

# What The Film

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# What is 'What The Film!' ?

- **What The Film** is a cross-platform, web streaming service and curating platform for student and low budget films.
- The **site (and iOS app)** accepts and shows all submissions (given a few legal constraints), but in addition will feature the filmmakers and works we found most compelling.

# Why?

- To expand spaces in which low budget and student filmmakers can showcase their work.
- Unlike other venues, such as Vimeo, **What The Film** is made by students and voluntary film curators.
- To learn the basics of **web design**, **database** and **api** management as well as **mobile app development**.
- To explore the intersection between media, film and web and application development.
- To watch movies!

# Goals Planned

- Create an **aesthetically** pleasing platform that lets users **watch** movies
- Let users **search** movies by name or by genre
- Create a **user** system so users can keep track of the movies they have watched and/or rate them

# Goals Achieved

- **Host** our database and create an **API** for use by both the web and iPhone apps.
- Implemented **fuzzy search** on multiple fields.
- Streamed videos hosted on **Dropbox**.
- Made a Netflix-like app for the iPhone with **modern design** aesthetics

# Technologies Used

- Planned to use Ruby on Rails, switched to **Node.JS/**Express/Jade
- AWS - Elastic Beanstalk & RDS
- HTML5/CSS3
- Bootstrap
- Javascript/JQuery
- Swift/Xcode
- Alamofire
- Dropbox
- Slack
- Asana
- Git
- Cloud9/WebStorm
- SquareSpace - Separate Submission Site

# Challenges

- Getting Films!
- Working with databases across platforms
- API Access
- AWS issues - \$38k account hack
- Lost Laptops and Chargers

## + 's

- Talking with filmmakers
- Gaining solid experience
- Building friendships
- Movie/coding parties

## - 's

- Coding frustrations
- Constant team updates



# Lessons Learned

- **Push** early, push often
- **Communication** is key
- Grades are a weak **incentive**, especially when compared to money

# Web - Main Page

WHAT THE FILM

Subsidiary | Watch | Search | My Account

Featured Filmmaker  
**Julio Wallace**  
University of California Stoner Cruz


See their work



BENDITO MACHINE V



what we're watching



[REC] 2007  
directed by Your Momma

Symphony No. 42 2014  
directed by Réka Bucsi


The film applies an unconditional narrative. It presents a subjective world through 47 scenes. The small events, interlaced by associations, express the irrational coherence of our surroundings.

GALAXINA

AMADEUS

Primer

documentary



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GALAXINA

AMADEUS

Primer



What The Film is an online platform that curates, archives and showcases low-budget and student work to film enthusiasts.

[info@whatthefilm.co](mailto:info@whatthefilm.co)

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# Web - Category Grid

SHORTS



# Web - Film Page



## Achoo (2016)

by Lauren Schecter · United States · 6 min

How funny is it that everybody deals with the common cold in different ways?

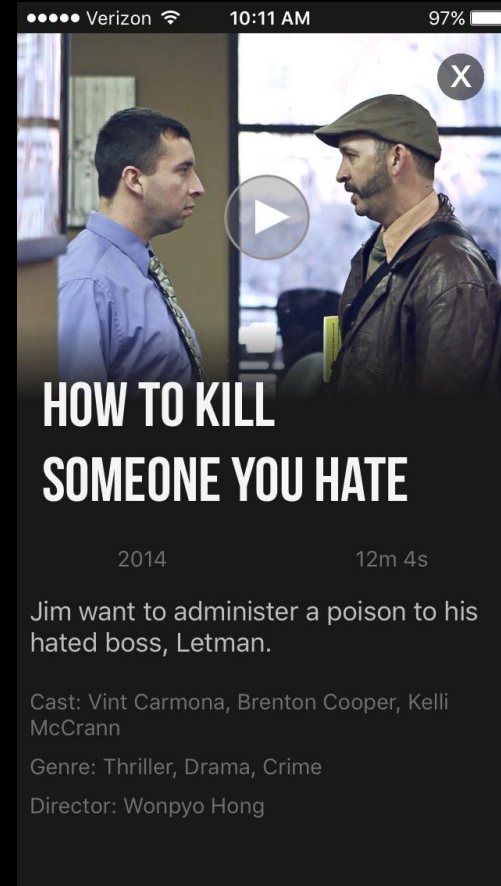
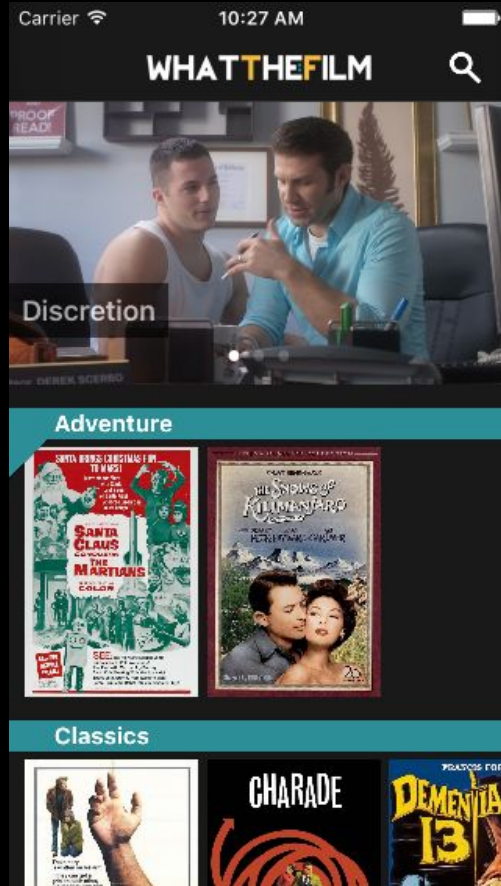


