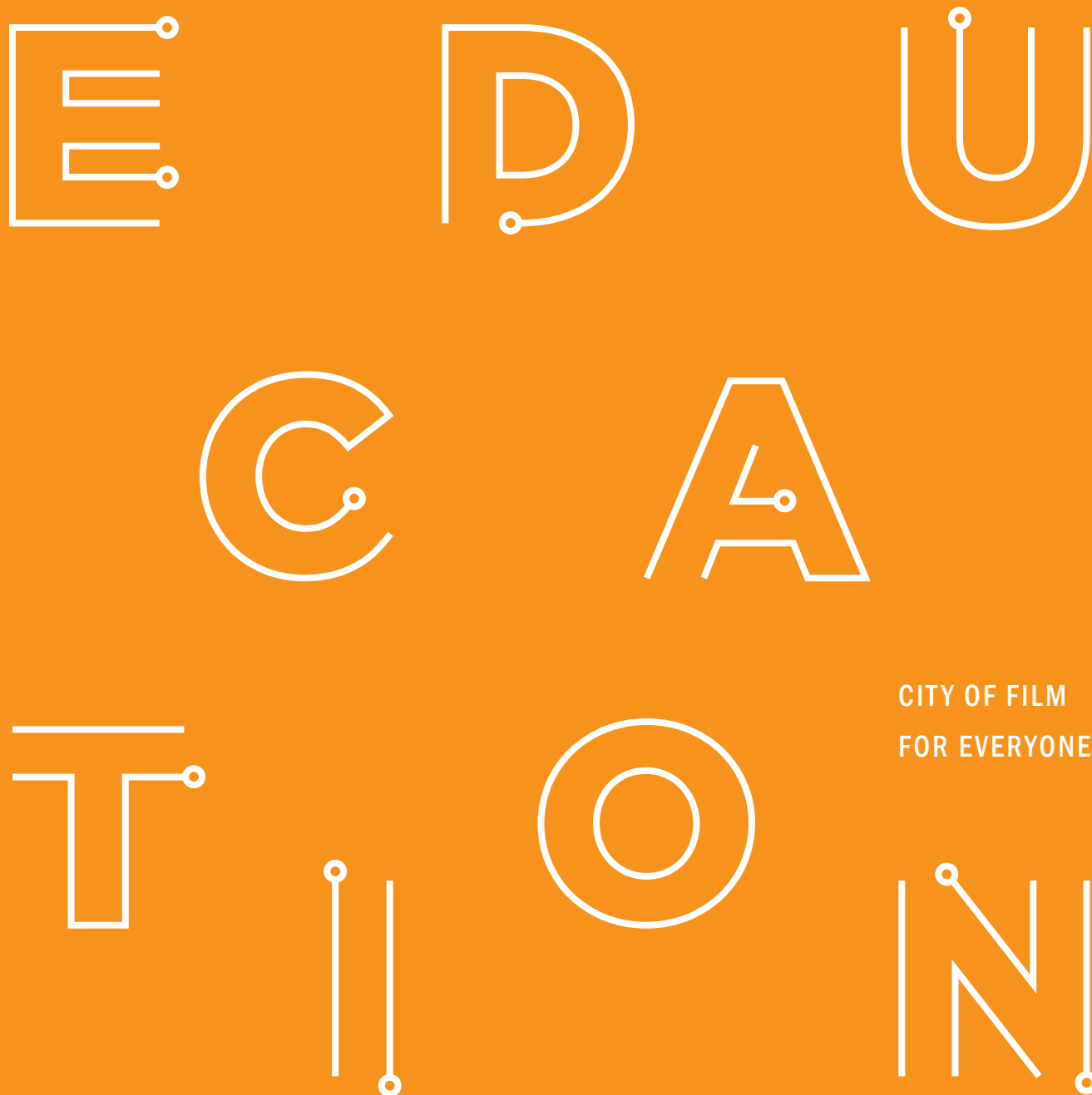


# EDUCATION



CITY OF FILM  
FOR EVERYONE





## CITY OF FILM FOR EVERYONE

Ever since Busan City of Film was designated as UNESCO Creative City of Film in 2014, it has been striving to become a holistic global city of film. The vision of Busan City of Film is to become the city of "Film For All." Consequently, Busan City of Film aims to offer film-related education, production, consumption, and enjoyment for all interested. Therefore, Busan City of Film intends to play a role as a member city of UCCN by classifying film-related activities by category and sharing its experience every year.

