

RESEARCH & DEVELOPMENT

Emma Barber
GR3332 - Self Initiated Brief

HISTORY OF WOMEN IN FILM

Taking the focus to behind the scenes

ALICE GUY- BLANCHE

Alice Guy Blaché was the first woman to ever direct a narrative fiction (film with story and meaning), between 1896-1906 she was the only female filmmaker in the world. Known as the Mother of Cinema as she was the first person (not woman) to create narrative fiction in film. Her first short film was called 'The Cabbage Fairy' in 1895.

Leaving France in 1910, she co-founded Solax Studios in Flushing, New York. She was the one of the first to use creative filming techniques such as, split screen, double exposure, editing and close up shots and synchronised sound. She added colour to film, by hand painting each frame. Her ground-breaking work highlighted stories of women and girls that weren't shown before, representing diversity and stories of empowerment for women. Directing over 700 short films in her life, not only capturing things, but expressing them. She filmed comedy in such a way that is still used today.

After working under photography pioneer Léon Gaumont (Head of Gaumont Film Company) as his secretary, she was removed from all records of her contribution and achievements in filmmaking. She is largely excluded from film history to this day. Her work is still being found as WW1 destroyed most of her lives work. She has been forgotten about, in the industry she built. Why?



Pioneers

Lois Weber was an actress, screenwriter, producer and director. She is identified in some historical references as "one of the most important film directors in the era of silent films". In 1916, she had the highest grossing film in the US and it was a short about the taboo topic, abortion. She was one of the first directors to realise the power of movies, to talk about real issues.

Especially, issues that affected women. She pushed the idea of having visual imagery on screen. For the first time someone used three different images that were superimposed at once on a frame, used to create more tension in scenes.

The industry was soon taken over by business men as more money was involved with making of the films.

One woman survived this change. Dorothy Arzner was one of the first female directors in America. She worked in the silent era but was there for the transitions of sound and screen, as she invented the 'Boom' microphone. She did it by dangling a microphone from a fishing rod, pioneering the very first Boom mic that revolutionised filmmaking.

She directed 16 feature films in her career, that more than women in today's industry. She also caught filmmaking at UCLA. One of her students was Francis Ford Coppola, the director of 'The Godfather'. Arzner was the first woman to join the Directors Guild of America and the first woman to direct a film with full sound.



Lois Weber, 1879-1939



Dorothy Arzner, 1897-1979



Recent

A lot of the recognition of films comes from awards shows like the Academy Awards and The Golden Globes. In 93 years of Oscars history, only 5 women have been nominated for best director. 'Best Actress' was the only award women received at the ceremonies for a long time. It appears that women are encouraged to act and men are encouraged to direct. Sound familiar?

In 2020, no woman was nominated for best director, and only one best picture nominee focused on a female cast: 'Little Women.' This comes at a time when the number of women working both behind and in front of the camera has reached historic highs. So why aren't female directors being recognised?



Ava DuVernay

In 2010, Kathryn Bigelow was the first, and to this day only, woman to win an Academy Award for best director for her film 'The Hurt Locker', which was also nominated for best picture. This is after 89 years of just men winning this prestigious award.

This year, 2021, two female directors and nine actors of colour were nominated for Oscars, marking it a historic year in film history. Change is happening for women in the film industry, as there have been more chances for women to work on big budget motion pictures and are now getting recognised for their amazing work and contributions to film.



Greta Gerwig



Patty Jenkins



Kathryn Bigelow



Why?

Why is it so important to have women in a position of control when it comes to filmmaking? Women provide a different perspective and have different stories to men, whether it's 'coming of age' tales or stories about motherhood. Women have an insight to something men don't. Involving underrepresented directors and female writers completely changes what we see on screen.

