



**Film
Festival
Feasibility
Report
2019**

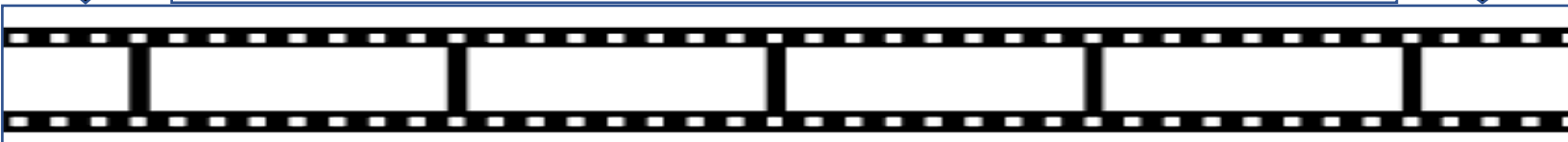




Introduction

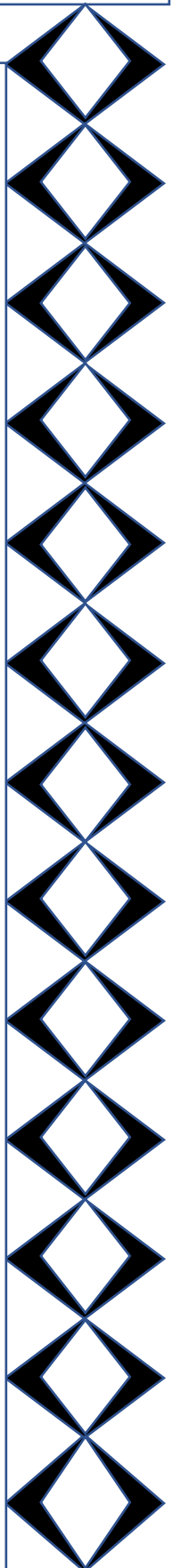
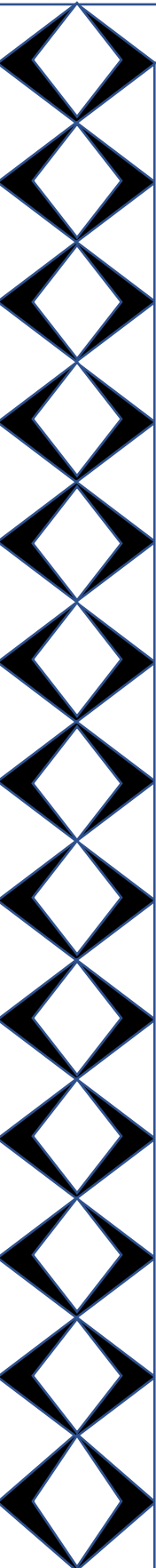
UCCS shall benefit from a Film Festival, especially a Film Festival that shows movies that are more diverse. The world is growing constantly with many different people from all parts of the world. We are interacting with many types of people on a regular basis. A university such as ours could be one of the many voices to introduce many diverse films. Too often, it feels like films with leading minority characters are about the rough upbringings in the characters life. Not that those films are not important or relevant but minorities participation in the film industry does not have to be limited to that. This Festival would show our school to be one that willing to give voice to alterative views to that of what many believe to be white washed Hollywood The UCCS Film Festival should look into alternative films, particularly the blockbuster scene. This can help movies reach a level that have not really been seen before. There are films students of diverse backgrounds who attend our school may have dreams of becoming the next Jordan Peele or Spike Lee. The Big name films and directors shown at the festival would demonstrate to those students that those dreams are not impossible.

The festival would also include independent films makers as well as project submitted by film students. While the main focus of this particular festival would be on the big budget films that have made, we should not ignore the smaller productions as well. The purpose of having those two next to each other would be to compare and contrast as well as get advice from older veterans in the industries. The Fact that is a university promoting this festival would get it more recognition. Diversity is the lifeblood of an art form, not just a means for employment but a way to share ideas across all forms of society (Stine,& Sand).