This year, we would like to share our efforts to foster talents in film and video sectors as well as to enhance the overall cinema literacy of citizens through various continuous programs.



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## EDUCATION PROGRAM FOR KIDS AND YOUTH

As a Creative City of Film, offering various media experiences and education for children and youth is becoming more important for city's sustainable development. Therefore, Busan City of Film is providing education to enhance various capacities of cinema literacy.

### Film Literacy Course within School Curriculum

#### - Film Education-Focused School Project by Korean Film Council

Korean Film Council (KOFIC) and Busan Metropolitan have implemented a project to emphasize film education for elementary school students in order to foster core competencies for youth. Launched in 2019, this project has been tested in two schools in Busan (Sumi Elementary School and Yeongdo Elementary School) with the objective of connecting local society with film education based on the environmental infrastructure of film in Busan, Creative City of Film.

The film education focused school dispatches instructors to teach about film with the workbook made by KOFIC as a part of the creative activity curriculum. Film education was also conducted separately as a part of the school's regular curriculum.

work flow	Content
<b>Make workbook</b>	1. Various films that meet the world : study various types of films in daily lives 2. What is a film composed of? : study on film components including image, sound and story 3. Enjoyable filmmaking - make your own film
<b>Select model schools</b>	In collaboration with Busan Metropolitan Office of Education - Sumi elementary school and Yeongdo elementary school
<b>Select instructors</b>	Selected by KOFIC - In total of 4 instructors
<b>Support</b>	Education tools (smart pad, film kit, etc.), instructor fee, teaching aid purchase, workbook
<b>Operate specialized curriculum</b>	Sumi Elementary School (Mar-Nov, 2019) : 5 classes, 116 students Yeongdo Elementary School (Mar-Jul, 2019) : 3 classes, 48 students
<b>Analyze effects</b>	Increased self-esteem (3.77 ▶ 4.15) and social skills (3.70 ▶ 4.08)



### Film literacy education as an irregular curriculum

#### - Busan Cinema Center, Busan International Kids and Youth Film Festival

Busan Cinema Center Academy and Busan International Kids and Youth Film Festival (BIKY) host various lectures of film theory as well as hands-on activities all year round, not only to enhance film literacy of kids and youth, but also to expand their understanding of films.

#### Work Flow

In collaboration with Busan Metropolitan Office of Education, we send out an official document of request to schools and accept applications once a program is launched. When the program is registered on Ggoomgil, a career exploration platform for students, individual classes or schools can apply for the program. After the date and place are finalized, the program is held accordingly.

#### Annual Activities and Participants (As of Dec. 9th, 2019)

	2014		2015		2016		2017		2018		2019	
	Times	Ps	Times	Ps	Times	Ps	Times	Ps	Times	Ps	Times	Ps
<b>Film and Fun</b>	7	82	4	76	15	412	6	165	5	234	6	232
<b>Never Stop (Zoetrope)</b>	-	-	20	359	6	101	9	149	4	110	-	-
<b>Film reading</b>	21	4,960	25	4,368	29	4,323	47	7,058	40	6,705	25	3,645
<b>Film analysis, understanding of film</b>	7	164	17	418	3	78	12	334	-	-	-	-
<b>Smartphone video production</b>	22	524	33	828	38	931	30	702	53	1,121	43	839
<b>Filmmaking class</b>	54	1,303	47	1,077	41	875	53	1,097	32	666	35	687
<b>Film editing magic</b>	-	-	-	-	8	92	6	62	12	157	10	103
<b>Somatrope production</b>	-	-	-	-	-	-	6	132	-	-	-	-
<b>Career exploration</b>	-	-	-	-	-	-	-	-	-	-	4	99



### Work Flow

For kindergarteners and elementary schoolers (lower grades)

*Grow in height and mind!*

Time to watch short films and express their themes as a play. The students freely express their thoughts with their bodies, understanding how others think differently.