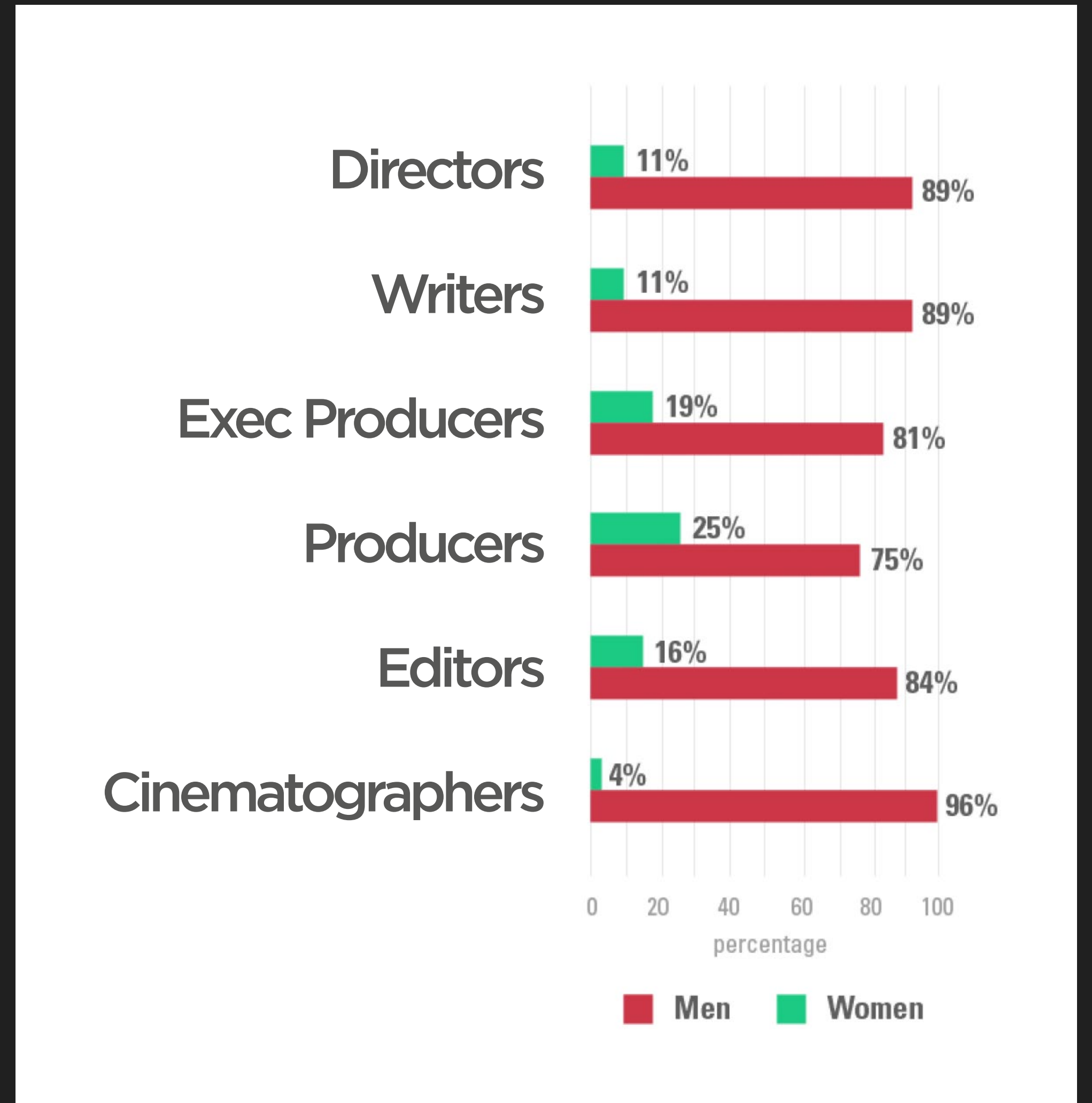
Greta Gerwig said, "I think they're important to tell because they're these windows into the lives of girls and women that we don't get to see if there aren't female writers and directors and creators."

Naturally, men portray women differently and what is revealed on screen makes it clear. "The way women are depicted in film and television influences consciously and subconsciously the way both girls and boys understand what it means to be a woman". Hollywood has a tendency to objectify female characters and we all know what that looks like. Trouble is what we see on film, is not what we see in the real world. This is known as the Male Gaze.

Why do women not direct? The problem might be because there are fewer female role models in filmmaking, so could it be that women are less interested in pursuing it as a career than men? However, in all major film schools women take up close to 50% of graduates, it's only when it comes to key production roles, the number falls to 18%.

These statistics are changing each year but women are still biased against in the film industry and aren't getting hired. It really matters who tells the stories we see on our screens, if we can change who's behind the camera, we change who is in front.

It's time to change what directors look like for the emerging talent in the film industry. If you don't want to become a film producer but love seeing more represented women on screen, the best thing to do to help is fund female films and support the women that are out there making a difference.



RESEARCH

Organisations

These are some examples of organisations already out there that are fighting for equality in the film industry. I have taken inspiration from their goals and mission statements.

ReFrame | HOME ABOUT PROGRAMS RESOURCES CONTACT

DIRECTORS IN TOP 100 REFRAME STAMPED FILMS 2017-2020

Year	Total Stamped Films	Female Directors	Female Directors of Color
2017	15	10	5
2018	25	18	7
2019	35	25	10
2020	45	35	10

REFRAME CULTURE CHANGE HANDBOOK

ReFrame has developed a handbook to mitigate bias from corporate practice and creative decisions that will yield more balanced hiring of women from all backgrounds in film, TV, and media. The handbook builds on existing diversity programs and provides tools, practices, and training tailored to entertainment executives and creative teams in order to address systemic barriers at each stage of the creative and financing pipeline.

[SEE THE HANDBOOK](#)

Expand the story. Change the world.



