

STATWARS[®]
FILM + TV



Home Learning Logbook

STATWARS®: Film and TV

Home Learning

Pupil Logbook

STATWARS® are holding a competition to find ideas for the next successful film or TV show. The challenge is to use data to design a Film or TV series and persuade us that your idea will be a huge success!

At the end of this project, you will pitch your idea using 2 posters that you will have created. One will be an infographic, which will highlight the data used to support your idea. The other will be an advertising poster for your idea!

You will send your entries in to be judged by our professional data specialists! Winners will be invited to our annual awards event!

There will be lots of other engaging tasks to complete along the way, so let's get started!

👍 Everyone who enters will receive a named STATWARRIOR Certificate!

You can look at lots of examples of what you will create could look like below:

Brilliant Billboards Example Video

<https://vimeo.com/420592669>



Comedy Action Kids Example Video

<https://vimeo.com/420592790>



Cool Cast Example Video

<https://vimeo.com/420592731>



Stat Squad Example Video


<https://vimeo.com/420593145>



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All tasks have been awarded a difficulty rating of 3, 4, or 5 stars!

 Lowest difficulty and must be completed by everyone

 Medium difficulty

 Highest difficulty

TASK 1

Defining the problem

You have been asked to help solve a problem and the question you have been asked is **“Can you design a concept for a successful film or TV show, based on available data?”**

You will need to use data to help support any decisions you make.

SO, WHAT IS DATA?

“Data is a collection of facts, such as numbers, words, measurements, observations or just descriptions of things”

I. How do we measure success and what data might we gather to show that? ★★

In the box below, write down how we measure the success of a film or TV show. Success can be measured in different ways, so think about as many ways as you can.

To help you begin to understand how to solve the problem, you should also write down:

- a)** What do you like about films and TV and make a list?
- b)** What do you currently know about the best films that other people like? E.g. actors, the story, the genre (sci-fi, action, comedy etc.).
- c)** How does data help us decide what is good and bad? (Out of 10, percentages, thumbs up, comments etc.)
- d)** Where can we find that data?
- e)** What might your solution look like, based on the above questions? (Who might be in it, what would the story be etc)

This is all good data, but we will need to look at more in Task 3!

II. What questions would you want to ask a Data Professional to help you understand more? ★★ ★

Part of the STATWARS competition is to allow you to take part in an interview with data professionals and people who work in the entertainment industry. You can follow visit the **STATWARS** website to see who you can interview in the next few weeks or look at some that have already happened

<https://www.statwarscompetition.com/>

In preparation for the interview, write down 3 questions you would like to ask to help you get started on this project. For example, why data is important or how they would solve this problem?

1.

2.

3.

TASK 1

TASK 2

Planning



I. Engage in an Interview ★★ ★

In the space below, write down what you thought of the interview(s) you took part in.
What more would you like to find out?

II. Considering potential solutions ★★★

In Task 1, you were asked to begin to think about what a good solution might be, but you do not really have data to support that theory yet. Before you find some more data, it is important to decide on what you consider successful and what you would like to design a concept/idea for.

This link may help you develop some ideas -
<https://www.wikihow.com/Come-Up-with-a-Movie-Idea>

Here are some examples to consider:

- a) How can I design a high grossing blockbuster with a big budget, which also has a high rating?
- b) How can I design a highly rated but low budget film/TV show?
- c) How can I design a film/TV show that will be a success for a specific genre, e.g. a Sci-Fi film?
- d) How can I design a film/TV show that will win an award? (https://en.wikipedia.org/wiki/List_of_common_film_awards_categories)
- e) How can I design a film/TV show that only has a small budget, but makes lots of money?
- f) How can I design a film/TV show starring "INSERT ACTOR/ACTRESS" that would be their highest grossing movie?
- g) How can I design a film/TV show that will make headlines or have a strong message (political/challenging the norm etc.)?

Pick one or come up with your own idea and then decide what data you would need to find out in Task 3:

TASK 2

III. What do we mean by different data types ★★★★★

To develop your work from Task 2 so far, you might want to think about what your data might look like.

Data can be split into 2 types:



Quantitative (numerical, measurements, values) expressing a certain quantity, amount or range. You can remember this because it has an “n” in for “number”



Qualitative (not numerical, opinion, looks, feelings), which are descriptive and categorical. You can remember this because it has an “l” in for “look and feel”

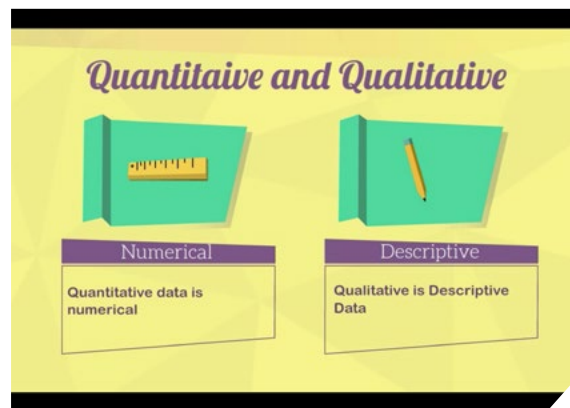
These videos might help:

Qualitative vs. Quantitative Cheer





<https://www.youtube.com/watch?v=-S2EiPD4-W0>

Qualitative and Quantitative Data



<https://www.youtube.com/watch?v=dwFsRZv4oHA>

The following data is either  **Quantitative** or  **Qualitative**, can you decide which is which? Watch out, some of these are tricky... Answers are provided in the handbook under Task 2 III.