### Film Reading

For kindergarteners up to high schoolers

*Films are not there just to watch. They're to be read!*

A special time to meet your lifetime favorite film. Not only will they watch films but they will make films their own. The students will talk with friends and discuss different themes to enhance thinking skills.



### Film Essay

*I write with films!*

A writing class focused on theme, characters, and structure of films after watching, reading, and understanding them. Its objective is to improve inquiry skills of kids and youth by learning basic course of filmmaking process and Cinema History, as well as Cinema and Society.



### Be Smart! Smartphone video production

An easy and efficient hands-on video production program that makes music videos and public advertisements with personal smartphone cameras and editing apps. Unlike Filmmaking Class, the students use their own phones for this class, which is useful even after the class.



### Filmmaking Class

*Make your own film; wonder how films are made?*

Make films with your friends in Film Production Class. The students learn basic filmmaking principles of script, continuity, adaption, filming, and editing, and become film crew. Their films are watched with friends afterwards, and can be submitted to BIKY competition.

## Winter & Summer Schools hosted by the Office of Education

Busan Metropolitan Office of Education hosts filmmaking workshops along with filmmaking departments of universities located in Busan. Held in summer and winter vacations for 10th and 11th graders, the workshop offers hands-on filmmaking experience. Divided into groups of 4 to 5, the students film and edit movies of their own. A screening is held at the end of the program, for students to watch and share their own film.

## JOB TRAINING PROGRAM FOR TEACHERS

Busan City of Film operates programs for in-depth discussions about research and usage of film as an educational subject through job training programs for teachers of kindergarten, elementary, and middle schools.

### Film Training Program for School Teachers

Busan Cinema Center

Busan International Kids and Youth Film Festival (BIKY)

Busan Metropolitan Office of Education

Launched in 2019, this program is hosted by Busan Cinema Center, BIKY, and Busan Metropolitan Office of Education.

It aims to establish a foundation for films to be utilized in academic curriculums, by helping teachers to have a deeper understanding of films. This program is offered once a month as a part of a job training program for teachers of the Office of Education, and it is composed of a Film Reading class or special lecture by filmmakers.

In total of 30 teachers have participated in this program.

### Cinema Literacy Textbook Development

Square Prism [A Media Education Research Lab for Children]

This program is offered by Square Prism, a media education research lab for children, composed by field and university professors. Researchers are graduate and doctorate students of Humanities, Film, or Education, and they research the overall media education. Every year, they analyze characteristics of the films submitted to BIKY and select one to make a textbook for cinema literacy, which is published and distributed to field instructors to teach.



# PROGRAMS FOR CITIZENS

## Film Critic Training Curriculum

Busan Cinema Center  
Busan International Film Festival  
Busan Film Critics Association

Anyone can write about films. Film criticism courses are divided into introductory, intermediate, and advanced so that the students may think and record their emotions, daily lives, and films. The curriculum also equips them to be citizen critics.

Busan, a UNESCO Creative City of Film, continues providing a variety of curriculums to allow its citizens to go beyond being film consumers, enabling them to enrich their life with films. This program not only educates citizens but also offers them opportunities to enrich their life as filming crew, film activists, or film academy students.

### Introduction to Film Criticism

Composed of 8 classes, this course establishes the fundamentals of film criticism. Its objective is to write article-type reviews based on scene analysis as well as a quotidian, societal, gender political, or ethical approach. A joint criticism is held on the last day to share their reviews and writing experience with each other.