WIF | ABOUT ADVOCACY PROGRAMS EVENTS JOIN US

HIRE HER BACK | SUPPORTING WOMEN WITH ENTERTAINMENT CAREERS | [APPLY NOW](#)

NEWS & EVENTS

The WIF Help Line

FOR ANYONE EXPERIENCING SEXUAL HARASSMENT IN ENTERTAINMENT

Mon. Wed. & Fri. 7am-8pm PT
Tue. & Thur. 10am-5pm PT

[CALL US FOR SUPPORT 855-WIF-LINE](#)

WIF | ABOUT ADVOCACY PROGRAMS EVENTS JOIN US

FELLOWS

Documentary Fiction

Better, Diamondback, Dibé, Feral

WIF | ABOUT ADVOCACY PROGRAMS EVENTS JOIN US

WIF ADVOCATES FOR AND ADVANCES THE CAREERS OF WOMEN WORKING IN THE SCREEN INDUSTRIES—TO ACHIEVE PARITY AND TRANSFORM CULTURE.

EMERGING PRODUCERS

For those ready to take the next step in their creative and physical production careers.

For questions, please contact the WIF Programs Team at programs@wif.org.

WIF | ABOUT ADVOCACY PROGRAMS EVENTS JOIN US

FILM FINISHING FUND

Promising women-directed films are awarded grants enabling them to complete production, going on to gain distribution and win top awards.

Due to COVID-19 and the ongoing economic uncertainty it has caused, the status of the Film Finishing Fund for this year remains unclear. We thank you for your patience and understanding as we discern the best way forward, as it is unlikely for it to be distributed the way it has in years past.

WIF | ABOUT ADVOCACY PROGRAMS EVENTS JOIN US

INSIGHT

A collective of talented, emerging women of color filmmakers that provides support through a strong network of advocates, mentorship, and continuing education.

WIF | ABOUT ADVOCACY PROGRAMS EVENTS JOIN US

ADVANCING EQUALITY IN THE SCREEN INDUSTRIES

WIF

FREE THE WORK

Film Festival Branding



Campaigns for Equality

The gender pay gap is the percentage difference between average hourly earnings for men and women. Across the UK, men earned 18.4% more than women in April 2017, according to the Office for National Statistics (ONS). The fight for equality and closing the gender pay gap is still ongoing.

I DON'T
FEEL
EQUAL

Bridge the gap.

Women earn \$249.90 less than men per week.

Join the convo at PayGapConvo.com

TRANSform
HOLLYWOOD

#metoo?

W WOMEN'S
EQUALITY
PARTY.

GIRLS
WANT
HARD
CASH

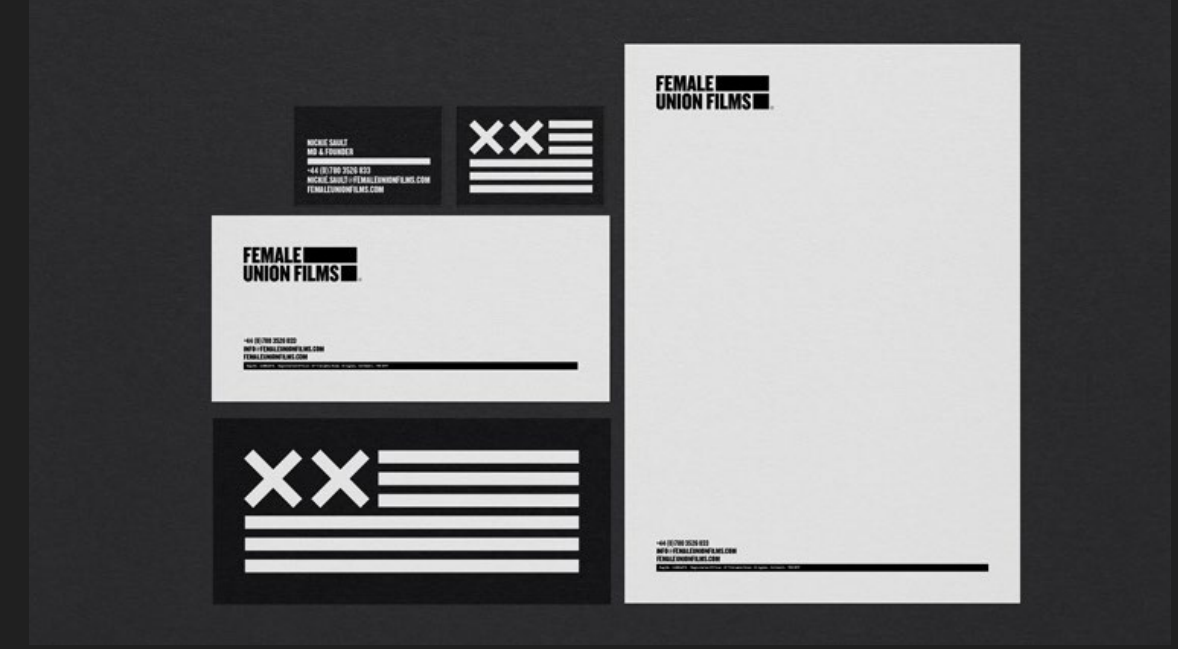
TAKING AWAY 25% IS OFFENSIVE
Yet globally women still earn a quarter less than men.
Let's stop insulting women and close the pay gap.