Background



The last decade has been very kind to the idea for diverse voices in film. From hot new directors like Jordan Peele, who directed the movie ‘Get Out’ and ‘Us’. To new innovative films like ‘Spider-Man: Into the Spider-verse’ that have broken new ground. That being said, while diverse films are gaining round, they still have trouble overseas in other areas of the world. Many diverse films are made within specific region and given a lower budget. On the other hand, movies that are not so diverse are given large budgets and have a higher chance of becoming a blockbuster hit. This is backed up by the fact that American blockbuster creating movie studios know countries want to see their native people in movies, specifically talking about countries outside of America. For example, Marvels ‘Avengers: Endgame’ had to replace some people in the movie with Chinese actors so that the movie would be well perceived in China. A lot of movie studios are doing this because movies can make a lot of money in China since there are a lot of people there, therefore, a lot of money to be made. This is what we, as Americans are trying to mitigate. We understand the enjoyment of watching movies that you can put yourself into, and not just relate to. Films such as Into the Spiderverse matter. Not only was it well animated, but the main character was Black/Latino teenager tasked with the duty of taking up the mantle of the popular hero Spiderman in the wake of his death.

Technical Background

One of the big hurdles facing this endeavor will be that in modern times, people are not physically going out to watch movies in movie theaters. That is due to many factors, but the biggest one being that modern technology allows them to watch it on their devices at home. With just a push of a button you can get the latest hits available on the networks. People don't have to wait too long for the movie to be available outside of the movie theaters and people are okay to wait a while to watch them in the comfort of their own home. There are some that fear that all these recent technological changes has caused cinema to be diminished, as it becomes only one option in a menu of visual entertainments(Grant, B. K). They fear a loss of mystique if you will now that people no longer have to set in a dark theater with their electronics

For UCCS to make a successful Film Festival, we will have to include the idea to celebrate all of the progress that films have made, in any criteria, in the last decade. While some films should showcase films that have been seen by many, such as Marvels 'Black Panther'. Also, we could include films that someone may have seen being made in person and could shed some light on the difficulty the producers had to go through to get the film made.

One other hurdle that must be overcome is that "When watching a film, movie viewers typically aren't aware of how they make sense of the plot and understand the events that are occurring (Kansas State University).When the films are played for the audience there should be two sections for separate viewings of the film. In one section the movie will be played uninterrupted and then once the film is done ,worksheets can be handed out asking basic questions about the audiences personal interpretation of the film they were watching In the second section, the same film will be played but it will be stopped at a certain point in order to ask the audience themselves about how they interpret a certain scene and have an open discussion about while other people working at the festival Take notes on the audience member interpretations. The observers in the situation might also want to take note of facial expressions they see for both groups for While watching movies, audience members exhibit both subtle and coarse gestures (e.g., smiles, head-pose change, fidgeting, stretching) which convey sentiment (i.e., engaged or disengaged)(during feature length movies(Navarathna, R., Carr, P., Lucey, P., & Matthews) Later the two different results can be compared and the data can be used for future festivals as well as be a guide for and bidding film makers who might like some information about cultural biases or misunderstandings people might have when watching a movie.

We would start a marketing campaign within the school to encourage students to bring not only themselves as well as family to see the films. That marketing campaign could be focused on having an honest discussion the impact these films and directors have made. Attendees would be asked how the film has impacted them personally and if the films were adequate representations for them.

