

Educational Level:
Higher Education

Subject Area(s)
Humanities

Time required
22 hours

Adobe Skill Level:
Beginner



Curate a Film Festival Program

Overview

Film festivals are key events for the appreciation, distribution, and commercialisation of films worldwide. They are a celebration of cinema, and establish which directors, national film industries and genres will have global resonance in the near future. Film festivals are also a way to celebrate diversity and build bridges across languages and cultures. Curating a film festival is both a critical and a creative act. This project is recommended to be undertaken in small groups of 3 and 4.

To communicate and showcase your Film Festival Program, your group will deliver an interactive program that includes a selection of films, their description, film stills, video material such as trailers, and the rationale behind your choices. The final deliverable is an interactive webpage and a group presentation. This project allows you to develop your ability to understand global film distribution and local exhibition circuits, which is a skill required for roles and positions you may seek in the future such as curator, film programmer, or media buyer.

Adobe Express will support your work in preparing the webpage as it enables you to present content in visually rich, interactive, and engaging ways. By curating and presenting a film festival, you will strengthen and showcase your critical and technological literacies.

Please note that your Film Festival Program is published in Adobe Express, which means it will be accessible and potentially visible by anyone with the link.

Supporting tools and resources

- [Adobe Express](#)

Student steps

- 1 [1 hour] Create a group of 3-4 students and in your group, discuss potential concepts and themes for your Film Festival Program. These could revolve around geographical regions, particular directors or actors, themes, aesthetic movements or historical periods.
- 2 [5 hours] Once you have decided on an interesting concept or theme for your film festival follow these steps in your group:
 - Individually find and collate a list of 30 films that could feature in your festival.
 - Get together in your group and share your lists and research all the films thoroughly to find commonalities to establish a concrete theme or concept.
 - Then in your group based on that research you can narrow down the list to about 20 films that could be part of your festival.
 - Finally, do another round of elimination this time by discussing the films in your group and considering carefully which films are the most worthwhile.
 - The final list should be 10 films long.
- 3 [10-15 hours] Your group will collaborate to develop a webpage using Adobe Express to showcase your film festival program featuring your 10 short-listed films and include the following:
 - Text (i.e. description of films)
 - Attributed Images/graphics (i.e. film stills)
 - Videos (e.g. film trailers)

It is important to achieve an engaging and dynamic balance in your webpage between all elements. A film festival program should work as a teaser that will make audiences curious and want to attend.
- 4 [5 hours] Each group will deliver a 10-minute presentation that will introduce the Film Festival concept or theme (on the webpage) and explain the rationale for choosing your short-listed films. You will also be required to answer any questions from your instructor or classmates. This presentation will be conducted during tutorials.

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