The film producer is the primary driving force in getting a film made. This assignment is an approximation of the process that a film producer undergoes to create a film adaptation. Imagine that you are a film producer. You are putting together the production team and looking for investors to finance your next project—a film adaptation of a Shakespeare’s Tempest.

1. In your capacity as the creative producer, prepare a proposal in which you examine the Shakespeare play you wish to adapt. Help your production team and investors understand why it would make a good film. Explain how the play is pertinent in the current social, economic, and political climate—the zeitgeist.

Word limit: 500 words

1. Formulate an assessment of the film’s target audience, who will be the source of much of your finished film’s revenue. Then show how you plan to adapt the play into a film that will appeal to your target audience. To help your production team and investors see your vision for the film, you should appraise the following:

a. Mise-en-scene: This is the look and feel of the movie, and it includes costume, make-up, set design, acting, blocking, lighting, camera placement. You cannot cover all of it, so select key aspects and show how you envision them. What is the rationale for your creative choices?

b. Genre: What type of film do you want to make?

c. Narrative: Will your film be faithful to the play? What will you change?

d. The director: Who do you want to execute your vision, and why? You must use a real-life director and include his/her IMDb profile page.

Word limit: **1,500 words**

Support your proposal with **no more than 15 images**. You may use images from existing movies; explain how they represent what you want for your own film.

1. Demonstrate your film’s market potential by doing the following:

a. Analyse the look you want for any or all of the following: publicity stills, posters, trailers or other marketing collateral. Suggest how you will use the material to get people to watch the film.

b. Devise a cast list of proposed actors for the main roles in your film. State why you have chosen these actors and evaluate their ability to add to the market potential of the film.

Word limit: **500 words**

Support your proposal with **no more than 6 images**. You may use material from existing movies; explain how they represent what you want for your film.

 \*Use the Proposal Template attached