

Regal & Coke

WHAT:

→ [Coca-Cola's blurb](#) from last year.

Highlights: aspiring student filmmakers from 29 college and university film schools submit scripts for a 35-second short film
connects viewers to the movie-going experience

→ Watch all of [this year's finalists](#).

→ [Official Rules](#) (page 3 for scrip specs*)

SO WHAT:

→ Create a concept

- *Think:* The Best Place to Watch a Movie
Connecting viewers to the movie going experience
- focus on the Regal theater experience (see* below, Regal Theater, Regal concessions)

→ Create & design the scene and the people*

- before you think about writing a script, describe in detail the location, the people, the food item/s, etc.

→ Write a script

- 30-35 seconds

→ Next steps to come...

Here is some [more guidance](#) via a Chapman University's film class.

Caveat: you CANNOT actually enter the Coke/Regal contest – you are not at a university... but every time I see these trailer/commercials, I think IB Film students could do this (and maybe even do it better!). So, write a script, do the planning (story board/shot like/visual story – we'll talk about these when you get there), and if you get to the point of making a quality 30-35 second movie, we'll see how we can share it.

* do a product-placement, include [some item that is sold at a Regal Theater](#) (can be Coke or not) and use Regal as the theater (Issaquah Highlands is a Regal).