***Film Art: An Introduction, 12e* (Bordwell)**

**Chapter 1 Film as Art: Creativity, Technology, and Business**

1) Which of the following is NOT one of the modes of production?

A) small-scale

B) conglomerate

C) independent

D) large-scale studio

Answer: B

Topic: modes of production

Learning Objective: Explain the process of film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

2) A "work print" is

A) the final copy exhibited in theaters.

B) the unedited footage printed from the camera negative (mostly unused for editing now).

C) the unedited digital copies of dailies transferred to a hard drive for historical archives.

D) the takes viewed by the director after each day of shooting.

Answer: B

Topic: shooting phase; assembly phase

Learning Objective: Explain the process of film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

3) "Critical flicker fusion" is

A) the final stage in the manufacture of raw film stock.

B) the flashing of film frames on a screen quickly enough to create an illusion of movement.

C) the ideal length of time each frame should be exposed during filming.

D) the moment when the exposed image appears on the film during the developing process.

Answer: B

Topic: mechanics of movies

Learning Objective: Define critical flicker fusion.

Bloom's: Understand

Accessibility: Keyboard Navigation

4) The process of previsualization (also called "previs")

A) uses computers to rework storyboards into three-dimensional animation.

B) creates comic-strip-like sketches on poster board of the shots in each scene.

C) is completed by the screenwriter as part of a "treatment" when pitching a film.

D) is the creation of trailers and movie image stills for the advertising campaign.

Answer: A

Topic: preparation phase

Learning Objective: Explain the process of film production.; Describe the scriptwriting and funding phase of film production.

Bloom's: Understand

Accessibility: Keyboard Navigation

5) "Gauge" refers to what quality of the film strip?

A) its durability

B) its thickness

C) its total running time

D) its width

Answer: D

Topic: mechanics of movies

Learning Objective: Recall the varying sizes of film strips.

Bloom's: Remember

Accessibility: Keyboard Navigation

6) A preliminary synopsis of a film's action is called a

A) blueprint.

B) brief.

C) treatment.

D) try-out.

Answer: C

Topic: scriptwriting and funding phase

Learning Objective: Describe the scriptwriting and funding phase of film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

7) Which of these is NOT a standard width for film strips?

A) 16mm

B) 24mm

C) 35mm

D) 70mm

Answer: B

Topic: mechanics of movies

Learning Objective: Recall the varying sizes of film strips.

Bloom's: Remember

Accessibility: Keyboard Navigation

8) A "master shot" is

A) a shot considered good enough for inclusion in a film.

B) a preliminary test of whether the camera is working.

C) a single take of all the action of a scene.

D) a close view of the film's star.

Answer: C

Topic: shooting phase; scenes and takes

Learning Objective: Describe what scenes and takes are in film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

9) During shooting, separate shots are made "out of continuity," which means that they are created

A) in the exact order in which they will appear in the film.

B) in a random order.

C) in the order that is most convenient for production.

D) in reverse order.

Answer: C

Topic: shooting phase; scenes and takes

Learning Objective: Explain the process of film production.; Describe what scenes and takes are in film production.

Bloom's: Understand

Accessibility: Keyboard Navigation

10) Ancillary markets are

A) small, low-profit areas where exhibitors have low priority for first-run films.

B) foreign markets.

C) art-film theaters.

D) film markets other than theatrical exhibition.

Answer: D

Topic: ancillary markets

Learning Objective: Recognize ancillary markets beyond the theater.

Bloom's: Remember

Accessibility: Keyboard Navigation

11) The "aspect ratio" of a film refers to

A) the profits of a film in proportion to its costs.

B) the percentage of shots that are made on location.

C) the relationship of the width to the height of its images.

D) the proportion of the total amount of footage shot to the amount used in the final cut.

Answer: C

Topic: mechanics of movies

Learning Objective: Recall the varying sizes of film strips.; Explain the process of film production.

Bloom's: Understand

Accessibility: Keyboard Navigation

12) The "rental" is

A) the share of the theatrical film gross that goes to the theater that exhibited it.

B) the share of the theatrical film gross that goes to the distributor.

C) a fee charged by the film producer and studio for licensing to DVD production and video rental outlets.

D) the total gross of the film achieved after the theatrical run and after Netflix has purchased the rights.

Answer: B

Topic: major and minor distributors

Learning Objective: Recall that distribution is core to filmmaking.