### Intensive Film Criticism Course

Composed of 10 classes, students are selected based on their application and film review sample, as long as they are enrolled in the training curriculum. The objective of this course is the development of film criticism culture and the fostering of film critics. The students will complete 50 pages of manuscript papers through 1:1 coaching and hear special lectures by famous Korean film critics.

### Citizen Critic Course

Composed of 12 classes, this course is the master course of the film critic training curriculum, with the objective of professional writing as film critics. Based on the film reviews completed through 1:1 coaching, some students will be selected to be citizen critics for Busan International Film Festival (BIFF). The selected citizen critics will have the privilege to be jury for BIFF Citizen Critics Awards and write film reviews for BIFF dailies. Once BIFF is over, they will continue to write film reviews for a classic film webzine of Busan Cinema Center.

### Film Review Contest

Hosted every year, the film review contest aims to vitalize film culture of Busan by discovering adventurous and defiant new film critics and by expanding the horizons of film discourse within the city. Only open for Busan residents, the given awards are: Grand Prize, Excellence Prize, and Participation Prize. The Grand Prize winner is appointed by the jury of the Busan Film Critics Awards, and the winning review will be published in "Critic b" by Busan Film Critics Association.

	2014		2015		2016		2017		2018		2019	
	Times	Ps	Times	Ps	Times	Ps	Times	Ps	Times	Ps	Times	Ps
<b>Intro to film criticism</b>	8	31	10	29	9	30	9	22	9	24	8	26
<b>Intensive film criticism</b>	14	24	12	26	10/10	18/20	10	7	11	9	-	-
<b>Citizen critic</b>	14	20	12	21	20	32	12	17	12	15	13	14
<b>Film review contest</b>	-	-	1	8	1	7	1	10	1	15	1	11

## Filmmaking Curriculum

The filmmaking curriculum offers basic lectures for creative activities in daily life even for those who have no knowledge about camera or script. It also offers lectures of filmmaking technology as well as directing experience, equipping students to complete a film collaboratively.



## Scriptwriting Curriculum

Composed of 10 classes, the Basic Scriptwriting course starts with the introduction to film theory and teaches different components of a script step by step. The Creative Scriptwriting course is composed of 12 hands-on classes, with students completing a script for a short film. The individual script is revised by 1:1 coaching and re-drafted during the class.

## Filmmaking Technique Curriculum

Filmmaking Technique Curriculum teaches different techniques that are necessary for filmmaking. The students learn techniques and grammar of filmmaking by learning the basics for each course and doing hands-on activities. The courses are composed of 8 to 12 classes, depending on the technique, including filming, lighting, editing, recording, and SFX makeup. Film Directing Course is composed of 8 hands-on classes with an active director in both domestic and international scenes. The students will compose and combine shorts.

