



Curate a Cinema Programme

A film programmer chooses which films to screen at a cinema. They need to know their audience, be able to choose films that they will like and will help them discover different types of films.

Design a programme for your own cinema. You could theme it around a genre or theme (sci-fi films, black and white films, films from the same director or a particular country etc).

To help you prepare

Complete the following research task about how cinema programmes are curated.

1. Research two cinemas in your local area. At least one should be an independent or arthouse cinema.
2. How many screens do they have? How many films are they showing? Are they all showing the same films?
3. What kinds (genres) of film are they showing? For example, family, action, foreign language, independent, blockbuster.
4. Who do you think are their target audiences? Can you tell when the cinema is trying to attract different audiences?
5. Do they run special seasons or festivals? When do they host these and for how long? What films do they screen?
6. Recommend a new film for each of the cinemas to show, with an explanation of why it would appeal to their target audience.



Glossary

Arthouse

Independently produced and artistic or experimental in nature.

Blockbuster

A big budget film that is successful and earns a lot of money.

Curate

Careful selection of the films that will be shown.

Genre

Type or style.

Programme

A plan of future film screenings that have been arranged to take the viewers on a film journey.

Season

A collection of related films that runs at a venue over a set period of time.

Find out more about being a producer here: http://creativeskillset.org/job_roles



NAME	CINEMA 1	CINEMA 2	MY CINEMA
Number of screens			
Film on show			
Genres of films			
Target audiences			
Special seasons or festivals			
My choice of films, with reasons			
Describe your cinema and the atmosphere you would wish to create			