Bloom's: Remember

Accessibility: Keyboard Navigation

13) To maximize income from consumers, distributors time their tentpole theatrical releases according to

A) popularity of current cable programming.

B) the availability of the director to make public appearances.

C) the interests of specific regional markets.

D) the release schedule of competing films--so as to avoid head-to-head conflict.

Answer: B

Topic: release patterns; exhibition

Learning Objective: Recall that distribution is core to filmmaking.; Describe implications of distribution and exhibition on the art of filmmaking.; Explain the strategies behind how films are released.

Bloom's: Understand

Accessibility: Keyboard Navigation

14) A "clapperboard" (also called a "slate") is

A) a tool for creating sound effects in postproduction.

B) a sign held in front of the lens to record information about a particular take.

C) a large chart listing the personnel due to work on a film on any given day.

D) a device used to signal extras in large crowd scenes.

Answer: B

Topic: film production

Learning Objective: Explain the process of film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

15) Amos Poe and Maya Deren are

A) heads of the two biggest American distribution firms.

B) pioneers of digital animation.

C) experimental filmmakers who have used small-scale production.

D) prominent Hollywood directors who switched to independent filmmaking.

Answer: C

Topic: small-scale production; independent production

Learning Objective: Describe what a small-scale production is.; Describe what independent films are.

Bloom's: Remember

Accessibility: Keyboard Navigation

16) "Style" refers to

A) a film's use of various cinematic techniques.

B) the overall sound identity of a film.

C) costuming in a film.

D) the type of language used in a film.

Answer: A

Topic: film production

Learning Objective: Define style.

Bloom's: Remember

Accessibility: Keyboard Navigation

17) An "optical sound track"

A) encodes information on magnetic tape.

B) is not part of the film strip.

C) is a collection of visual images related to the music of a film.

D) encodes information in the form of patches of light and dark.

Answer: D

Topic: sound editing

Learning Objective: Explain how sound track works with film strips.

Bloom's: Understand

Accessibility: Keyboard Navigation

18) Which of the following is NOT an example of a "tentpole" film?

A) *The* *Dark* *Knight*

B) *Hidden Figures*

C) *Star Wars: The Last Jedi*

D) *The Hunger Games*

*Answer:* B

Topic: release patterns

Learning Objective: Explain the strategies behind how films are released.

Bloom's: Apply

Accessibility: Keyboard Navigation

19) When small-scale production becomes "collective" production,

A) several film workers participate equally and may rotate roles.

B) several different films are created simultaneously.

C) a single person takes charge of an entire group of film workers.

D) a clear hierarchy of responsibility is necessary for the operation to be completed.

Answer: A

Topic: small-scale production; production and film categories

Learning Objective: Define compilation film.

Bloom's: Understand

Accessibility: Keyboard Navigation

20) A film that assembles existing images or archival footage, such as newsreel footage or television footage, is called

A) a documentary.

B) an animated film.

C) a fiction film.

D) a compilation film.

Answer: D

Topic: small-scale production; production and film categories

Learning Objective: Define compilation film.

Bloom's: Remember

Accessibility: Keyboard Navigation

21) The six major Hollywood distributors account for what portion of theater ticket sales in the United States?

A) 25 percent

B) 45 percent

C) 75 percent

D) 95 percent

Answer: D

Topic: major and minor distributors

Learning Objective: Recall that distribution is core to filmmaking.

Bloom's: Remember

Accessibility: Keyboard Navigation

22) What is the term for the total box office receipts generated by a film?

A) net

B) income

C) gross

D) revenue

Answer: C

Topic: exhibition

Learning Objective: Recall that distribution is core to filmmaking.; Explain how technology and financing are a part of filmmaking.; Describe the intersection of art and business in film.

Bloom's: Remember

Accessibility: Keyboard Navigation

23) How did *The* *Blair* *Witch* *Project* affect film distribution?

A) It led distributors to use websites to help market their films.

B) It compelled distributors to spend more money marketing their films.

C) It decreased distributors' interest in independent films.

D) It discouraged distributors from using social-networking Internet sites.

Answer: A

Topic: publicity

Learning Objective: Recall how films are publicized.

Bloom's: Analyze

Accessibility: Keyboard Navigation

24) Manufacturing companies that buy the rights to use a film's characters, title, or images on their products are engaging in

A) brand partnering.

B) consumer targeting.