34,000 votes	High	£89,000,000	The actor is tall
2 Star	The film made 50 million pounds	98% of people liked it	5/10
The sound was too loud	The actress is 5'4"	It made me laugh	PG



Quantitative (numbers/measurements/values)

Add the relevant data from the table above into here:



Qualitative (not numerical/text/images/opinions)

Add the relevant data from the table above into here:

Challenge: Can you add in some data of your own that you might need to collect -

Challenge: Can you add in some data of your own that you might need to collect -

III. Protecting the Data ★★★★★

Once you have decided on what data you might need to collect you should consider where it will be stored and how to protect it. Think about the risk if you had a really good idea and you lost it, or someone wanted to steal it!

Using the table below, write in the pros and cons of using each type of storage to save your data and work:

Suggested answers are provided in the handbook.

LOCATION	PROS (WHAT IS GOOD ABOUT IT)	CONS (WHAT IS BAD ABOUT IT)
Laptop/local drive		
Centralised drive e.g. school files server		
Cloud-based drive e.g. Dropbox, Google drive, AWS		
Removable media		

Can you add your own?

LOCATION	PROS (WHAT IS GOOD ABOUT IT)	CONS (WHAT IS BAD ABOUT IT)

TASK 2

TASK 3

Collecting

You should have a clear focus for where you want to focus your efforts for data collection. For example, what a highly rated comedy might look like or what a blockbuster Sci-Fi show might look like?

I. Collecting Data from the Dataset ★★★, ★★★★★ or ★★★★★★

You will now use either:



Data set 1: Is the normal set of data for both film (from the year 2000 onward) and TV. Some fields and entries have been removed to make your data collection and analysis easier.



Data set 2: Has the normal set of data for both film (from the year 1980 onward) and TV. An in depth set of data to work with.



Data set 3: Has both the normal and a larger set of data for both film and TV, with no records removed. A more in depth but challenging set of data to work with.

👍 Each data set can be opened in a spreadsheet software like Microsoft Excel, or using Google Sheets online ([link](#))

We have provided some videos to support you collect your data:

FTV Collecting data for Highly Rated Action Films

<https://vimeo.com/420592098>

The logo for STATWARS FILM + TV, featuring the word "STATWARS" in a small, red, sans-serif font above the words "FILM + TV" in a larger, red, sans-serif font, all contained within a dark blue rectangular box with a slight 3D effect.

FTV Collecting data on Low Budget but Highly Rated Films

<https://vimeo.com/420592448>

The logo for STATWARS FILM + TV, featuring the word "STATWARS" in a small, red, sans-serif font above the words "FILM + TV" in a larger, red, sans-serif font, all contained within a dark blue rectangular box with a slight 3D effect.

Once you have decided which data set you will use you should write down exactly what you want to collect. This is **YOUR** decision on what **YOU** classify as success, for example, with a rating over... earned at least... Made a profit of... Had a low budget of...

TASK 3

Once you have collected relevant data, you might also want to ask other people what they think so you can collect more data:

FOR EXAMPLE:

- Tell me about a TV show/film you have watched recently - what did you like about it?
- What score would you give it out of...?

Any data collected here should be stored in a way that will make it easy to analyse in Task 4. We call this **clean data**.

Keeping the Data Clean

Below is an example of what a clean set of data might look like. Notice how all the data is the same type and organised in an easier to understand way?

If we use some made up data, but data we could get from the datasets, you might end up with something like this. Obviously, you will not have seen all the films in the dataset, but you might want to find out more data on the top ones!

FILM TITLE	IMDB RATING	DURATION (MINS)	GENRE	WHAT MY PARENTS SCORED	WHAT I SCORED
Strongman Adventures 1	7	97	Sci-Fi	5	8
Superhero's Save the World	8	102	Sci-Fi	6	9
The Robot Spy	7	120	Sci-Fi	7	8

This approach should be taken for any additional information collected, for example from the links provided or searching the internet (see tasks ii and iii below).

