



UNIVERSITI TEKNOLOGI MARA

FMP543: FILM DISTRIBUTION AND EXHIBITION

Course Name (English)	FILM DISTRIBUTION AND EXHIBITION APPROVED
Course Code	FMP543
MQF Credit	4
Course Description	The film distribution and exhibition introduce students to the history and development of the film and exhibition process in creative industry. This courses emphasizes an understanding of the historical, the role of communication in film distribution and exhibition, the value and attitudes and the economy which influence the work. Throughout the course the students will also learn the point of financing strategy, target audiences and creative and critical analysis in film distribution and exhibition.
Transferable Skills	None
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Workshop
CLO	CLO1 Prepare and apply basic requirement for film distribution and exhibition. CLO2 Explain and propose a marketing film distribution and exhibition. CLO3 Valuing the process of marketing and film distribution and exhibition obligations.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. What is film distribution - An introduction - History of distribution 1.1) n/a	
2. 2. The tools of film distribution and exhibition -Film distribution kit. 2.1) n/a	
3. 3. The tools of film distribution and exhibition - Promotional idea and style 3.1) n/a	
4. 4. What is exhibition - Develop ideas 4.1) n/a	
5. 5. What is exhibition - Exhibition strategy 5.1) n/a	
6. 6. Communication process in distribution and exhibition -Distribution and exhibition deals 6.1) n/a	
7. 7. Financing strategy for distribution -Business models for digital distribution 7.1) n/a	
8. 8. Creating exhibition - Researching the production or organization 8.1) n/a	
9. 9. Creating exhibition - Researching market 9.1) n/a	
10. 10. Production and post geared toward distribution - Material 10.1) n/a	
11. 11. Production and post geared toward distribution - Graphic design skill 11.1) n/a	
12. 12. Audiences - Target audience 12.1) n/a	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment	30%	CLO2
	Final Project	Research and project	40%	CLO3
	Quiz	In class quiz	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • K. Tom 2012, <i>Exhibitions Concept, Planning and Design</i>, AAM press Washington • P. Stacy 2012, <i>The Insider's Guide to Independent Film Distribution</i>, 2nd edition Ed., Elsevier USA
	Reference Book Resources	<ul style="list-style-type: none"> • M. John 2014, <i>Vivian Maier: A Photographer Found</i>, Harper Design USA • C. Jeffrey 2014, <i>The Business of Media Distribution: Monetizing Film, TV and Video content in an Online World</i>, 2nd edition Ed., Focal press London • H. Philip 2013, <i>Exhibition design</i>, 2nd Edition Ed., Lauren King Publishing UK • M. Polly and K. Janet 2013, <i>Creating Exhibitions: Collaboration in a Planning, Development and Design in Innovative Experiences</i>, John Willey & Son, Inc. Hoboken New Jersey
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	