Chapter 2

AIMS, OBJECTIVES AND RESEARCH QUESTION

1.0 Aims, Objectives and Research Questions

2.1 To explore the benefits in the costs associated with the use of one or more of the various types of technology like

a) Film Format and Film Stock;

b) Cameras and Lenses;
c) Lighting;
d) Sound;
e) Analog and Digital Technology;
f) Movies made by Smartphones;
g) Movies made by using Cloud Computing.

2.2 To explore the various prevalent modes of financing suitable to use for a particular type of technology format (combination of one or more type of technology)

2.3 What are the various types of financing options for a producer who intends to make a good quality film at low cost?

2.4 What are the newer and latest technologies available which are cost effective for a budding producer?

The above bullet points are explained in detail as follows:

The seven basic technologies related to filmmaking are the technologies related to the use of an appropriate Film Format and Film Stock, Cameras and Lenses, Lighting, Sound, Analog and Digital Technology, Movies made with Smartphone and Movies made with the help of Cloud Computing. These are the seven technologies which are used frequently with the first five used by all.
The Film format refers to the width and dimensions of each frame shot. It relates to the “aspect ratio” of the movie and which also depends on the topic on which the movie is made so that the story and the movie effect is accentuated. It could be (4:3), or anamorphic or non-anamorphic or Cinemascope (16:9). In other words, it is the technological definition of a set of standard characteristics regarding image capture on photographic film for either still or film making. It can also apply to projected film, either slides or movies.

Another aspect of this technology is Film stock. It refers to the photographic film which has not been exposed or processed. The film stock was a considerable technique in the earlier moviemaking before the extensive use of digital technology and computer which have disrupted this technique of making movies on film stock. However, this is a known fact that the quality of film output which when projected from photographic material is very good and natural. Yet the technology has become outdated due to the various benefits of digital film projection. This aspect is to be investigated in this research work.

Another technology relates to the use of Cameras and Lenses during the operational stage of the filmmaking. Previously the cameras were using the photographic film stock nowadays digital cameras are in vogue. They have their advantages and disadvantages but the advantages of digital cameras outnumber the disadvantages. Cameras from various companies are available catering to various types of requirements for amateurs as well as for professionals. Also, many movie cameras are available with add-ons for lenses and other peripherals. These aspects are also investigated in this research work.

Another important aspect related to moviemaking is the lighting mechanisms during shootings and recording of scenes. This aspect is to be investigated based on some scientific data and conventions adopted.

Another technology investigated is the Sound recording techniques used for the moviemaking. Normally, in the photographic film stock there used to be a sound track besides the photographic film which was thoroughly synchronized with the visuals. Nowadays, this recording has come with the digital, Dolby and the DTS
techniques which offer various advantages and effective noise reduction and suppression. These techniques also need to be investigated.

Another objective of the research-work is to investigate the Analog and Digital technology in general. An analogue signal is a sound or a light signal is a signal which is continuous with respect to time and needs a specialized type of equipment to play. On the other hand, the digital signal takes on a few values in binary form and offers suitable noise reduction techniques and suppression.

The objective of the research-work is also to investigate the movies which are made on smartphones and later developed for the theater effect, with a large range of smartphones available in the markets. These come with various accessories and add-on peripherals all of which facilitate a realistic movie making. These films are made for selective audience and are more cost effective. These aspects need to be investigated.

Finally, another objective of this research-work is to investigate a new a recent technology “cloud computing.” This a technology which offers various computing and processing capabilities to the users on a network in the virtual form delivered via the internet or any other network. The cost of owning the hardware and software infrastructure is very prohibitive. On the other hand this infrastructure can be made available to the users via the network in the form of Software as a Service(Saas), or Platform as a service(Paas) or Infrastructure as a Service(Iaas). The users pays only for the service availed and for the time used. This technology nowadays is being extensively used by foreign studios like Hollywood for filmmaking and is also making inroads into Bollywood owing to its various advantages and cost considerations. This aspect needs to be investigated in this research-work.

The various research questions investigated in this Thesis relate to the various modes of financing adopted by the filmmakers in financing their films. Some go for ‘IPO(Initial Public Offering)’ mode where they raise capital from the primary market. Others go for ‘Distribution financing’ where the distributors may partly or wholly finance a movie. This research work needs to investigate this aspect also. It also has the aim to investigate other modes of financing adopted.
Also, it is a common fact that many aspiring creative people in the middle class who can ideate and visualize moviemaking but can’t have the funds to achieve their dreams. This research-work intends to help these people as to how one can make good movies at low costs. This also aims to investigate various novel techniques adopted to make movies using innovative funding techniques.

Another aspect of low cost movie making is, where and at what places one can cut the costs. So the research question is to investigate in detail the cost-sheet of the movie-making operation and how and what costs one can cut down or reduce.

All in all this research objective is to investigate how to make a movie in a cost effective manner of better and superior quality output products