## Filmmaking Workshop

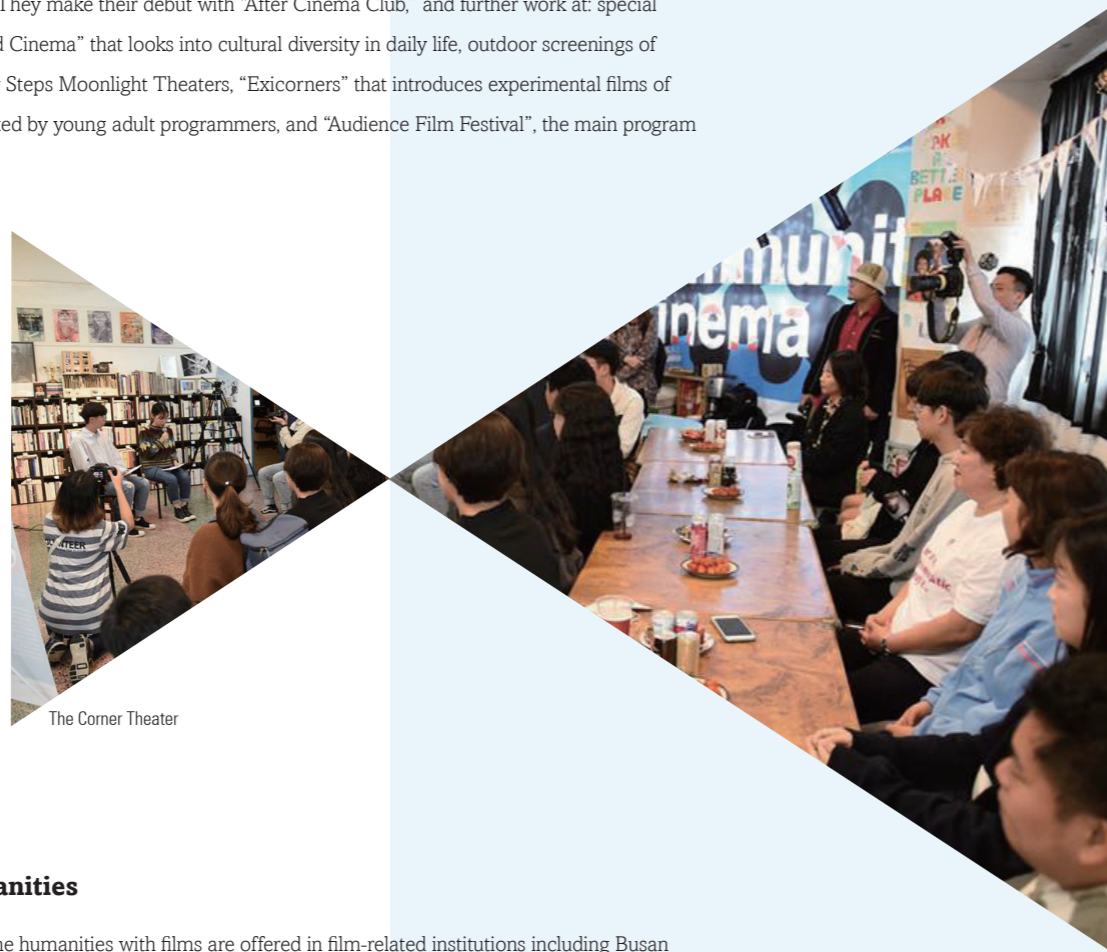
Filmmaking Workshop is divided into feature, documentary, and experimental. Each workshop is composed of up to 50 classes to make a short film from scriptwriting through pre-production, production, and post-production. Two scripts will be selected from the curriculum, and the students will be the main film crew. The finished product will be produced as DCP (Digital Cinema Package) and screened in the theaters for public. It will also be submitted to domestic and international film festivals for further screening. Started in 2017, Again Workshop Program selects outstanding students from Filmmaking Workshop and offers them an opportunity to become filmmakers by funding their projects. From 2014 to 2018, in total of 93 fiction/documentary/experimental films have been completed through the workshop, and 41 of them were submitted to various film festivals, 8 of them receiving Jury's Award, among others.

	2014		2015		2016		2017		2018		2019	
	Fiction	Doc&exp	Fiction	Doc&exp	Fiction	Doc&exp	Fiction	Doc&exp	Fiction	Doc&exp	Fiction	Doc&exp
<b>Produced films</b>	12	5	19	6	11	8	12	6	10	4	11	14
<b>Festival submissions</b>	7	3	5	6	2	7	7	2	1	1	4	2
<b>Festival awards</b>	2		2	1	1	1	1				1	

※ From 2014 to 2018, 6 graduates have made an official debut as feature directors, 18 have become film crew for commercial films, 2 have become staff for film festivals, and 12 have pursued further studies at School of Film, TV & Multimedia of Korea National University of Arts, among others.