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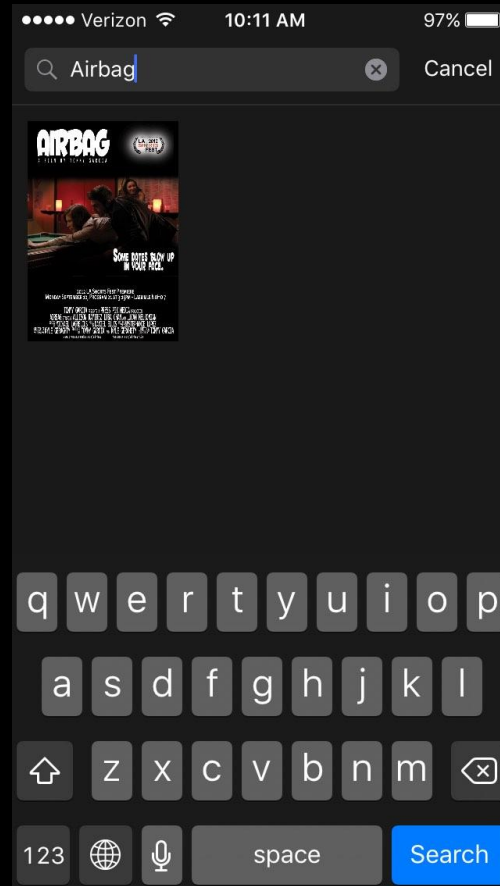
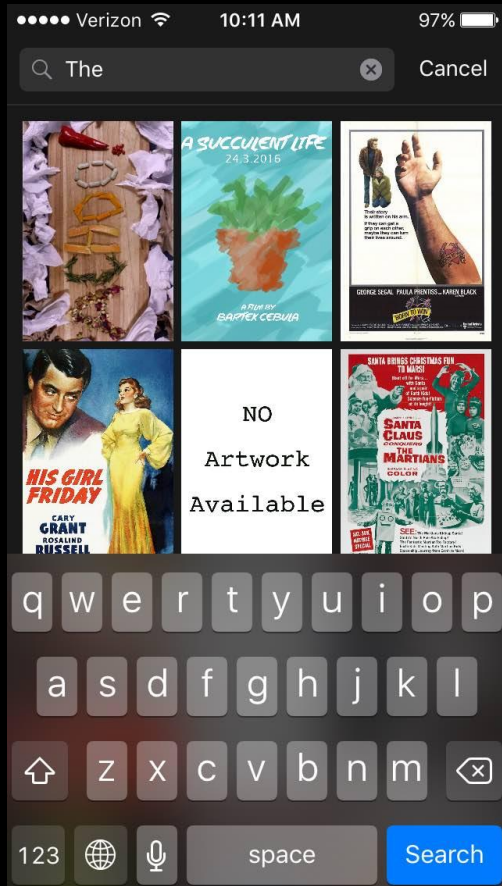
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# iPhone App



# iPhone App



# Questions?

Party with us & filmmakers @ the WTF Movie Watching sesh

Snacks/Drinks and Treats will be provided

For more info: [info@whatthefilm.co](mailto:info@whatthefilm.co) (not .com)

Or come talk to us!