FILM TITLE	IMDB RATING	DURATION (MINS)	GENRE	WHAT MY PARENTS SCORED	WHAT I SCORED	ROTTEN TOMATOES WEBSITE	CRITICS COMMENTS
Strongman Adventures 1	7	97	Sci-Fi	5	8	43%	Film that will be loved by a younger audience
Superhero's Save the World	8	102	Sci-Fi	6	9	56%	Exciting for young children
The Robot Spy	7	120	Sci-Fi	7	8	70%	A thrill ride to be enjoyed by all

Here you can see that the data collected, will allow a more complete picture of the films, which is very useful for Task 4. The idea will be to have as much data on many films or TV Shows (not just 3), so you can identify patterns and trends in the data.

Any data you collect from the datasets can be copied and pasted below if you want, or you can leave it in the dataset if you are happy to:

II. Using the Additional Links Provided ★★★★★

Once you have looked through the dataset you may decide that you would like to know more, or need more data so you can make a more informed decision on what your concept should look like, for example, what critics said, or which were a hit in other countries.

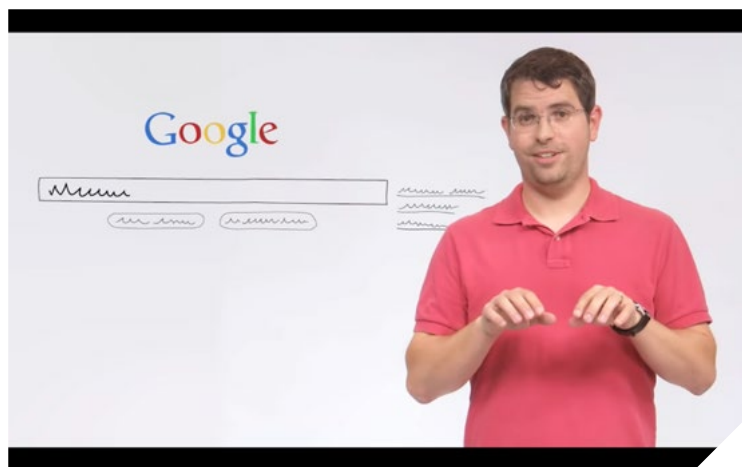
The following links might help you find more data and information. Remember to store the data cleanly so you can compare it in Task 4 (as shown above).

NAME	INFORMATION	LINK
IMDb	Probably the most well-known site, which provides lots of data on TV shows, films, actors along with ratings and other useful data.	https://www.imdb.com/
The Open Movie Database	Is an open source website that allows you to search for a film title, year or plot and it will bring you back lots of data from various websites such as rating, director, Oscar nominations even the studio who made it	http://www.omdbapi.com/
Rotten Tomatoes	A well-known ratings site, which provides lots of data on TV shows, films, actors along with ratings and other useful data.	https://www.rottentomatoes.com/
Statista	Huge database of statistics about the film industry	https://www.statista.com/topics/964/film/

NAME	INFORMATION	LINK
Guardian	Mixture of articles provided discussion and statistics	https://www.theguardian.com/news/datablog+film/film
Creative Industries	Overview of the creative industries, such as films, providing facts and figures	http://www.thecreativeindustries.co.uk/industries/tv-film/tv-film-facts-and-figures#
British Film Industry	Statistics about the British Film Industry	https://www.bfi.org.uk/education-research/film-industry-statistics-research
British film Industry yearbook	Includes almost everything you would want to know, such as gross by genre, age rating or studio.	https://www.bfi.org.uk/education-research/film-industry-statistics-research/statistical-yearbook
Unesco	Provides excellent coverage of global and cultural information such as amount of international films produced by country	http://uis.unesco.org/en/topic/feature-films-and-cinema-data

III. Searching the Internet for Data ★★★★★

In addition to this, or alternatively, you can do some independent searching for relevant data. Searching the world wide web for data and information can be difficult. This video will help you to understand how web searches work and what search terms should be used to help find data on successful films or TV shows.



<https://www.youtube.com/watch?v=BNHR6IQJGZs>

(Other search engines are available)

When searching on the internet key words and phrases you will use to find the data you want, write them here:

Key words or phrases:

TASK 3

When you search the internet, you should write down where you looked, what you collected and why. You can use the table below to do that, just add in your own below this example:

SOURCE	DATA COLLECTED	DATE COLLECTED	USED FOR
e.g. www.IMDb.com	Highest grossing films of all time	10/05/2020	To see what the critics say about the films I have other data on

TASK 3

SOURCE	DATA COLLECTED	DATE COLLECTED	USED FOR

IV. Reliability of Data ★★★★★

When you collect data, you should understand that it is only a selection of data in some instances. In other words, it is not always complete or factual, which leaves the data subject to bias & reliability.

This can also lead to poor quality results and your data analysis being inaccurate or lacking reliability.