### Training Program for Audience Activists (Audience Culture Class)

Audience Culture Class started in 2015 for citizens, university students, and workers, and is operated by “The Corner Theater,” a non-governmental organization that encourages citizens to go beyond mere consumers and become video culture producers. In the introductory course composed of 8 classes, the students share their cinematic experiences with each other with their own top 10 favorite films, as well as their own pictures or videos. The students in the advanced course attempt to diversify their perspectives and selection criteria that are too used to commercial films, through various programs including Meet Independent, Asian, and Experimental Films. The course also invites professionals like film festival staff, movie theater programmers, culture planners, and film directors to discuss about the current local issues. In such process, the students gain a better sense of identity, make film enthusiast friends, and make audience movements, gradually becoming “audience cultural activists,” hosting a small citizen-centered film festival on their own. After completing Audience Culture Class, the graduates take pivotal roles in different capacities of planning and operating film festivals through various screenings. They make their debut with “After Cinema Club,” and further work at: special screenings of foreign authors, “All Around Cinema” that looks into cultural diversity in daily life, outdoor screenings of Forty Steps Audience Theaters and Forty Steps Moonlight Theaters, “Excicorners” that introduces experimental films of the time, “Imagination Film Festival” hosted by young adult programmers, and “Audience Film Festival”, the main program of The Corner Theater.



The Corner Theater

### Lectures on Films and Humanities

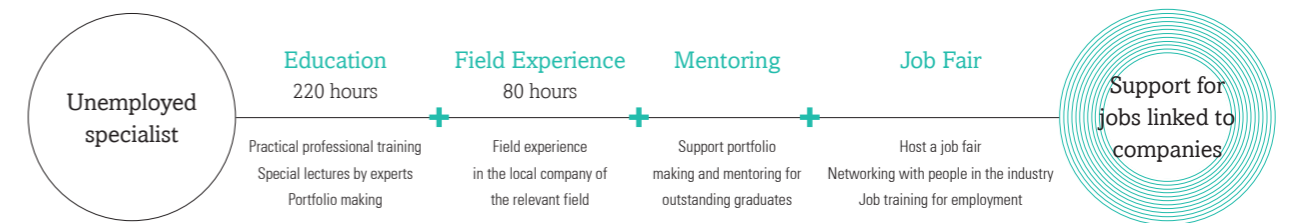
Every year, synthetic lectures that combine humanities with films are offered in film-related institutions including Busan Cinema Center with the objective of providing educational opportunities for Busan citizens to broaden their understanding of cinema and to culture them through films. The lecture themes include: Film and Music—Hear the Film with Music, Contemporary Arts and Film, Magic and Circus of Film, Film and Travel—the Lies of Traveling and its Cinematic Truth, Cinema and History, and Film and Literature—Resistance to Present and Past. Furthermore, Classics Meet Film program enables students to discover implied meanings in films by reading steady classics like Heidegger or Gaston Bachelard.

## PROFESSIONAL TRAINING PROGRAM



### CG/VFX Professional Training Project

Busan Film Commission operates the program to foster core CG/VFX professionals through a tight hands-on training, and to increase the employment rate as well as to expand their network by matching professionals with field jobs. The winner of the Grand Prize of a job contest hosted by Busan Metropolitan City and the Busan branch of the Ministry of Employment and Labor, this project cultivates CG/VFX young professionals and supports women on a career break to work in a new field.



### Customized Workshop to Foster Film/Image Professionals

The workshop is divided into different courses according to the production stages, including: pre-production course, centered around producing such as planning and developing; production course, centered around filming and lighting; and post-production course centered around editing, sound, and recording. In total of 12 courses are held throughout the year.

### Post-production Mentoring Project for Busan Filmmakers

Post-production mentoring project for Busan filmmakers is offered to provide qualitative production facilities for local filmmakers, and to enhance work quality via a practical and professional mentoring system as well as to strengthen the capacity of the local human resources.