C) merchandising.

D) cross-promoting.

Answer: C

Topic: publicity

Learning Objective: Recall how films are publicized.

Bloom's: Remember

Accessibility: Keyboard Navigation

25) Which of the following is an example of a "nontheatrical exhibition"?

A) a film festival

B) an Internet download to a personal computer

C) a screening at a commercial movie house

D) a screening at a museum

Answer: B

Topic: exhibition

Learning Objective: Explain the difference between theatrical and nontheatrical exhibitions.

Bloom's: Understand

Accessibility: Keyboard Navigation

26) After commercial movie houses, the most important theatrical venue is

A) film clubs at universities.

B) government archives.

C) cultural museums.

D) film festivals.

Answer: D

Topic: exhibition

Learning Objective: Recognize ancillary markets beyond the theater.; Explain the difference between theatrical and nontheatrical exhibitions.

Bloom's: Remember

Accessibility: Keyboard Navigation

27) When did supplements become part of the filmmaking process?

A) when filmmaking began

B) during the golden age of Hollywood

C) after the beginning of the DVD age

D) in the 1970s

Answer: C

Topic: ancillary markets; publicity

Learning Objective: Recognize ancillary markets beyond the theater.

Bloom's: Remember

Accessibility: Keyboard Navigation

28) Filmmaking is a long process that from beginning to end requires

A) constant decision making.

B) perfectly secure funding.

C) elaborate international marketing.

D) comprehensive distribution.

Answer: A

Topic: film production; production and authorship

Learning Objective: Explain creative decisions of filmmakers.; Describe compromises that are a part of film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

29) Exhibition factors, such as image size, may affect a filmmaker's

A) production schedule.

B) marketing plans.

C) ability to secure funding.

D) stylistic choices.

Answer: D

Topic: exhibition

Learning Objective: Explain how technology and financing are a part of filmmaking.

Bloom's: Remember

Accessibility: Keyboard Navigation

30) A strip of film consists of base and emulsion.

Answer: TRUE

Topic: mechanics of movies

Learning Objective: Explain how film is made with photographic media.

Bloom's: Remember

Accessibility: Keyboard Navigation

31) It is not yet possible to use digital sound tracks for films.

Answer: FALSE

Topic: sound editing

Learning Objective: Explain how sound track works with film strips.

Bloom's: Understand

Accessibility: Keyboard Navigation

32) Computer-generated imagery has done away with the need for making miniatures and models for special effects.

Answer: FALSE

Topic: special effects

Learning Objective: Explain the role of special effects in film.

Bloom's: Understand

Accessibility: Keyboard Navigation

33) A storyboard is a series of drawings of the shots planned for a film.

Answer: TRUE

Topic: preparation phase

Learning Objective: Define storyboard.

Bloom's: Remember

Accessibility: Keyboard Navigation

34) To save money, most directors try to shoot only one take of each shot.

Answer: FALSE

Topic: shooting phase; scenes and takes

Learning Objective: Describe what scenes and takes are in film production.

Bloom's: Understand

Accessibility: Keyboard Navigation

35) A film's direct sound is recorded optically during filming and then later transferred onto magnetic tape.

Answer: FALSE

Topic: sound editing

Learning Objective: Explain how sound track works with film strips.

Bloom's: Understand

Accessibility: Keyboard Navigation

36) A typical independent film has about the same budget as a studio production.

Answer: FALSE

Topic: independent production; large-scale productions

Learning Objective: Describe the intersection of art and business in film.; Describe what independent films are.

Bloom's: Remember

Accessibility: Keyboard Navigation

37) Small-scale production is common in documentary filmmaking.

Answer: TRUE

Topic: small-scale production

Learning Objective: Describe what a small-scale production is.

Bloom's: Remember

Accessibility: Keyboard Navigation

38) The French term *auteur* originally referred to Hollywood directors who had a distinctive approach to filmmaking while still working within the Hollywood studio system.

Answer: TRUE

Topic: production and authorship

Learning Objective: Describe authorship in film production.; Describe the intersection of art and business in film.

Bloom's: Remember

Accessibility: Keyboard Navigation

39) Western Europe by far has the most lucrative theatrical market.

Answer: FALSE

Topic: exhibition

Learning Objective: Explain the difference between theatrical and nontheatrical exhibitions.