W E I L D
T R I B E S

www.ftthepaygap.com
#FTHEPAYGAP

Periods
are not
luxuries.
Period.

Period Equity



ORANGE THE WORLD:
FUND, RESPOND,
PREVENT, COLLECT!

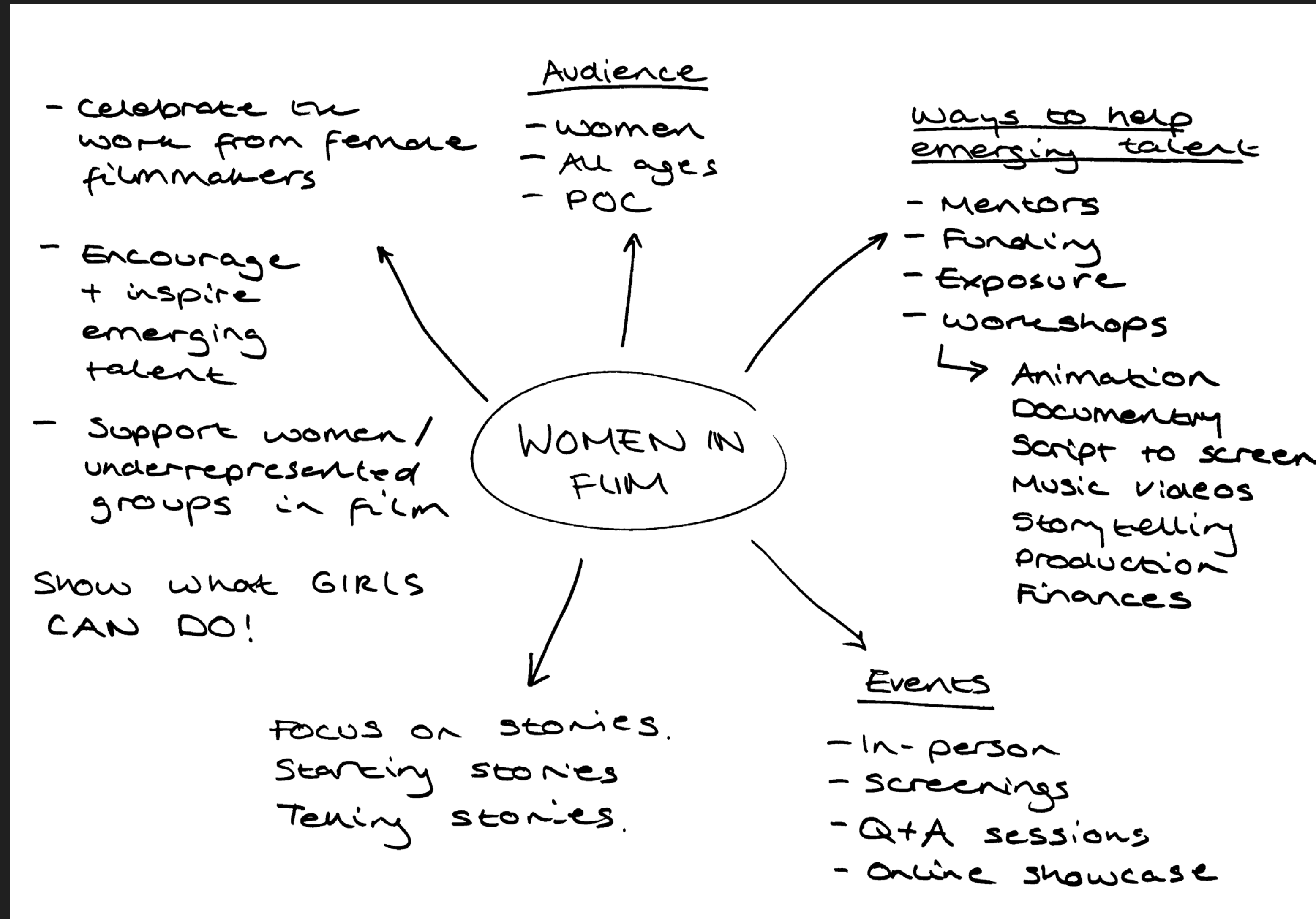
#ORANGETHETHEWORLD #GENERATIONEQUALITY #16DAYS

HIRE
HER
BACK

WIF
ADVANCING EQUALITY IN
THE SCREEN INDUSTRIES

EQUAL
EQUAL
EQUAL

new
women
ENTERTAINMENT



Brief

PROBLEM / INSIGHTS / STRATEGY

1. IN A NUTSHELL

State your brief in a sentence.

Celebrate women in film, past, present and future. Help young filmmakers break into the industry.

2. BACKGROUND

Who / Why / Where.

Women. All ages. Anyone underrepresented. Emerging talents. Film / TV?

2. THE CHALLENGE

What do you need to solve.

Diversity in filmmaking. The ratio of men to women working in leadership role behind the scenes is 5:1

2. INSIGHTS / CONNECTIONS

Finding connections through research / unique attributes.

