**Chapter 01**

**Film as Art**

**Multiple Choice Questions**

1. Which of the following is NOT one of the modes of production?

A. Small-scale

**B.** Conglomerate

C. Independent

D. Large-scale studio

*Bloom’s: Remember*

*Learning Objective: Understand the process of film production*

*Topic: modes of production*

2. A "work print" is

A. the final copy exhibited in theaters.

**B.** the unedited footage printed from the camera negative (mostly unused for editing now).

C. the unedited digital copies of dailies transferred to a hard drive for historical archives.

D. the takes viewed by the director after each day of shooting.

*Bloom’s: Remember*

*Learning Objective: Understand the process of film production*

*Topic: assembly phase*

*Topic: shooting phase*

3. "Critical flicker fusion" is

A. the final stage in the manufacture of raw film stock.

**B.** the flashing of film frames on a screen quickly enough to create an illusion of movement.

C. the ideal length of time each frame should be exposed during filming.

D. the moment when the exposed image appears on the film during the developing process.

*Bloom’s: Understand*

*Learning Objective: Define critical flicker fusion*

*Topic: mechanics of movies*

4. The process of previsualization (also called "previs")

**A.** uses computers to rework storyboards into three-dimensional animation.

B. creates comic-strip-like sketches on poster board of the shots in each scene.

C. is completed by the screenwriter as part of a "treatment" when pitching a film.

D. is the creation of trailers and movie image stills for the advertising campaign.

*Bloom’s: Understand*

*Learning Objective: Understand the process of film production*

*Learning Objective: Understand the scriptwriting and funding phase*

*Topic: preparation phase*

5. "Gauge" refers to what quality of the film strip?

A. Its durability

B. Its thickness

C. Its total running time

**D.** Its width

*Bloom’s: Remember*

*Learning Objective: Know the varying sizes of film strips*

*Topic: mechanics of movies*

6. A preliminary synopsis of a film's action is called a

A. blueprint.

B. brief.

**C.** treatment.

D. try-out.

*Bloom’s: Remember*

*Learning Objective: Understand the scriptwriting and funding phase*

*Topic: scriptwriting and funding phase*

7. Which of these is NOT a standard width for film strips?

A. 16mm

**B.** 24mm

C. 35mm

D. 70mm

*Bloom’s: Remember*

*Learning Objective: Know the varying sizes of film strips*

*Topic: mechanics of movies*

8. A "master shot" is

A. a shot considered good enough for inclusion in a film.

B. a preliminary test of whether the camera is working.

**C.** a single take of all the action of a scene.

D. a close view of the film's star.

*Bloom’s: Remember*

*Learning Objective: Understand what scenes and takes are in film production*

*Topic: scenes and takes*

*Topic: shooting phase*

9. During shooting, separate shots are made "out of continuity," which means that they are created

A. in the exact order in which they will appear in the film.

B. in a random order.

**C.** in the order that is most convenient for production.

D. in reverse order.

*Bloom’s: Understand*

*Learning Objective: Understand the process of film production*

*Learning Objective: Understand what scenes and takes are in film production*

*Topic: scenes and takes*

*Topic: shooting phase*

10. Ancillary markets are

A. small, low-profit areas where exhibitors have low priority for first-run films.

B. foreign markets.

C. art-film theaters.

**D.** film markets other than theatrical exhibition.

*Bloom’s: Remember*

*Learning Objective: Know ancillary markets beyond the theater*

*Topic: ancillary markets*

11. The "aspect ratio" of a film refers to

A. the profits of a film in proportion to its costs.

B. the percentage of shots that are made on location.

**C.** the relationship of the width to the height of its images.

D. the proportion of the total amount of footage shot to the amount used in the final cut.

*Bloom’s: Understand*

*Learning Objective: Know the varying sizes of film strips*

*Learning Objective: Understand the process of film production*

*Topic: mechanics of movies*

12. The "rental" is

A. the share of the theatrical film gross that goes to the theater that exhibited it.

**B.** the share of the theatrical film gross that goes to the distributor.

C. a fee charged by the film producer and studio for licensing to DVD production and video rental outlets.

D. the total gross of the film achieved after the theatrical run and after Netflix has purchased the rights.

*Bloom’s: Remember*

*Learning Objective: Know that distribution is core to filmmaking*

*Topic: major and minor distributors*

13. To maximize income from consumers, distributors time their tentpole theatrical releases according to

A. popularity of current cable programming.

**B.** the availability of the director to make public appearances.

C. the interests of specific regional markets.

D. the release schedule of competing films--so as to avoid head-to-head conflict.

*Bloom’s: Understand*

*Learning Objective: Know that distribution is core to filmmaking*

*Learning Objective: Understand implications of distribution and exhibition on the art of filmmaking*