Using the following table, research the importance of these topics and how important they are when collecting data:

ACCURACY/ VALIDITY	
TIMELINESS	
COMPLETENESS	
INTEGRITY	

TASK 4

Analyse the data and **produce visual representations**

Once you have collected relevant data, you can then analyse it to see if there are any patterns or trends. This will help you decide on “what could be successful”

I. Carrying Out the Analysis ★★★

The analysis can be split into two parts.

- What you found – We call this **“Descriptive Analysis”**
- Based on the available data, what do you think will be a good idea for your film or TV show – We call this **“Prescriptive Analysis”**

There is no specific amount of data analysis required, you can do as little or as much as you want or feel you can do.

As explained in Task 3, Microsoft Excel or Google Sheets are common tools used for data collection and analysis. However, mental arithmetic and paper-based analysis could work just as well, depending on resources available and how confident you are on spreadsheets.

We have provided some videos to help you to complete task 4.

Basic skills for analysing data and creating graphs

<https://vimeo.com/420592313>

STATWARS®
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Advanced skills for analysing data and creating pivot tables

<https://vimeo.com/420591989>

STATWARS®
FILM + TV

Creating Word Clouds to Help you Analyse Data

<https://vimeo.com/420592563>

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👍 Do not forget, an element of ‘gut instinct’ is encouraged! This makes the decision more personal and creative!

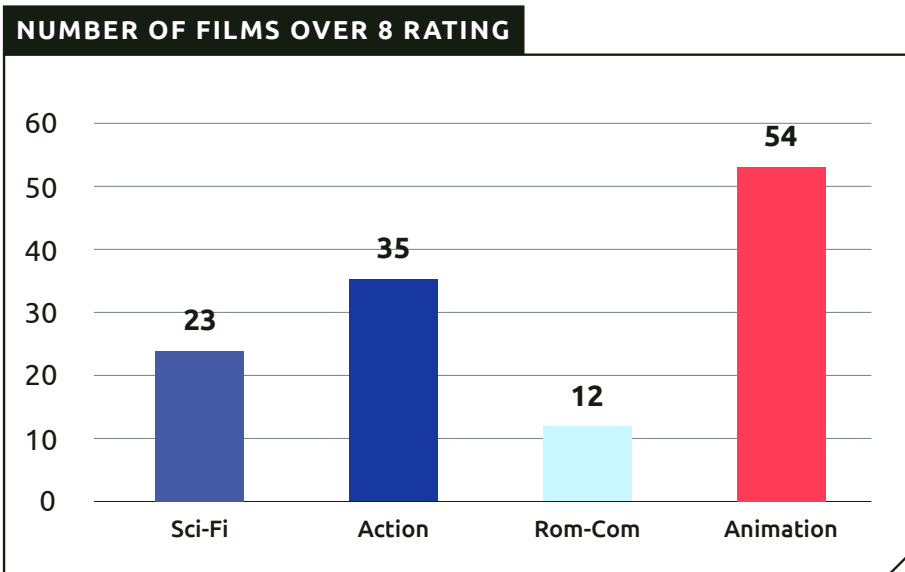
Are you ready to make your data come alive and **find your answer to the question?**

| a) Descriptive Analysis

To find patterns and trends in the data you may create tables, charts/graphs and word clouds. You already should have tables, so let us look at some other ways of displaying your collected data:

Charts/Graphs ★★★

These can be used to explain many things, such as what **films tend to have the highest ratings:**



Here we can see (with this example data) animations seem to be rated most highly with 54 over 8/10 rating, so I might decide that animations are the best idea... You could use the same technique to find out the most popular actors or genre's, or average running times or revenues.

Basic mathematical techniques can be used here, for example:

- **Mean/average/arithmetic mean** - the sum of all values divided by the total number of values summed
- **Mode** - the most commonly occurring value
- **Median** - the middle value
- **Range** - the difference between the largest and smallest value

👍 Have a play around with the graphs to see what they can show you about your data.

Word Clouds ★★★★★

You may also have gathered text from web searches on films they are investigating, for example critics comments. Text data can also be summarised using a word cloud, where the most common words are larger.

These can be created using <https://wordart.com/create> (others are available)



Cross-tabulation ★★★★★

This is when two variables are compared against each other, allowing insights into patterns in the data.

This is where you can do some really in-depth analysis.

The example below compares pet ownership and gender for a hundred respondents. A pattern can be seen that more males' own dogs and more females' own cats and in total, more males own pets. However, the sample would need to be checked for bias and statistical significance before this insight could be firmly established.

	Dog	Cat	Total
Male	42	10	52
Female	9	39	48
Total	51	49	100

You should be looking to see what the successful patterns in the data are, comparing things like lead actors in highly rated films, split by gender. Using this approach may allow you to gauge some thoughts from their family members and friends on combinations of actors, genres and plots etc.

👍 Anything created in Task 4 should be stored ready to use on your Infographic Poster in Task 5

b) Predictive Analysis

Make a Choice ★★★

This part focuses on using everything you have learned so far to decide on what your idea/concept for a film or TV show will be. The links to your data analysis should be clear.

