

## Discover! Creative Careers Week

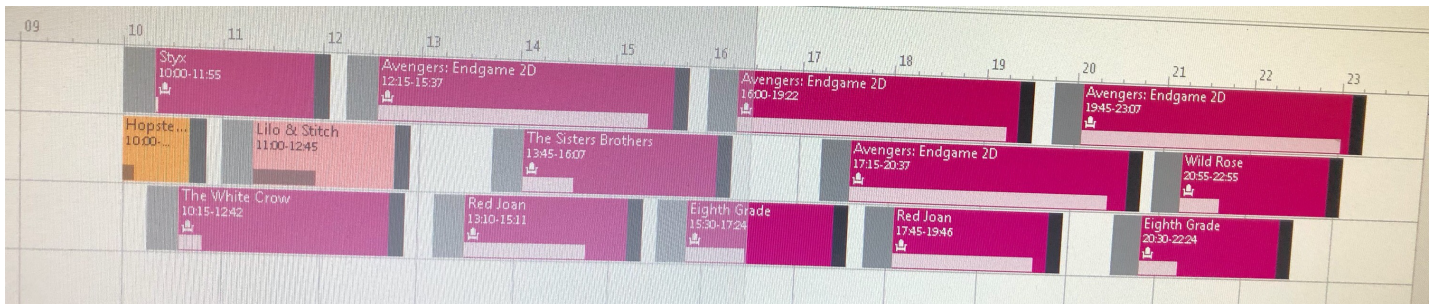
### Workshop: Programming your own 3 Screen Cinema!

Remember when the cinema was a thing? The mega speakers, the sweet 'n' salty popcorn and the opportunity to see a film on the big screen.

But, have you ever wondered what goes on inside a cinema aside from the snacks, films and pick n mix? Who makes the decision of what films make it onto the big screen for us to enjoy?

**The answer is .... a Film Programmer.**

Film programmers have the job of picking the best films for the cinema. They have the responsibility to choose a mix of films that would be most appealing to their regular audience, as well as bringing in new customers. They also have to decide the best time to show the particular films and in the most suitable screen too.



Here is an example of the programming schedule at the 'Cambridge Arts Picturehouse' Cinema, that was used in 2019.

The key roles to play as a Film programmer are to research, plan and successfully showcase a film in an exhibition setting, like a cinema or a film festival. Without them, there would be nobody to decide what was shown on the big screen.

## TASK: PROGRAMMING YOUR OWN CINEMA EXPERIENCE

**You have been given control of a three screen cinema from 10am till 10pm.**

Screen 1: 300 person capacity  
Screen 2: 200 person capacity  
Screen 3: 100 person capacity



You get to decide the following...

- What films are shown **and** in which screen.
- The name of your cinema.
- What snacks / drinks you want to sell.

However, you **must** include at least a twenty minute gap between all screenings to allow your staff to clean up from a previous screen, as well as include a 20 minute section for adverts before the feature film begins.

There are three main steps to follow...

**Research** the films you really want to program in and check their running times. Remember, you only have 12 hours of access to show content in each cinema screen.

**Plan** how the films can be ordered to make sure you are showing the most content possible, but don't forget to assign your cleaning and advert times!

**Showcase** your research and planning to your family and friends and celebrate with a film from the comfort of your living room!

	10am	11am	12am	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm
Screen 1													
Screen 2													
Screen 3													



Here is a spreadsheet to help structure your programming plans.



Use this space below to write down information or notes!

What skills did I use today...?

Jot down in the box below any skills you used or learnt during todays activity....

A large, empty rectangular box with a thick, black, hand-drawn border. The interior of the box is white, providing a space for students to write down any skills they used or learnt during the activity. The border is slightly irregular, giving it a hand-drawn appearance.