*Learning Objective: Understand the strategies behind how films are released*

*Topic: exhibitionTopic: release patterns*

14. A "slate" (also called a "clapboard") is

A. a tool for creating sound effects in postproduction.

**B.** a sign held in front of the lens to record information about a particular take.

C. a large chart listing the personnel due to work on a film on any given day.

D. a device used to signal extras in large crowd scenes.

*Bloom’s: Remember*

*Learning Objective: Understand the process of film production*

15. Amos Poe and Maya Deren are

A. heads of the two biggest American distribution firms.

B. pioneers of digital animation.

**C.** experimental filmmakers who have used small-scale production.

D. prominent Hollywood directors who switched to independent filmmaking.

*Bloom’s: Remember*

*Learning Objective: Know what a small-scale production is*

*Learning Objective: Understand what independent films are*

*Topic: independent production*

*Topic: small-scale production*

16. "Style" refers to

**A.** a film's use of various cinematic techniques.

B. the overall sound identity of a film.

C. costuming in a film.

D. the type of language used in a film.

*Bloom’s: Remember*

*Learning Objective: Define style*

*Topic: film production*

17. An "optical sound track"

A. encodes information on magnetic tape.

B. is not part of the film strip.

C. is a collection of visual images related to the music of a film.

**D.** encodes information in the form of patches of light and dark.

*Bloom’s: Understand*

*Learning Objective: Understand how soundtrack works with film*

*Topic: sound editing*

18. Which of the following is NOT an example of a "special version" of a film?

A. A director's cut

B. An extended version

**C.** A theatrical version

D. An airline version

*Bloom’s: Remember*

*Learning Objective: Know ancillary markets beyond the theater*

*Learning Objective: Understand different categories of film based on modes of production*

*Topic: special versions*

19. When small-scale production becomes "collective" production,

**A.** several film workers participate equally and may rotate roles.

B. several different films are created simultaneously.

C. a single person takes charge of an entire group of film workers.

D. a clear hierarchy of responsibility is necessary for the operation to be completed.

*Bloom’s: Understand*

*Learning Objective: Define compilation film*

*Topic: production and film categories*

*Topic: small-scale production*

20. A film that assembles existing images or archival footage, such as newsreel footage or television footage, is called

A. a documentary.

B. an animated film.

C. a fiction film.

**D.** a compilation film.

*Bloom’s: Remember*

*Learning Objective: Define compilation film*

*Topic: production and film categories*

*Topic: small-scale production*

21. The six major Hollywood distributors account for what portion of theater ticket sales in the United States?

A. 25 percent

B. 45 percent

C. 75 percent

**D.** 95 percent

*Bloom’s: Remember*

*Learning Objective: Know that distribution is core to filmmaking*

*Topic: major and minor distributors*

22. What is the term for the total box office receipts generated by a film?

A. Net

B. Income

**C.** Gross

D. Revenue

*Bloom’s: Remember*

*Learning Objective: Know that distribution is core to filmmaking*

*Learning Objective: Understand how technology and financing is a part of filmmaking*

*Learning Objective: Understand the intersection of art and business*

*Topic: exhibition*

23. Which of the following is NOT an example of a "tentpole" film?

A. *The Dark Knight*

**B.** *Selma*

C. *Matrix: Revolutions*

D. *The Hunger Games*

*Bloom’s: Apply*

*Learning Objective: Understand the strategies behind how films are released*

*Topic: release patterns*

24. How did *The Blair Witch Project* affect film distribution?

**A.** It led distributors to use websites to help market their films.

B. It compelled distributors to spend more money marketing their films.

C. It decreased distributors' interest in independent films.

D. It discouraged distributors from using social-networking Internet sites.

*Bloom's: Analyze*

*Learning Objective: Know how films are publicized*

*Topic: publicity*

25. Manufacturing companies that buy the rights to use a film's characters, title, or images on their products are engaging in

A. brand partnering.

B. consumer targeting.

**C.** merchandising.

D. cross-promoting.

*Bloom’s: Remember*

*Learning Objective: Know how films are publicized*

*Topic: publicity*

26. Which of the following is an example of a "nontheatrical exhibition"?

A. A film festival

**B.** An Internet download to a personal computer

C. A screening at a commercial movie house

D. A screening at a museum

*Bloom’s: Understand*

*Learning Objective: Know the difference between theatrical and nontheatrical exhibitions*

*Topic: exhibition*

27. After commercial movie houses, the most important theatrical venue is

A. film clubs at universities.

B. government archives.

C. cultural museums.

**D.** film festivals.

*Bloom’s: Remember*

*Learning Objective: Know ancillary markets beyond the theater*

*Learning Objective: Know the difference between theatrical and nontheatrical exhibitions*