You could also create a quick survey to gather some final data on your potential choices to see what friends and family think. Using this approach – even with a simple “thumbs up” survey can help determine whether initial ideas might work or not, rather than spend lots of time on uninteresting ideas.

So, my data suggests a few different things, so here are my example ideas (remember, they must match what you have said in your data analysis):

IDEA	NUMBER OF THUMBS UP
Idea 1 – an action rom com set in New York starring both a male and female lead	4
Idea 2 – an action film set in space, with a female lead, and a male cyborg as the bad guy	6
Idea 3 – an animation about garden gnomes, who can only come alive when no one is looking at them	8

👍 You may choose to illustrate this data as a graph/chart or simply keep it in a table. Either way, this should be saved ready to be presented in your infographic in Task 5.

You should now **make your final decision** on the film or TV show the feel will be successful, considering the relevant data you have to support your choice.

You may wish to write down something in each section of the following (remember to have data to support what you write):

Description of your aim

Plot (the storyline)

Name

Lead Actor(s)/Actress(es)

Genre

Length of the film

Budget

TASK 5

Create an Infographic

 You will submit this as part of the competition

Here are some examples of what the work you complete in tasks 5, 6 and 7 could look like:

Brilliant Billboards Example Video

<https://vimeo.com/420592669>



Comedy Action Kids Example Video

<https://vimeo.com/420592790>



Cool Cast Example Video

<https://vimeo.com/420592731>



Stat Squad Example Video

<https://vimeo.com/420593145>



You must produce an infographic poster, which will show and explain the data you have collected and analysed, which supports your decision in Task 4.

👍 You MUST include some/all of your graphs, tables, charts etc from Task 4 on this poster.

להעביר את
התאחדות

ALIEN'S GUIDE TO PLANET EARTH

IMAGINE ALIENS ARE VISITING OUR PLANET. WHAT DO THEY NEED TO KNOW ABOUT IT?

EARTH IS

- THE 3RD PLANET FROM THE SUN.
- THE 5TH LARGEST PLANET IN THE SOLAR SYSTEM.

DAY AND NIGHT

EARTH SPINS ONCE ON ITS OWN AXIS EVERY 24 HOURS.

DAYTIME NIGHTTIME

AIR ON EARTH INCLUDES DIFFERENT GASES.

- NITROGEN 78%
- OXYGEN 21% (The humans who live on Earth breathe this to stay alive.)
- Other gases, including ARGON AND CARBON DIOXIDE 1%

EARTH HAS ONE MOON

MOON ORBITS EARTH ONCE EVERY 27.3 DAYS—CALLED A SIDEREAL MONTH.

29.5 DAYS = 1 EARTH MONTH

WE SAVE THE ¼ DAYS UP

ONE EARTH YEAR = 365¼ DAYS

$\frac{1}{4} + \frac{1}{4} + \frac{1}{4} + \frac{1}{4} = 1$ EXTRA DAY EVERY 4 YEARS. LEAP YEARS HAVE 366 DAYS. THE EXTRA DAY IS ALWAYS FEBRUARY 29.

PLANET EARTH IS ALSO CALLED THE BLUE PLANET.

WATER COVERS ABOUT TWO-THIRDS OF IT.