### Korean Academy of Film Arts (KAFA)

Korean Academy of Film Arts (KAFA) is an educational institution specialized in films, established in 1984 by the Korean Film Council (KOFIC) to cultivate film professionals. It offers majors in Film Directing, Filming, Animation, and Producing to a few select students. The Feature Curriculum was introduced in 2006, encouraging its students to make 4 feature films every year. Most of the finished products are screened and awarded in many domestic and international film festivals, drawing the attention of many. KAFA is Korea's best educational institution for filmmaking, which has rendered around 700 graduates thus far, including the directors that led the New Wave of Korean Cinema in the mid-90s, such as Bong Joonho, Na Hongjin, and Hur Jinho.

KAFA's regular curriculum is offered to people who already have a certain background with training or experience, or people who can prove their potential that surpass the experience. Since its objective is to cultivate the core members that are needed in the field, the curriculum is extremely intensive and structural. The students are selected regardless of educational background, age, or nationality, but they have to go through a strict screening process. The selected students then go through major and minor evaluations per curriculum during four quarters of forty weeks. The evaluation is done according to the strict criteria to encourage students to overcome fundamental challenges of all creative work. Students overcome such challenges with the help of professors that are working in the field, and acquire skills that are needed in the field. They also build an international infrastructure by attending co-workshops with film academies from China, France, and Japan.

KAFA was relocated to Busan in 2017, consequent to KOFIC's relocation to Busan in 2013.



## INTERNATIONAL EDUCATION PROGRAMS



AFA, Asian Film Academy

### Busan International Youth Film Camp

- Busan Asian Film School, Busan International Kids and Youth Film Festival

Busan International Youth film Camp is a Short Film Production Workshop, co-hosted by Busan Asian Film School and Busan International Kids and Youth Film Festival (BIKY). Open to young adults under 18 regardless of nationality, it is held for 3 nights and 4 days in summer break, some time between July and August.

The workshop provides beneficial opportunities for kids and young adults to create a cultural bond with each other while learning their differences, and serves as a stepping stone for them to grow to be international filmmakers through film set experience.







### Asian Film Academy (AFA)

Asian Film Academy was founded to discover young filmmakers and to establish a network for Asian filmmakers. This educational program is co-hosted by Busan International Film Festival (BIFF), Busan Film Commission, and GKL Foundation. For the past 14 years, 338 young filmmakers from 32 Asian countries were enrolled in AFA, and are standing out in their respective film industry as well as international film festivals. The world's masterminds like Bela Tarr, Jia Zhangke, Hou Hsiao-Hsien, Lee Changdong, and Lou Ye have served as AFA principals, sharing their abundant experience and cinema philosophy with the participants. The to-be filmmakers from all around Asia participate in various programs for 18 days of AFA, including short production, workshop, and mentoring. Their two films are officially screened at BIFF. Through this program, the participants overcome cultural gaps, rediscover themselves, and share their passion for cinema.

	2014	2015	2016	2017	2018	2019
<b>No. of participants</b>	24 from 17 countries	24 from 14 countries	24 from 16 countries	24 from 15 countries	24 from 13 countries	24 from 16 countries

#### Short Film Production

The participants submit their own scripts, and professionals select two of them. With the two selected scripts, the participants make short films, which are officially screened at BIFF. The participants are divided into two teams to experience collaborative script development to post-production, while getting advice from the professors and support from professional staff.

#### Workshop and Mentoring

The participants attend various workshops of six sectors: producing, directing, filming, production design, editing, and sound. In these workshops, they get in-depth lectures and hands-on experiences by talented instructors. They also get a renowned Asian filmmaker as their own mentor. Furthermore, they will have an opportunity to gain vicarious experience and philosophy through special lectures and mentor work previews, and to gain diverse film-related knowledge throughout the course, thanks to the lectures given by professional staff.