*Topic: exhibition*

28. When did supplements become part of the filmmaking process?

A. When filmmaking began

B. During the golden age of Hollywood

**C.** After the beginning of the DVD age

D. In the 1970s

*Bloom’s: Remember*

*Learning Objective: Know ancillary markets beyond the theater*

*Topic: ancillary markets*

*Topic: publicity*

29. Filmmaking is a long process that from beginning to end requires

**A.** constant decision making.

B. perfectly secure funding.

C. elaborate international marketing.

D. comprehensive distribution.

*Bloom’s: Remember*

*Learning Objective: Understand creative decisions of filmmakers*

*Learning Objective: Understand that compromises are a part of film production*

*Topic: film production*

*Topic: production and authorship*

30. Exhibition factors, such as image size, may affect a filmmaker's

A. production schedule.

B. marketing plans.

C. ability to secure funding.

**D.** stylistic choices.

*Bloom’s: Remember*

*Learning Objective: Understand how technology and financing is a part of filmmaking*

*Topic: exhibition*

**True / False Questions**

31. A strip of film consists of base and emulsion.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Understand how film is made with photographic media*

*Topic: mechanics of movies*

32. It is not yet possible to use digital sound tracks for films.

**FALSE**

*Bloom’s: Understand*

*Learning Objective: Understand how soundtrack works with film*

*Topic: sound editing*

33. Computer-generated imagery has done away with the need for making miniatures and models for special effects.

**FALSE**

*Bloom’s: Understand*

*Learning Objective: Understand special effects' role in film*

*Topic: special effects*

34. A storyboard is a series of drawings of the shots planned for a film.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Define storyboard*

*Topic: preparation phase*

35. To save money, most directors try to shoot only one take of each shot.

**FALSE**

*Bloom’s: Understand*

*Learning Objective: Understand what scenes and takes are in film production*

*Topic: scenes and takes*

*Topic: shooting phase*

36. A film's direct sound is recorded optically during filming and then later transferred onto magnetic tape.

**FALSE**

*Bloom’s: Understand*

*Learning Objective: Understand how soundtrack works with film*

*Topic: sound editing*

37. A typical independent film has about the same budget as a studio production.

**FALSE**

*Bloom’s: Remember*

*Learning Objective: Understand the intersection of art and business*

*Learning Objective: Understand what independent films are*

*Topic: independent production*

*Topic: large-scale productions*

38. Small-scale production is common in documentary filmmaking.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Know what a small-scale production is*

*Topic: small-scale production*

39. The French term *auteur* originally referred to Hollywood directors who had a distinctive approach to filmmaking while still working within the Hollywood studio system.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Understand authorship in film production*

*Learning Objective: Understand the intersection of art and business*

*Topic: production and authorship*

40. Western Europe by far has the most lucrative theatrical market.

**FALSE**

*Bloom’s: Remember*

*Learning Objective: Know the difference between theatrical and nontheatrical exhibitions*

*Topic: exhibition*

41. Michael Mann and his cinematographers decided to shoot much of the film *Collateral* on high-definition digital cameras in part because of their high sensitivity to light.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Analyze approaches to lighting*

*Learning Objective: Know how digital projection works*

*Topic: shooting phase*

42. A studio pursuing a platforming strategy will open a film at the same time in many cities and towns.

**FALSE**

*Bloom’s: Remember*

*Learning Objective: Understand the strategies behind how films are released*

*Topic: release patterns*

43. By selling movies as online downloads or by allowing viewers to rent them as streaming video, production companies reduced the cost of making DVD discs.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Know ancillary markets beyond the theater*