29% LAND 71% WATER

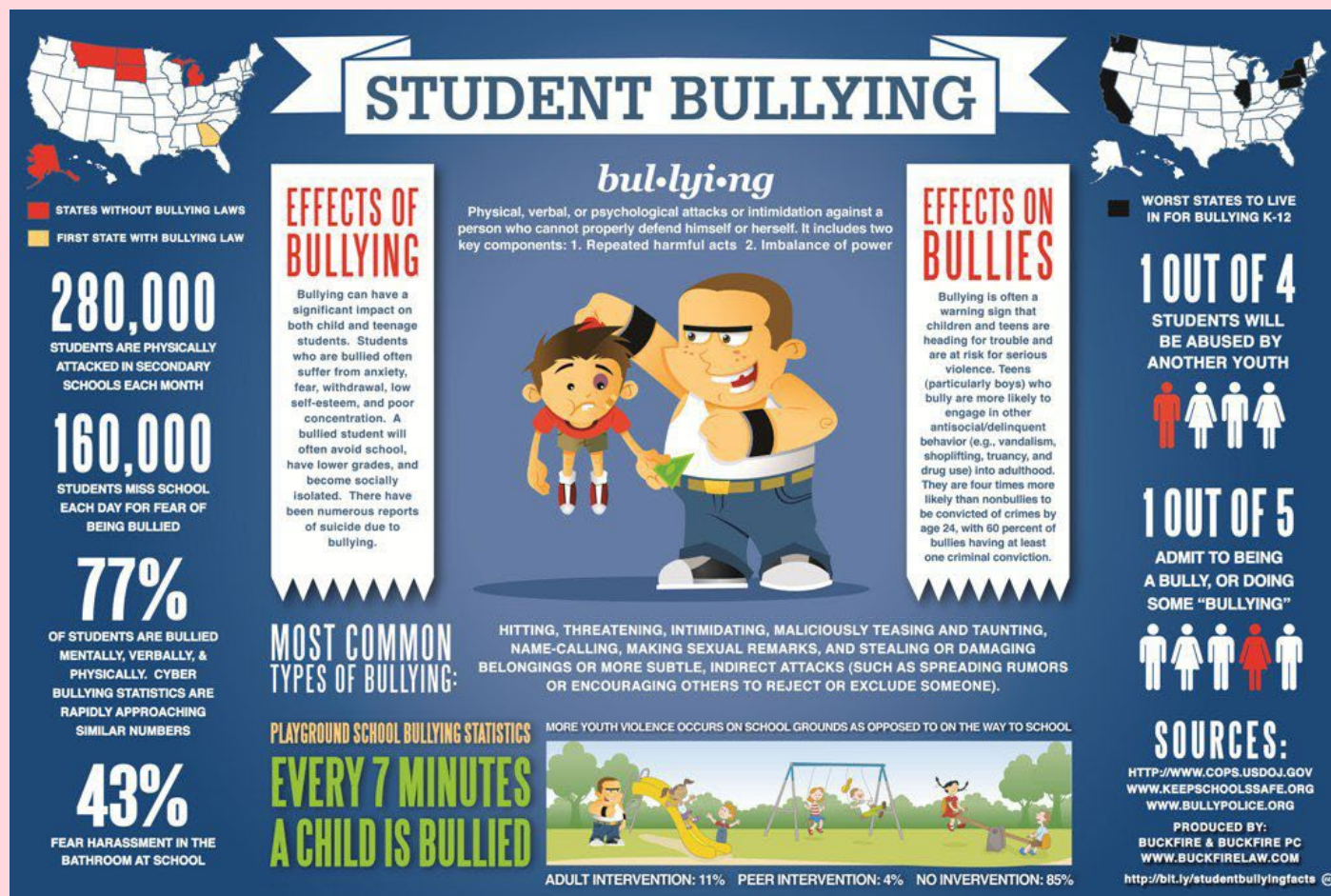
50 TIMES BIGGER THAN THE MOON.

EARTH IS NEARLY 50 TIMES BIGGER THAN THE MOON.

Pluto used to be the ninth planet, but in 2006 the International Astronomical Union decided it should be called a dwarf planet. Not all scientists agree with this.

CAN YOU FIND OUT SOME OTHER FASCINATING EARTH FACTS ABOUT OUR BEAUTIFUL PLANET FOR ALIEN VISITORS?

OUR PLANET



I. Creating the Infographic ★★★

Once you have decided what you want your infographic to look like, and what you want to include in it, then you are ready to create it.

There are plenty of ways you can create this with extra information in the Handbook to help you.

1) Canva

Click on www.canva.com - pick an infographic template (no need to start from scratch). Then once you have started you can edit everything, including the existing graphs by double clicking on them OR add in your own by clicking on elements, then charts (pick one that says "edit" on it) and enter your data, it is that simple.

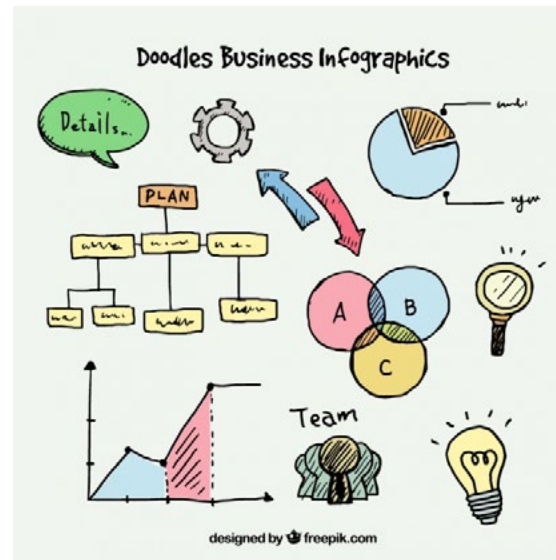
There are Canva guides to support you - <https://www.canva.com/learn/tutorials>

2) Microsoft PowerPoint

PowerPoint has template options for making Infographics. Just click on file>new then select the infographic template option or search for one

3) Hand drawn

Like this one...



