PAPER:	**APPLIED FILM AND TELEVISION STUDIES 2B**	
SUBJECT CODE:	**ATV2BB2**	
EXAMINERS:	**MS S HLOPHE**	**TIME: 2 HRS**
MODERATOR:	**MS P DANNHAUSER**	**MARKS: 100**

THIS PAPER CONSISTS OF SIX (6) QUESTIONS AND TWO (2) PAGES.

ALL THE QUESTIONS IN THIS PAPER ARE <u>COMPULSORY</u>.

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QUESTION 1

What are the most crucial elements of a production schedule? Discuss why each of these elements is important? **[10]**

QUESTION 2

Provide an explanation of the function of the following documents used in the pre-production process:

1.1 The treatment (5)

1.2 The call sheet (5)

1.3 The relationship between the Budget and Shooting Schedule (10)

[20]

QUESTION 3

Using the following scenario, please answer the questions below,

You are working as a Producer at a reputable production company. The SABC has commissioned you to shoot a 5 minute insert about the UJ Arts Centre. You are the Producer. It is a one day shoot and you have a crew of 5 (Producer, Camera Operator, Sound Recordist, Production Assistant/Driver and Production Manager) and one presenter. As Producer, you will also be responsible for hiring an editor who only has 2 days to finish editing the insert.

[15]

QUESTION 4

Provide a definition for the term *target market* and explain why it is important for you as the Producer to be knowlegeable about your *target market* when you are pitching to a broadcaster.

[5]

QUESTION 5

Write a critical analysis of the beer garden scene from the film *Cabaret* (1972) with reference to the following aesthetic elements:

1.1 Coherence, continuity and rhythm   (5)

1.2 Primary, secondary and tertiary motion   (15)

[20]

QUESTION 6

Explain the *Kuleshov effect* and its impacting results on the Soviet montage.   **[10]**

QUESTION 7

Describe the contribution of D.W. Griffith to the art of continuity editing.

[10]

QUESTION 8

Provide definitions for the following editing principles:

8.1 Eyeline Match

8.2 Match Cut

8.3 180 Degree Rule

8.4 Parallel Editing

8.5 Jump Cut

Total for Question 8:   [10]

TOTAL FOR EXAM: [100]

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