Requirements and Criteria

Film Festival Requirements

Film makes of Diverse Backgrounds

Films with diverse casts from the last 3 years

Film Student Volunteers

Submission from independent Colorado film makers of diver background
Submission

Films

- Get Out
- US
- Black Panther
- Into the Spiderdervse
- Blackklansmen

Directors

- Jordan Peele
- Spike Lee
- Ryan Coogler



Difficulties:

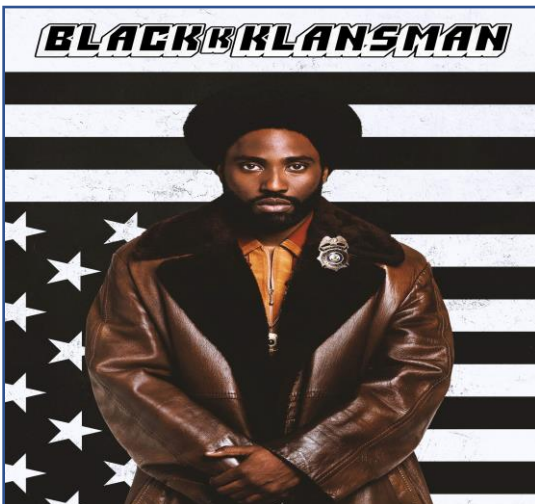
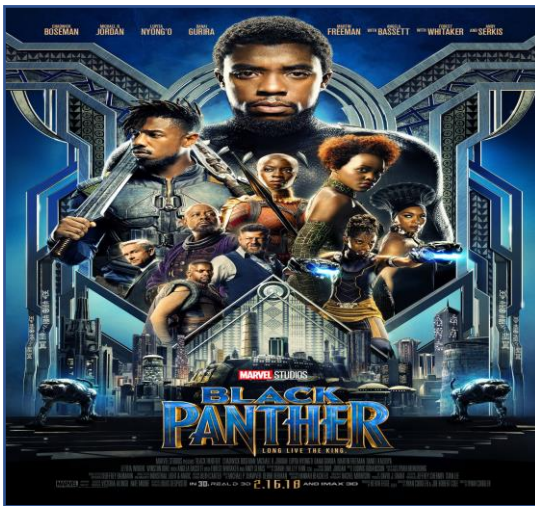
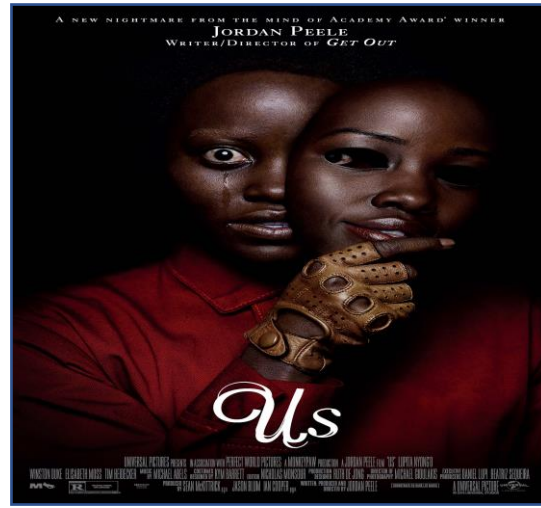
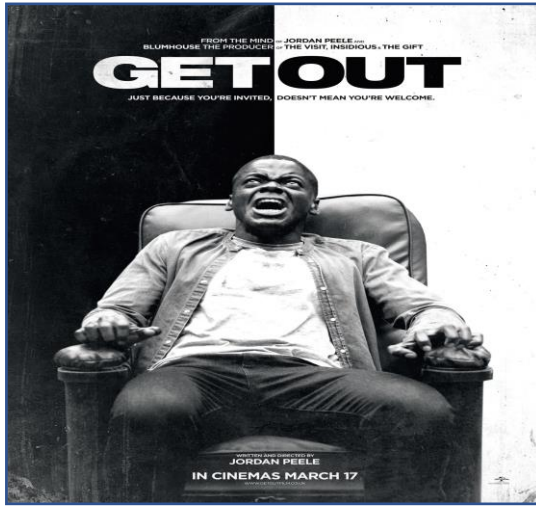
As far as getting famous film makers of diverse background the reality is we could probably only get one. Jordan Peele would be the best option since his two films US and Get Out were surprise hits the garnered a lot of attention. Mr. Peele is a recent face in the film industry that branched out into film making after staring along his best friend in a comedy Sketch show called Key and Peele on comedy central. He is a perfect example of young diverse individuals branching out into the 21 century mainstream.

