

BizMovie Sneak Peek Lesson

Objectives:

After completing this lesson, the student will be able to...

- Articulate their business aspirations
- Explain why movies are a business
- Carry out the basic components of computer programming

Teacher Preparation:

- Make sure the computer lab or laptop cart is reserved and ready with computers that have Internet access with up-to-date Flash player
- Preview “Making a Movie” in the Kerpoof Animation Studio
- Print out “Quick Reference Guides” for teacher use while students develop their original movies
- Assign computer partners in advance (if needed)
- Make copies of the worksheet
- Establish guidelines for using computers

Vocabulary:

- Business- a sole proprietor, partnership, or corporation that creates and sells a product or service
- Expense- a cost associated with operating a business
- Loss- when expenses exceed revenue
- Product- something produced by human or mechanical effort or by a natural process
- Profit- the money gained after expenses have been paid; the excess of the selling price of goods over their cost (Revenue - Expenses = Profit)
- Revenue- the money a company receives through the sale of a product or service

Lesson Plan

Do Now (5 minutes):

How much do you pay to go to see a movie in a theater?

How often do you go to see a movie in a theater?

Have students calculate how much they spend per year at the movies.

Review the answers with your students.

Are Movies a Business? (15 minutes):

Yes! Movies are a **product** that individuals pay to see.

Profits from movie ticket sales pay for the theater, director, producers, actors, special effects people, and much more.

Ask students to share the titles of animated movies they have seen recently.

Discuss with your students how much **revenue** ticket sales from a single movie can generate (see chart below).

Animated Movie	Company	Total
1) Shrek 2	Dream Works	\$441.2 Million
2) Finding Nemo	Disney/ Pixar	\$339.7 Million
3) The Lion King	Disney/ Pixar	\$328.5 Million
4) Shrek the Third	PDI/ Dream Works	\$322.7 Million
5) Shrek	Dream Works	\$267.6 Million
6) The Incredibles	Disney/ Pixar	\$261.4 Million
7) Monsters, Inc.	Disney/ Pixar	\$255.8 Million
8) Toy Story 2	Disney/ Pixar	\$245.8 Million
9) Cars	Disney/ Pixar	\$244 Million
10) WALL-E	Disney/ Pixar	\$223.8 Million

*source (<http://www.boxofficemojo.com/genres/chart/?id=animation.htm>)

Ask to imagine how much more **revenue** can be generated from licensing and tie-ins?
[E.g. soundtracks, video games, action figures, clothes, etc.]

Movies = BIG BUSINESS!

Direct Instruction (40 minutes):

Today, students will have an opportunity to explore the business of computer animated movies.

Lead students through the “Movie Maker” demonstration (see attached document).

Application of Knowledge (45 minutes):

Students will create an original movie using the tips they learned during the “Movie Maker” demonstration.

If time, have students share their movies with a partner.

Discuss the highlights/challenges of producing a computer animated movie.

Closure (10 minutes):

In the BizMovie program you will have much more time to learn about producing, marketing, and selling tickets to your company’s computer animated movie.

What are you most interested in learning more about and why?

Why is learning about business and computer technology important?