Cinematic terms
Employment statistics

3. POSITIONING / WHAT TO CONSIDER

How will you fit your ideas to the brand / project.

Branding
Campaigns
Advertising?

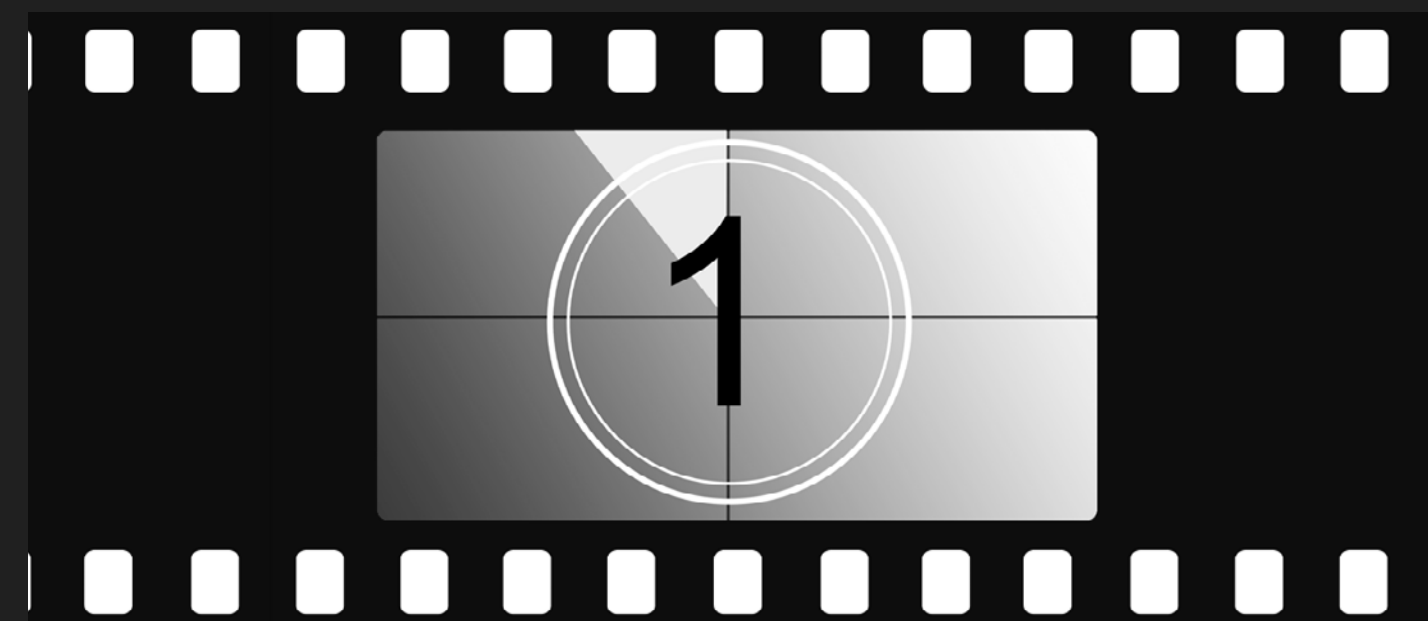
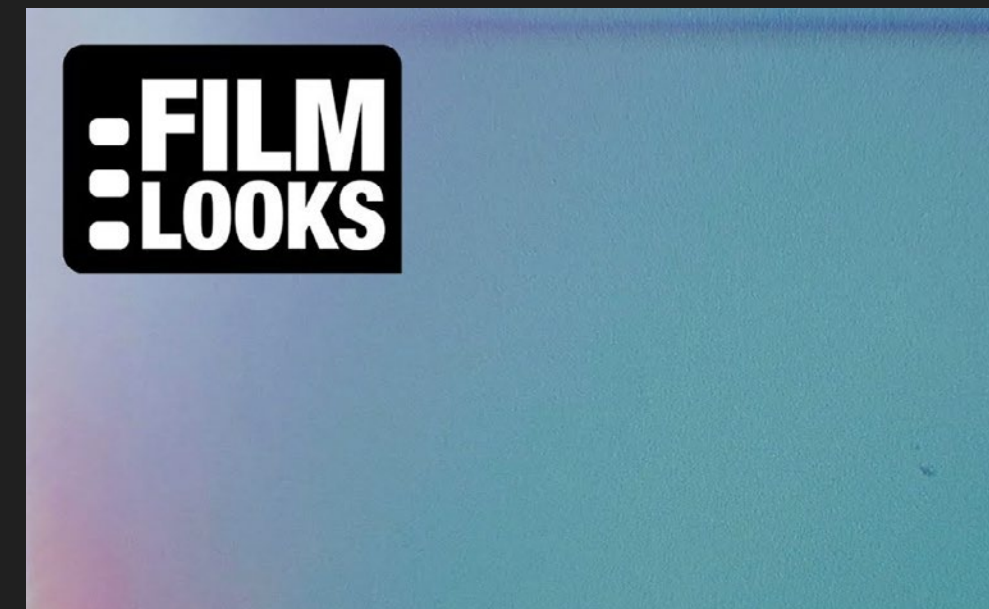
4. AUDIENCE / WHO IS IT FOR?

