

□□□ T206 INTRODUCTION TO DESIGN AND PRODUCTION □□□

Assignment 8: Distribution and Exhibition

1) Think of a particular project that you like, it can be a film, TV show, music, video game, etc. Make a list of ALL of the potential distribution and exhibition outlets for the piece. Are there any nontraditional means of exhibiting or distributing the project or portions of it?

Next create a hierarchy of each of these based on the importance of the outlet. Which will give the piece more funding? Which more recognition? Are there niche markets? How would you go about distributing this piece to niche, as well as to mainstream markets?

During my time living in Hollywood I saw all kinds promotional billboards and ways to launch movie premiered,
Shrek 2 for example- <http://en.wikipedia.org/wiki/index.html?curid=723598>

You may want to pick one of my favorite theaters in Hollywood for the last question-

http://en.wikipedia.org/wiki/Cinerama_Dome

http://en.wikipedia.org/wiki/Grauman%27s_Chinese_Theatre

http://en.wikipedia.org/wiki/Egyptian_Theater

2) Think of your own project or product. How will you go about distributing and exhibiting it? Do you have any interesting or new ideas for doing so?