realism- A reaction to expressionism and its opposite in several respects.
- French Surrealism- Rejected social standards of good taste and acceptability.
- Italian Neorealism – Much like Soviet social realism but without the propaganda; used real people along with professional actors in stories that dealt with everyday problems.
- French New Wave- Distinctive director styles.
 - Auteur- A movie director with a distinctive style.

The Golden Age

- Newsreels- Film clips covering current events that were shown in theaters before the advent of television.
- Color was perfected (*Gone With the Wind* and *Wizard of Oz*)

- African American Films with racial stereotypes were very popular.
- The golden age of movies ended with the demise of the big studio monopoly.
- Blind booking and block booking were banned.

Reacting to TV

- Television caused movie attendance to greatly decline
- Made screens bigger
- Created more unique theaters (drive-ins, etc.)
- Ratings system
- Increasing violence and sexuality in movies
- Adapting movies to television; shows came later.

Adapting to New Media

- VHS
- DVDs
- Pirating- The illegal copying and selling of movies.
- Early 1990s studios began to use computers for digital editing and special effects.

Understanding Today's Movie Industry

Production

- Pre-Production- Planning phase
 - Script development
 - Casting
 - Budgeting
 - Scheduling
 - Set and costume design
 - Location scouting
 - Set construction
 - Special effects design
- **Production**- The actual shooting phase
- Postproduction
 - Film and sound editing
 - Soundtrack scoring
 - Special effects integration
 - Technical improvements
- To handle the above three stages, production business has two primary components:
 - The Production Company
 - Major studios
 - Paramount

- Sony
 - Warner Bros.
 - Disney
 - 20th Century Fox
 - Universal
 - Funds and distributes movies for independent producers; owned by conglomerates.
- Independents
 - Not made by one of the major studios
- o People in the Credits
 - Producer
 - Executive- Finds the financing for the film and puts the package together (story, script, stars, director)
 - Line- People who lead the actual day-to-day work of making a film.
 - Director- Provide the creative vision and translate the written script into a finished product.
 - Director's Cut- Version of film the director delivers to the studio
 - Second Unit Directors- Movie directors in charge of shooting the scenes that do not require the stars.
 - Writer- Turn ideas into scripts.
 - Star- Big names that guarantee box office success
 - Editor- Chooses the shots and places them in sequence
 - Moviola- Simple editing machine made up of two reels in which film is spooled over a small light.
 - Others
 - Cinematographer- The director of photography
 - Art Director- Designs the visual look of the film and oversees the set design, wardrobe, makeup, lighting, and everything else that contributes to the look.
 - Continuity Supervisor- Makes sure that each day's shots match up.
 - Key Grip- Sees that the cameras are set up and moved
 - Gaffer- In charge of lighting
 - Best Boy- Gaffer's assistant.
- Distribution
 - o Marketing Windows- An opportunity to sell, rent, or license a product to a different type of customer.
 - Domestic Theatrical- The release of the movies to the U.S. theaters.
 - International
 - Home Media
 - Television