Who are your target audience / market.

women in the film industry or want to break into the industry.

Cliche

For this project, I think it is really important to stay away from the cliché graphics we see a lot associated with film and cinema. As we want to revisualise what it looks like to be a film director, using too many predictable visuals, will hold the message back. As lovely as it is, I want to reimagine the way to see films.



DEVELOPMENT

Clapperboard

Celebrating the past
Educating the present
Helping the future

We are moving in the right direction. In 2020, more women than ever are breaking into the industry and creating some amazing work for the big screens.

A clapperboard is a device used in filmmaking and video production to assist in synchronizing of picture and sound.

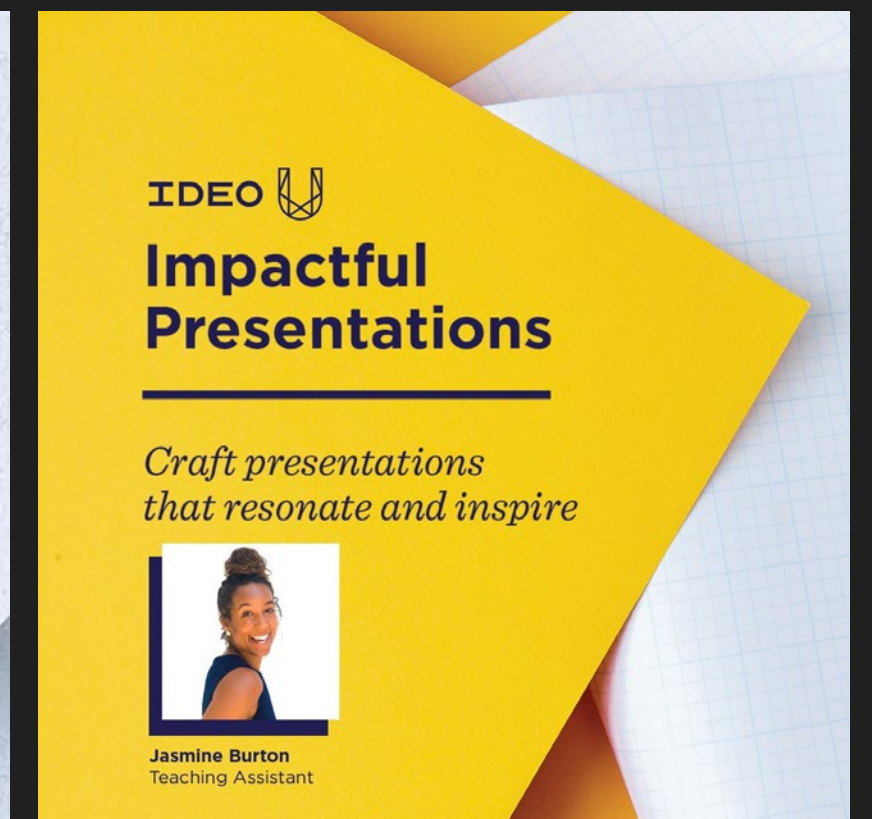
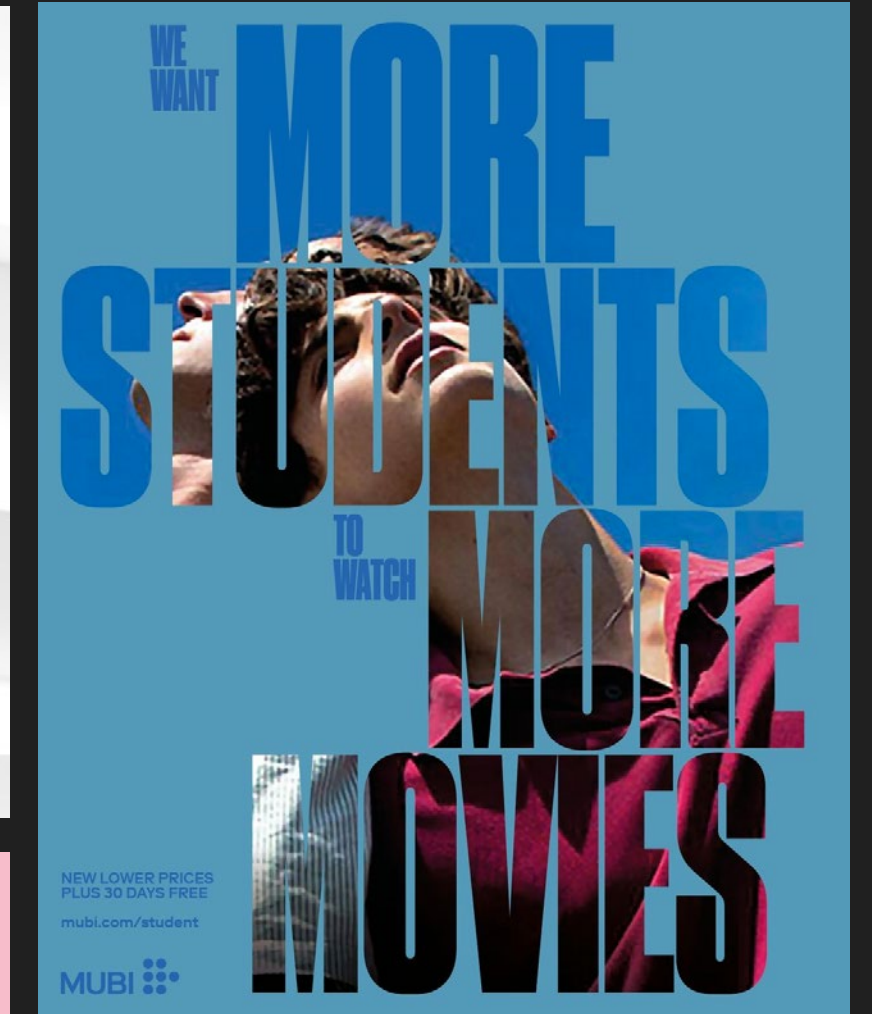
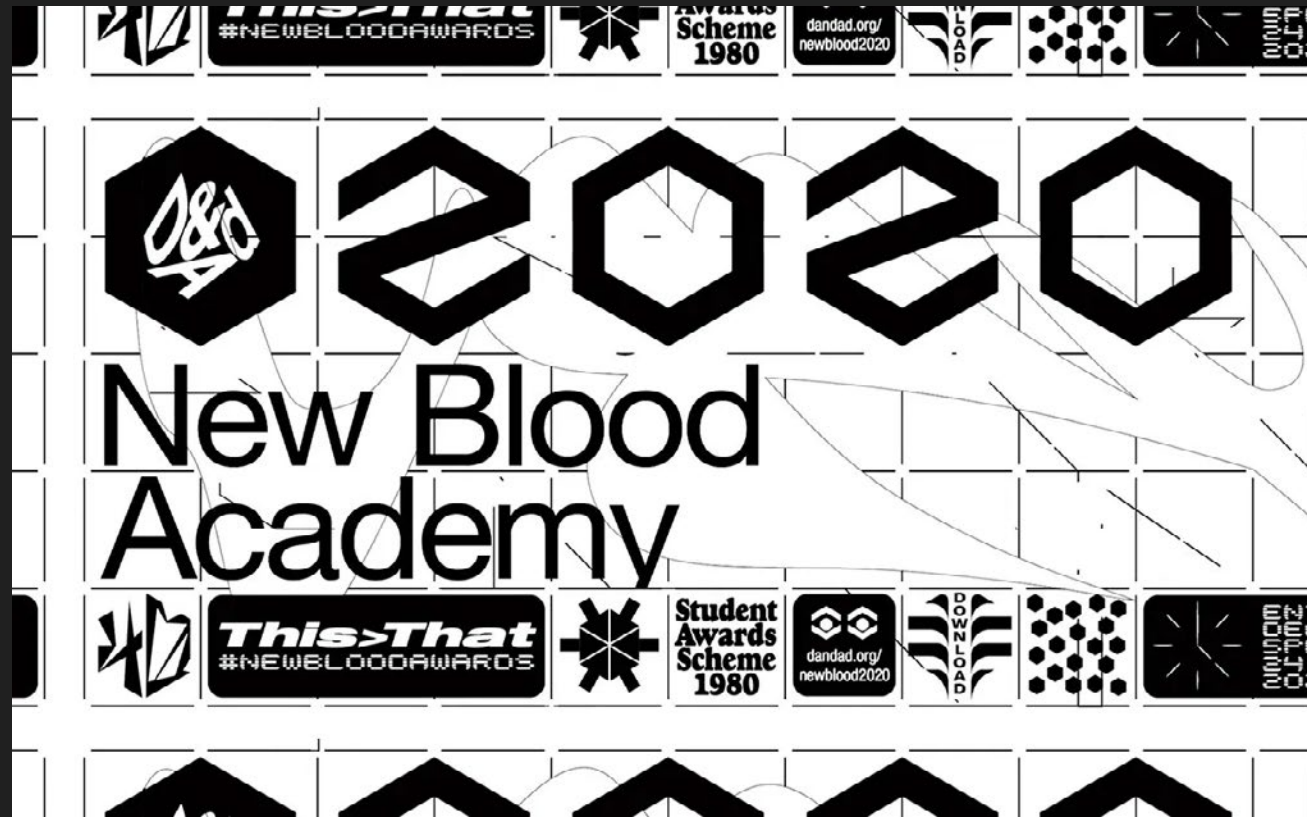


The Academy

An academy is an opportunity for graduate students to get a 'leg up' into the professional industry. The benefits of attending an academy after school are endless. It gives you more knowledge and chance for skill development, on top of what they have learnt through the duration of their course.

