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## **HISTORY OF FILM, TV & ANIMATION**

### **1. According to you why it is important to learn HFTV & Animation Course ?**

The world of Business Management is fast-moving and dynamically Business organizations are facing unprecedented change and complex challenges both within the Pakistan and globally. This demands that students who enter the business sector understand the dynamics of the business environment and how organizations operate in increasingly uncertain situations and how they can expand their business and get it know by the customer which is through marketing and advertisement so this course is underpinned by creative and critical practice. It is creative because it gives you the opportunity to develop practical skills in the fields of screenwriting, filmmaking (drama and documentary), photography and animation. Thorough which any company and brand can show their worthiness It is critical because it involves the in-depth study of film history and theory, including the way in which cinema intersects with a range of social and political issues, film making its self is a very big business you can earn major amount of profit by managing and get things done perfectly by studying this course, you will get underpinned by academic

preciseness, but with the transferable skills needed to pursue a wide variety of careers in the creative and business industries. Now if we talk about animation is also play vey major role in the development of any business Digital marketing is increasingly transforming into a competitive marketplace and it's important for your business to stand out from the competition. An animated video can easily set you apart from your competitors since it establishes you as a creative, innovative and futuristic company. Animations do not just engage your customers; they also inspire them to actually make purchases and help your business in maximizing profits. Statistics reveal that including an animated video on your landing page can increase your conversion rate by a whopping 80%, Whether you are trying to sell clothing or books, any product can be marketed through an animated video, no matter how serious or light-hearted your product is. As a business owner, you would want to reach out to as many consumers as possible and present them with your products or services. Facebook, Twitter and Instagram are popular social media sites that allow users to reach out to millions of people from all over the world. With the help of an animated video, you can easily spread the word about your product or services, that too in a fun and interesting way. So according to me these are the main reasons because of which this course History of Films TV & Animation is important to learn

## **2. What Benefits You Can Get By learning this course ?**

Through this course we would learn premium level of marketing and he best film production house will opt-in for excellent film marketing & promotion campaigns. And just a reminder, these marketing campaigns are not just restricted to the posters or teasers of the film. These campaigns are planned in such a way to

cover the maximum number of areas to promote the movie and lift its reach to a considerable extent. There are certain movies that are festival centric or specific theme centric or at times, seasonal ones so these factors are calculated for the release date of the movie or their first look, or teasers or trailer launch. Few months before the release of the films, these teasers and trailers land upon almost all digital media platforms and other media platforms as well to create curiosity among the audience about the film. And this is how engagement is built up with strong marketing and promotional activities. The advantage of good publicity helps a film production company to get their profit even if the movie fails to fulfil audience's expectation as the money invested in promotions of the movie is gained back with the curiosity created among the interested audience, the tickets purchased or money invested in subscription Cinema has no boundaries. Films are one of the best forms of art that connect with multiple people. We have witnessed the films growing from large equipment set up to handy setup, from black & white reels to colorful screens. Many movies are made every year, from short films to long length feature films, big banner commercial films and so on, with a mixture of entertainment, great ideas, creative execution and strong imagination.

1. These are some of the benefits of films and TV
2. A great opportunity to explore your creativity:

3. You get to discover cinema with a fresh perspective
4. Limitless opportunities
5. You get to learn something new each day
6. See your ideas transform into a brilliant work of art
7. You get to explore various kinds of films

Entrepreneurs often put their heart and soul into developing the perfect product. But even the best of products fails to become a success unless they are marketed well. The online world has opened up simple and impactful ways to market various products and services. Amongst the most effective ways nowadays to grab the attention of your target audience are good animated videos for your business. These videos help highlight the key points about your company or product in a simple and effective manner. If your goal is to sell a product, explain a concept or an idea to a large crowd, animated videos are a sure shot way of keeping your target audience engaged and interested in what you are saying. In short, one can remember this equation if one wants to grow his business.

Entertainment + Engagement = Sales

These are the few from many benefits are following

1. Help you stand out from the competition
2. Engage with your customers
3. Boost Conversion Rates
4. Improve Search Engine Optimization (SEO)
5. Help clients to understand your product

6. Save your time and money
7. Expanding Your Reach
8. Brand development can be easily promoted