



# INTERNATIONAL STANDARDS FOR SCHOLASTIC FILMMAKING

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## CATEGORIES

1. [Development](#)
2. [Pre-Production](#)
3. [Production](#)
4. [Post-Production](#)
5. [Marketing and Distribution](#)



## 1. DEVELOPMENT

**STN F1.1-** Brainstorm and develop a main idea for a film. Organize plot points, subplots, scenes, sequences, and character traits to form a basic outline.  
Concepts- Storytelling/Content, Creativity, Continuity

**STN F1.2-** Create a story treatment. This should be a two to five page document that includes the project title, logline, character biographies, and synopsis with a three-act structure. Remember, all successful screenplays have “conflict.”  
Concepts- Storytelling/Content, Creativity, Continuity

**STN F1.3-** Write a screenplay. Use proper formatting and elements, including sluglines, action descriptions, character names, dialogue, parentheticals, and transitions.  
Concepts- Storytelling/Script Writing, Creativity, Continuity, Camera/Direction

**STN F1.4-** Create an estimated budget for a film project. This will be a guideline to follow during all stages of production to determine where money will be spent and ensure there is enough funds to complete the project. Understand “above the line” costs and “below the lines” costs in a budget.  
Concepts- Financial Planning, Business Management, Entrepreneurship

**STN F1.5-** Conduct a pitch meeting that summarizes the project. The purpose of a pitch is to create excitement and interest in developing the project further. Be knowledgeable and personable while presenting. Prepare to be asked questions and provide a treatment and budget.  
Concepts- Storytelling/Content, Creativity, Continuity, Public Speaking



## 2. PRE-PRODUCTION

**STN F2.1-** Create a storyboard. Use standard components of a storyboard, such as camera angles, movements, shots, and transitions.

Concepts- Storytelling/Content, Creativity, Continuity, Camera/Direction

**STN F2.2-** Determine cast and crew by holding auditions for talent and secure relevant crew members. Conduct table readings and collaborative improv sessions with selected cast and key crew members to work on character development. Hold full rehearsals to determine blocking, lighting, camera framing and movements, etc. This helps save time on the actual shoot.

Concepts- Storytelling/Content, Creativity, Acting/Talent

**STN F2.3-** Survey and arrange locations for filming. Get permission, secure permits, and review any safety issues that may need to be resolved.

Concepts- Strategic Planning, Business Management, Safe Practices

**STN F2.4-** Understand and create elements to establish the overall visual design of a film, including set design and construction, props, costumes, and makeup.

Concepts- Storytelling/Content, Creativity, Continuity

**STN F2.5-** Develop a production schedule. Line a screenplay to determine needed elements, compile into breakdown sheets, and build a calendar.

Concepts- Strategic Planning, Business Management



### 3. PRODUCTION

**STN F3.1-** Demonstrate proper lighting techniques. Understand how to use three-point lighting, reflective light, diffused light, natural light, and appropriate filters.

Concepts- Lighting, Creativity

**STN F3.2-** Demonstrate blocking and stage direction. Blocking informs actors where to move during a scene to enhance dramatic effect of cinematography and build suitable lighting design.

Concepts- Camera/Direction, Acting/Talent, Continuity

**STN F3.3-** Understand proper cinematography. Understand camera operations and demonstrate various camera techniques, including composition, angles, focus, movement, depth of field, exposure, and white balance.

Concepts- Camera/Direction, Lighting, Storytelling/Content, Creativity

**STN F3.4-** Understand proper sound techniques. Demonstrate the use of different types of microphones based on specific needs.

Concepts- Audio/Sound/Music, Storytelling/Content, Continuity, Creativity



## 4. POST-PRODUCTION

**STN F4.1-** Understand video editing software and demonstrate proper editing. Understand how to import, capture, log, and export, as well as perform basic edits skills. Concepts- Editing, Storytelling/Content, Continuity, Creativity

**STN F4.2-** Understand the process of color grading. Apply desired color correction and finishing techniques to enhance the color of your film. Understand color theory in order to add deeper meaning to the story. Concepts- Editing, Storytelling/Content, Creativity, Color Theory

**STN F4.3-** Demonstrate the use of visual effects. Understand Chroma keying, CGI, compositing, motion graphics. Understand the difference in mechanical and optical special effects. Concepts- Editing, Storytelling/Content, Camera/Direction, Lighting, Creativity

**STN F4.4-** Apply proper audio engineering techniques. Understand audio levels, mixing, sweetening, sound effects, and foley. Concepts- Audio/Sound/Music, Editing, Storytelling/Content, Creativity

**STN F4.5-** Understand the process of scoring and use of music, the purpose of music to enhance mood of the story, and the legal rights to properly use it. Concepts- Audio/Sound/Music, Editing, Storytelling/Content, Creativity



## 5. MARKETING AND DISTRIBUTION

**STN F5.1-** Determine appropriate content delivery methods based on distribution needs. Examine whether television, theatrical, or streaming is the best platform for release. Consider the various delivery formats available, such as DVD, video on demand, and digital.

Concepts- Advertising, Strategic Planning, Business Management

**STN F5.2-** Develop a brand and design merchandising for your film. Common film merchandise includes toys, action figures, movie posters, and T-shirts.

Concepts- Advertising, Strategic Planning, Business Management, Creativity

**STN F5.3-** Determine the best way to promote your film based on its rating and genre. Conduct market analysis, such as, demographics, target audience, and ROI. Develop a marketing plan using social media, crowdfunding, blogs, and other online resources.

Concepts- Advertising, Public Relations, Strategic Planning, Business Management

**STN F5.4-** Research potential student film festivals and other contests to submit your work to. Determine which fit within your budget and match the goals for the project. Consider entry fee, submission requirements, location, networking potential, and relevancy of each festival.

Concepts- Advertising, Strategic Planning, Business Management