Bloom's: Remember

Accessibility: Keyboard Navigation

40) Michael Mann and his cinematographers decided to shoot much of the film *Collateral* on high-definition digital cameras in part because of their high sensitivity to light.

Answer: TRUE

Topic: shooting phase

Learning Objective: Explain how digital projection works.; Analyze approaches to lighting.

Bloom's: Remember

Accessibility: Keyboard Navigation

41) A studio pursuing a platforming strategy will open a film at the same time in many cities and towns.

Answer: FALSE

Topic: release patterns

Learning Objective: Explain the strategies behind how films are released.

Bloom's: Remember

Accessibility: Keyboard Navigation

42) By selling movies as online downloads or by allowing viewers to rent them as streaming video, production companies reduced the cost of making DVD discs.

Answer: TRUE

Topic: ancillary markets; sound editing

Learning Objective: Recognize ancillary markets beyond the theater.

Bloom's: Remember

Accessibility: Keyboard Navigation

43) A film's musical track is typically composed during the preproduction phase.

Answer: FALSE

Topic: preparation phase; sound editing

Learning Objective: Analyze how music contributes to creative decisions.; Recall when sound editing takes place in film production.; Explain the sound editing process.

Bloom's: Remember

Accessibility: Keyboard Navigation

44) In block booking, an exhibitor is forced to rent a package of films in order to get a few desirable ones.

Answer: TRUE

Topic: exhibition

Learning Objective: Explain the strategies behind how films are released.

Bloom's: Understand

Accessibility: Keyboard Navigation

45) The "gaffer" is the head electrician working with lighting.

Answer: TRUE

Topic: units and personnel

Learning Objective: Identify the roles involved in film production.

Bloom's: Remember

Accessibility: Keyboard Navigation

46) Modern publicity methods mean that "word of mouth" such as via social media seldom affects a film's success.

Answer: FALSE

Topic: publicity

Learning Objective: Recall how films are publicized.

Bloom's: Apply

Accessibility: Keyboard Navigation

47) A film's composer writes the entire score and always orchestrates it personally.

Answer: FALSE

Topic: sound editing

Learning Objective: Analyze how music contributes to creative decisions.; Explain the sound editing process.

Bloom's: Remember

Accessibility: Keyboard Navigation

48) Centralized studio production has declined as giant film companies have largely become distribution companies.

Answer: TRUE

Topic: major and minor distributors

Learning Objective: Recall that distribution is core to filmmaking.

Bloom's: Understand

Accessibility: Keyboard Navigation

49) Most films earn profits in theatrical release.

Answer: FALSE

Topic: release patterns

Learning Objective: Recall that distribution is core to filmmaking.

Bloom's: Remember

Accessibility: Keyboard Navigation

50) Explain why the director is the person most commonly viewed as the "author" of a film.

Answer: Answers will vary

Topic: production and authorship

Learning Objective: Describe authorship in film production.

Bloom's: Analyze

Accessibility: Keyboard Navigation

51) Discuss how the choices made by a director, such as in Mann's *Collateral*, help to shape the style of a film.

Answer: Answers will vary

Topic: modes of production; film production

Learning Objective: Explain creative decisions of filmmakers.; Analyze how music contributes to creative decisions.; Define style.; Analyze approaches to lighting.; Analyze choices in cinematography.

Bloom's: Evaluate

Accessibility: Keyboard Navigation

52) In what ways are digital motion-picture cameras similar to traditional 35mm cameras? With respect to the differences, what are the advantages that some filmmakers see in using digital motion-picture cameras?

Answer: Answers will vary

Topic: modes of production; mechanics of movies

Learning Objective: Recall the varying sizes of film strips.; Explain how film is made with digital media.; Explain how film is made with photographic media.

Bloom's: Apply

Accessibility: Keyboard Navigation

53) In what ways has the development of online movie downloads and online film rental companies such as Netflix revolutionized distribution?

Answer: Answers will vary

Topic: ancillary markets

Learning Objective: Recognize ancillary markets beyond the theater.

Bloom's: Analyze

Accessibility: Keyboard Navigation

54) What is DIY filmmaking, and how has the introduction of consumer and prosumer digital cameras and affordable computing affected the making of these types of films?

Answer: Answers will vary

Topic: DIY production

Learning Objective: Describe the different categories of film based on modes of production.; Understand different categories of film based on modes of production.

Bloom's: Evaluate

Accessibility: Keyboard Navigation