

The short film industry (past/present/future)

Read the following quotations and consider how fast the shorts 'industry' is changing:

According to Gareth Evans, in the foreword to E Elsey and A Kelly (2002) *In Short: A Guide to Short Film-making in the Digital Age*, film shorts are enjoying a resurgence and he paints a rosy picture of their potential at the start of the new millennium:

An entire short form industry, with all complete elements discrete and intact, is now networking globally to generate product in all genres and media at all levels of financing. From supporting acts once again, through broadcast compilations to Internet streaming, let alone concentrated in festivals proliferating worldwide, less is most definitely more as larger and larger audiences are watching less.

Kerry Lambert, founder of the Short Film Group, agrees:

I think renaissance is a great word (to describe the current state of short film) because short film is experiencing a rebirth but in a new way from which it began. The Second Coming, maybe? Since 2001 there's been a 24/7 short film channel in Canada, with plans to expand into the US and other markets. It's the MTV of shorts and it's called Moviola. Now the internet and television are merging, I imagine there will be even more outlets to come. Perhaps one day soon you'll be able to go into a café, order a latte and watch a short

Task

From your knowledge and understanding and research, complete a study which compares short filmmaking in the 1980s with the present. Then imagine the opportunities for making and distributing short films in the future (2020). You will need to consider the following:

- Types of short film
- Technologies (production, distribution and exhibition)
- Audiences/viewing opportunities
- Companies involved