👍 **Whichever way you choose to create your Infographic, the finished poster should be saved, so it can be submitted with your work from Task 6 and 7**

TASK 6

Create an Advertising Poster

 You will submit this as part of the competition

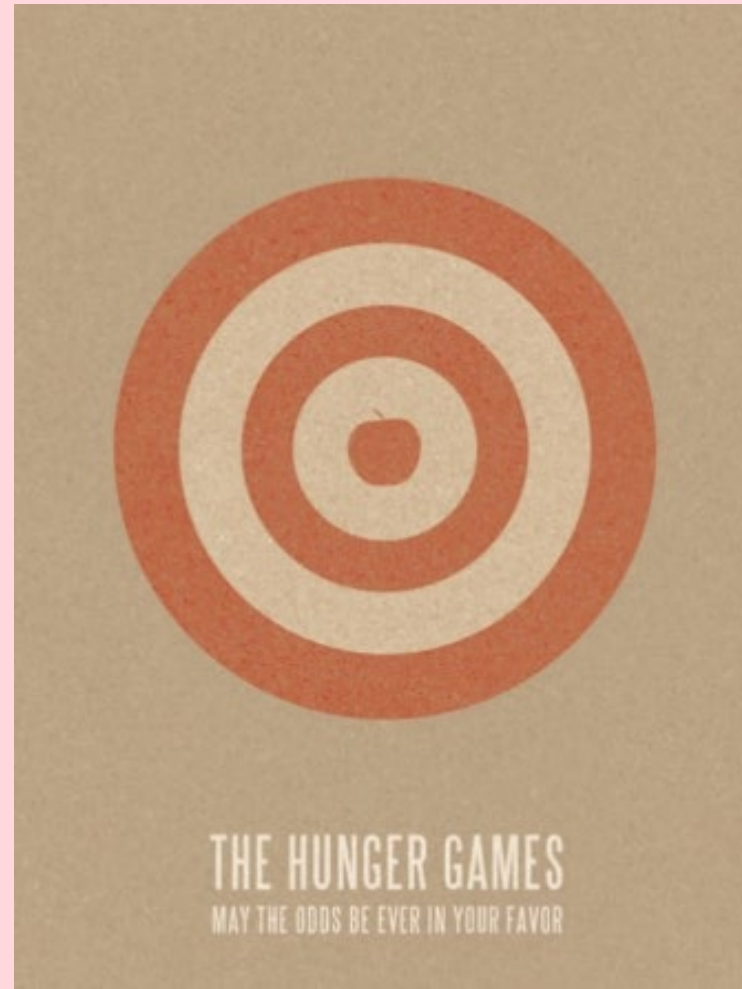
This poster supports the advertisement of your chosen idea.
What you include on your poster must support the choices you have made above.

I. What makes a good poster? ★★★

A good poster should:

1. Grab your attention, evoke an emotional response, e.g. fear, love, laughter, suspense
2. Show you the film without telling you too much
3. Create interest and incentive to go see the film
4. Appeal to fans and non-fans alike
5. Styling that would be consistent with the films content/audience
6. Suit other formats - such as billboard, DVD, sides of public transport
7. Be recognisable if you were to make a sequel

They can still have very different designs:



TASK 6



TASK 6



Go have a look at some of your favourites and write down below what you like about them:

TASK 6

The link below shows some examples of effective film posters in the modern era. Click and see how they have changed through the decades, what has changed? For example, hand drawn to computer generated. Many people still believe that the posters of films such as Metropolis (1927), Gone with the Wind (1968), Jaws (1975), Jurassic Park (1993) are more memorable than modern day efforts.

<https://www.shortlist.com/entertainment/films/the-40-coolest-movie-posters-ever/103777>

II. Creating the Advertising Poster ★★ ★

There are many ways of creating an advertising poster:

- **Digital Poster** - Using software like; Canva (free online software or similar), PowerPoint, Publisher, Word (if you have Microsoft Office), Photoshop and many more! Choose something you are comfortable with
- **Hand Drawn**