Spike Lee is film maker the school should seek out if Jordan Peele is unavailable. He is a veteran film maker who recent film Blacklansmen as garnered much attention when it was released. In fact Spike Lee and Jordan Peel have done an interview together so even if the school can only get one or the other both would have things so say about each other respective films that could prove to be insightful to the student attending the festival. Ryan Coogler is a last resort due to him working on the Sequel to Black Panther which means he would be the least likely to be available to speak at a school. It might seem contrary to Have Spike lee since his filmography is often more politically charged then the films that have been mentioned but in order for there to be contrast and comparison there must also be difference of genre. The man does not hold back and in his three Decades as a film maker, Spike lee has developed and sustain a reputation as in your face provocateur (Harriosn-Kahan). Since this would be a school event a small fee will be charged for entry like any other event the school would hold. The school would have to charge an entry fee due to the fact that under 15% of the film festivals income comes from submission fees(stephenfollows)

Requirement and Criteria: Directors



Requirements and Criteria: Films



Female Director



There Would need to be at least one female Director and Patty Jenkins recently made Waves with the first ever Live action Wonder Woman film. The popular heroine has started in tv shows but has not had any major feature film appearances until MS. Jenkins was given the director's chair.



There needs to female representation at the Festival for while men can make great films starring women filmmakers create a different female identity than do their male colleagues(Michalik,Y). The point of the festival is to provide an examination of different viewpoints and would not be complete without the examinations of gender

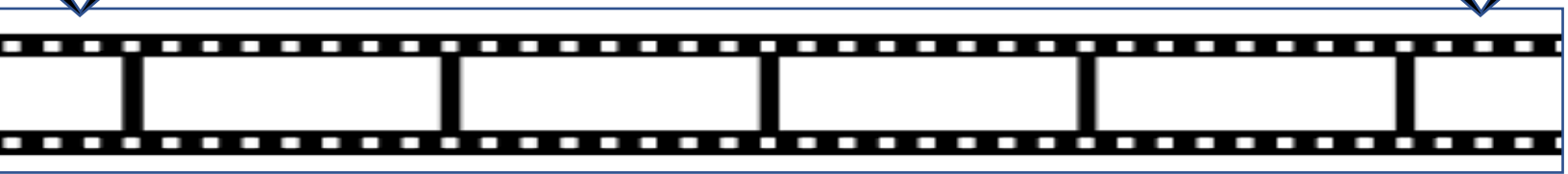


Student Film Makers

Since this is smaller r community based film festival regulated to local region would allow for a more diverse range of voices. While the Block busters and their diverse directors would still be the main attraction, the works made by students and other local film makers would form the nucleus of the Festival. The reason for the community uniqueness would be that early on in order to counteract the mainstream there was change made the means of media production processes by making them more participatory, giving every citizen access to media production to better tell their stories through self-representation

The reason for the community uniqueness would be that early changes were made to counter act the mainstream by making it so media production was available so more people could participate, giving them easier access to the technology needed to produce the films (Malik S.Chapain).

There would have to be an admissions fee in order to pay for perspiration in the



Finale Conclusion and Recommendation

The film Festival would be a worthwhile endeavor that would benefit the school by brings Attention to UCCS as a supporter of diverse individuals in the film industry both mainstream and independent. It would be seen as an example of what a small community could do to support new and alternate types of filmmaking. The most important benefit is that it would be an exciting prospect for the students who are fans of the films we would showcase who wished they would get a more of an analytical view .The added prospect of meeting a director who they look up to would bring in students and revenue from the entrance fee for the school would bring publicity for hosting a famous diverse film maker. If the exposure to the various film makers, their films or even fellow peers make impressions on anyone who attends, that person may go off to make the next Get out and cite our schools festival as a major influence for their passions. The person being a student would give the University of Colorado Colorado springs the reputation as the place where the next Jordan Peele got their start, bringing in more aspiring film makers as new students.

Bder Khan

Joshua Williams

Derek Baugh



Appendix

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