*Topic: ancillary marketsTopic: sound editing*

44. A film's musical track is typically composed during the preproduction phase.

**FALSE**

*Bloom’s: Remember*

*Learning Objective: Analyze how music contributes to creative decisions*

*Learning Objective: Know when sound editing takes place in film production*

*Learning Objective: Understand the sound editing process*

*Topic: preparation phaseTopic: sound editing*

45. In block booking, an exhibitor is forced to rent a package of films in order to get a few desirable ones.

**TRUE**

*Bloom’s: Understand*

*Learning Objective: Understand the strategies behind how films are released*

*Topic: exhibition*

46. The "gaffer" is the head electrician working with lighting.

**TRUE**

*Bloom’s: Remember*

*Learning Objective: Know the roles involved in film production*

*Topic: units and personnel*

47. Modern publicity methods mean that "word of mouth" such as via social media seldom affects a film's success.

**FALSE**

*Bloom’s: Apply*

*Learning Objective: Know how films are publicized*

*Topic: publicity*

48. A film's composer writes the entire score and always orchestrates it personally.

**FALSE**

*Bloom’s: Remember*

*Learning Objective: Analyze how music contributes to creative decisions*

*Learning Objective: Understand the sound editing process*

*Topic: sound editing*

49. Centralized studio production has declined as giant film companies have largely become distribution companies.

**TRUE**

*Bloom’s: Understand*

*Topic: major and minor distributors*

50. Most films earn profits in theatrical release.

**FALSE**

*Bloom’s: Remember*

*Learning Objective: Know that distribution is core to filmmaking*

*Topic: release patterns*

**Essay Questions**

51. Explain why the director is the person most commonly viewed as the "author" of a film.

Answers will vary

*Bloom's: Analyze*

*Learning Objective: Understand authorship in film production*

*Topic: production and authorship*

52. Discuss how the choices made by a director, such as in Mann's *Collateral*, help to shape the style of a film.

Answers will vary

*Bloom’s: Evaluate*

*Learning Objective: Analyze approaches to lighting*

*Learning Objective: Analyze choices in cinematography*

*Learning Objective: Analyze how music contributes to creative decisions*

*Learning Objective: Define style*

*Learning Objective: Understand creative decisions of filmmakers*

*Topic: film production*

*Topic: modes of production*

53. In what ways are digital motion-picture cameras similar to traditional 35mm cameras? With respect to the differences, what are the advantages that some filmmakers see in using digital motion-picture cameras?

Answers will vary

*Bloom’s: Apply*

*Learning Objective: Know the varying sizes of film strips*

*Learning Objective: Understand how film is made with digital media*

*Learning Objective: Understand how film is made with photographic media*

*Topic: mechanics of moviesTopic: modes of production*

54. In what ways has the development of online movie downloads and online film rental companies such as Netflix revolutionized distribution?

Answers will vary

*Bloom's: Analyze*

*Learning Objective: Know ancillary markets beyond the theater*

*Topic: ancillary markets*

55. What is DIY filmmaking, and how has the introduction of consumer and prosumer digital cameras and affordable computing affected the making of these types of films?

Answers will vary

*Bloom’s: Evaluate*

*Learning Objective: Understand different categories of film based on modes of production*

*Topic: DIY production*

 *Category # of Questions*

Bloom's: Analyze 3

Bloom's: Apply 3

Bloom's: Evaluate 2

Bloom's: Remember 33

Bloom's: Understand 14

Learning Objective: Analyze approaches to lighting 2

Learning Objective: Analyze choices in cinematography 1

Learning Objective: Analyze how music contributes to creative decisions 3

Learning Objective: Define compilation film 2

Learning Objective: Define critical flicker fusion 1

Learning Objective: Define storyboard 1

Learning Objective: Define style 2

Learning Objective: Know ancillary markets beyond the theater 6

Learning Objective: Know how digital projection works 1

Learning Objective: Know how films are publicized 3

Learning Objective: Know that distribution is core to filmmaking 5

Learning Objective: Know the difference between theatrical and nontheatrical exhibitions 3

Learning Objective: Know the roles involved in film production 1

Learning Objective: Know the varying sizes of film strips 4

Learning Objective: Know what a small-scale production is 2

Learning Objective: Know when sound editing takes place in film production 1

Learning Objective: Understand authorship in film production 2

Learning Objective: Understand creative decisions of filmmakers 2

Learning Objective: Understand different categories of film based on modes of production 2

Learning Objective: Understand how film is made with digital media 1

Learning Objective: Understand how film is made with photographic media 2

Learning Objective: Understand how soundtrack works with film 3

Learning Objective: Understand how technology and financing is a part of filmmaking 2

Learning Objective: Understand implications of distribution and exhibition on the art of filmmaking 1

Learning Objective: Understand special effects' role in film 1

Learning Objective: Understand that compromises are a part of film production 1

Learning Objective: Understand the intersection of art and business 3

Learning Objective: Understand the process of film production 6

Learning Objective: Understand the scriptwriting and funding phase 2

Learning Objective: Understand the sound editing process 2

Learning Objective: Understand the strategies behind how films are released 4

Learning Objective: Understand what independent films are 2

Learning Objective: Understand what scenes and takes are in film production 3

Topic: ancillary markets 4

Topic: assembly phase 1

Topic: DIY production 1

Topic: exhibition 7

Topic: film production 3

Topic: independent production 2

Topic: large-scale productions 1

Topic: major and minor distributors 3

Topic: mechanics of movies 6

Topic: modes of production 3

Topic: preparation phase 3

Topic: production and authorship 3

Topic: production and film categories 2

Topic: publicity 4

Topic: release patterns 4

Topic: scenes and takes 3

Topic: scriptwriting and funding phase 1

Topic: shooting phase 5

Topic: small-scale production 4

Topic: sound editing 6

Topic: special effects 1

Topic: special versions 1

Topic: units and personnel 1