Digital Poster

For example, using **Canva**

<https://www.canva.com/create/posters/>

Please refer to the Canva guides to support you -

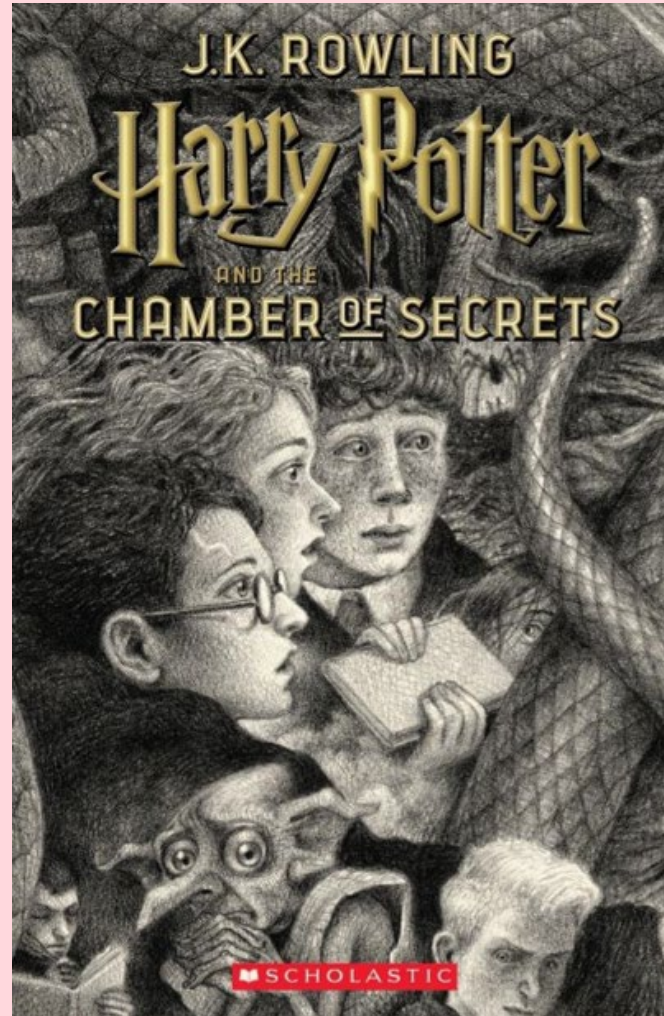
<https://www.canva.com/learn/tutorials/>

The example here was produced using Canva in less than 2 minutes, using one of the templates. So hopefully you can produce something at least this simple with minimum fuss.



TASK 6

Hand Drawn



TASK 6

If you want to be more creative, you can consider different styles, for example:

Pop culture style

<http://www.popculturemonster.com/movies/alternative-movie-posters>

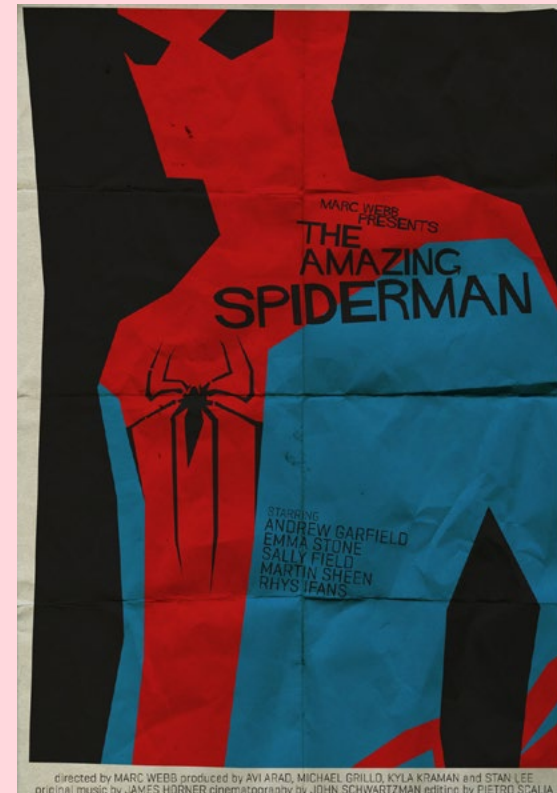
Many modern films are taking this approach so it is an acceptable approach for this project.



Saul Bass style

<http://www.saulbassposterarchive.com/>

This was popular in the 50's & 60's - again this could be hand drawn, done using coloured paper or on the computer.



👍 Whichever way you choose to create your Advertising Poster, it should be saved and submitted with your work from Task 5 and 7

TASK 7

The Pitch

 You will submit this as part of the competition

I. Selling your Concept ★★★

Your final task is to develop a 60 second pitch or similar that will convince a film or TV company that your idea is a good one and that it should be made! You should use your data to explain WHY they should make your movie/TV show. Therefore, this pitch must include your 2 posters from tasks 5 and 6, which highlight the choices you made and why.

This can be produced as:

- A piece to camera (smart phone/tablet)
- A still of your two posters with narration (recorded using a phone/microphone)
- News style report using green screen (Skype/Microsoft Teams let you change your background for example and record a video call)
- An animation

There is plenty of help online on how to go about speaking to camera. Some simple tips are to:

- Practice with a camera
- Pretend you are talking to a friend
- Write down your speech and learn it
- Enunciate properly (do not mumble)
- Speak slowly
- Use short, clear sentences
- Look at the camera and not the floor
- Use body language
- Use a suitable background – for example, your posters or a green screen to edit on the computer

👍 There is no correct way of doing this, as the aim is for you to deliver your message in whatever way you see fit in just 60 seconds!

These example videos show what a pitch can look/sound like (there are many more available online):



https://youtu.be/v96-B_8-q44



<https://youtu.be/E5NTwMRjPA8>

TASK 7

There is much more to this than simply recording what you think, so take time to plan what you want to say. Look at the link below for some more advice and pitch the best pitch that you can!

<https://www.scriptreaderpro.com/how-to-pitch-a-movie-idea/>

GOOD LUCK!