#### AFA-MPA Cinema Workshop

AFA hosts "BRIDGE TO HOLLYWOOD" project workshop with U.S. Motion Picture Association (MPA). A Hollywood producer will serve as a pitching mentor, lecturer, and jury. The participants will learn pitching know-how with a wider perspective. Moreover, two projects will be selected through the workshop, and the winners will attend film events in the United States or Australia.

### International Film Business Academy

International Film Business Academy is a regular curriculum by Busan Asian Film School. It offers highly practical courses such as planning/development, production, investment/distribution, and marketing. Furthermore, it fosters human resources to be professional backbone of the film industry, paving the way for the development of the Korean industry and the promotion of international film co-production. Producing course is composed of 25 weeks, with lectures about Film and Psychology, Genre Analysis, Film Production Research, Film Investment, Film Laws and Policies, Case Studies, etc. The academy also offers special courses like Master Class, where students go on a field trip to film companies and film festivals, and hear the insights and experience of renowned celebrities; and AFiS Project Pitching, a course offered to students to pitch their feature projects during the BIFF pitching event.

	2017	2018	2019
<b>No. of students</b>	20 from 17 countries	21 from 16 countries	18 from 16 countries



International Film Business Academy



Korea-ASEAN Film Leaders Incubator (FLY)

### Korea-ASEAN Film Leaders Incubator (FLY)

As a part of "Korea-ASEAN Collaborative Project," Busan Film Commission has been hosting Korea-ASEAN Film Leaders Incubator (FLY) since 2012. FLY is a short-making workshop for future filmmakers of Korea and 10 ASEAN countries. It was launched to discover and foster outstanding talents of the local film industry, and has rendered 156 graduates up until last year. Recently, 2018-2019 Korea-ASEAN Film Community Program was launched to establish a dynamic and harmonious community that recognizes and takes pride in local society's identity, culture, and heritage, and that innovates the world's local society and devotes to it, as indicated in the blueprint of 2025 ASEAN Socio-Cultural Community. FLY Filmmaking Workshop Briefing and FLY Film Lab have been added to the existing FLY, creating more layers to the program. This program aims to contribute to fostering of future filmmakers, establishing networks, strengthening of education sustainability, and laying the foundation of film education programs in ASEAN. Furthermore, it will not only discover film projects with potential and support them to be more competitive, but it will also provide opportunities to be matched with international partners for the projects to come alive.

	2014	2015	2016	2017	2018	2019
<b>No. of participants</b>	21 from 11 countries	20 from 11 countries	22 from 11 countries	21 from 11 countries	22 from 11 countries	22 from 11 countries

## UNDERGRADUATE/GRADUATE SCHOOLS WITH FILM-RELATED MAJORS

In total of 22 film/image-related majors are offered in 11 higher education institutions in Busan: 19 majors in 8 universities of 4 years and 3 majors in 3 community colleges. In total of 2,447 students are currently enrolled under 168 professors.

Not only do they provide qualitative education on theory and provide hands-on experience, but also offer production workshop, student film festival, and co-programs with film institutions like Busan Cinema Center and Busan Film Commission.

School Name	Film/image-related majors
<b>Kyungnam College of Information &amp; Technology</b>	Broadcasting
<b>Kyungsook University</b>	Film and Video Production, Video Animation, Digital Media, Theater Arts (MA)
<b>Dongseo University</b>	Filmmaking, Acting, Broadcasting, Media Communications, Image Contents (MA), Cinema Studies (MA)
<b>Dong-eui University</b>	Cinema Studies
<b>Pusan National University</b>	Art Culture and Image, Joint program of Image Information (MA), Joint program of Media and Art Culture and Image (MA), Art Culture and Image (MA)
<b>Busan University of Foreign Studies</b>	Video Contents Convergence
<b>Yeongsan University</b>	Cultural Contents



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United Nations  
Educational, Scientific and  
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BUSAN CITY OF FILM

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