The women's only academy will offer, live projects, hacks, workshops, live talks, intimate Q&A sessions and a chance to work with top studios, big clients and industry professionals. Filled with screenings, top tips from mentors, learning more about the women who pioneered film and discussion of how female filmmakers should be represented in the future. The outcome aim is for film school graduates to gain better understanding of the industry and therefore, be better at what they do.

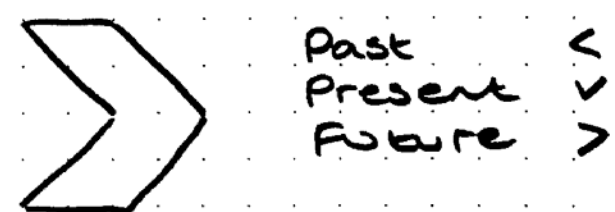
This will increase the chances for women to get hired by nurturing, equipping, networking and guiding young directors and producers into their future careers.



Song - Come Down - Anderson Paak

- Clapperboard storytelling
- Arrows - Typeface?

Brand Assets

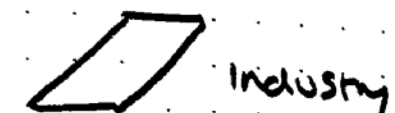


Past
Present
Future

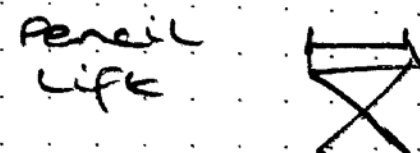
End Credits



Grads



Industry



Pencil
Life

- Projectus Book
- Lanyard cards
- Posters / Banner
- Way finding
- Uniform
- Letterhead
- Envelope
- Road marking
- Tote bag

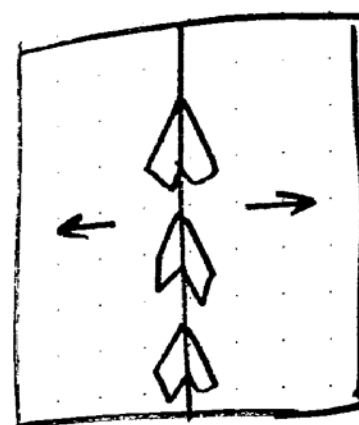
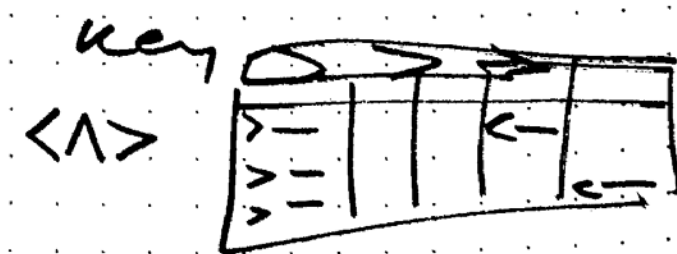


3 part course.
3 months → 4 weeks

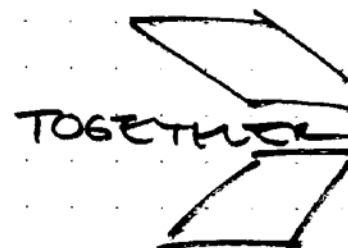
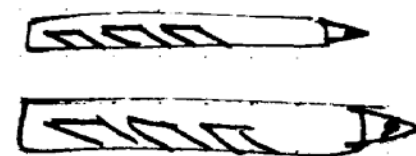


Alice
Award

Timetable with labels

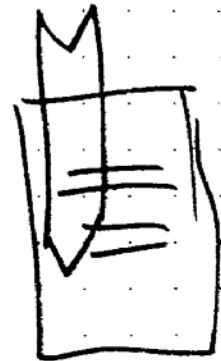
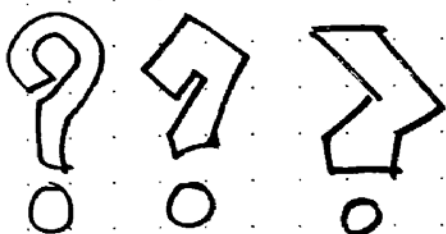


doors

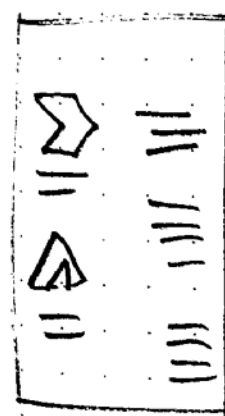


TOGETHER

HELP SYMBOL



Book
mark



Envelope shape



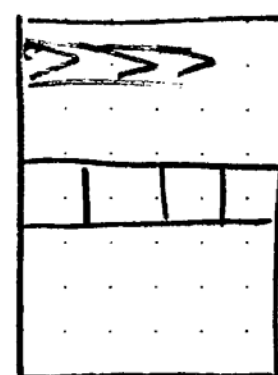
keep my bills low

Saving you time and money by
keeping your energy bills low

Time Money Low Bills

On The Downlow stick or twist

Auto pilot legwork



ie. files

Academy
Institute

29

Online academy

DIRECTION

Platform
Sound

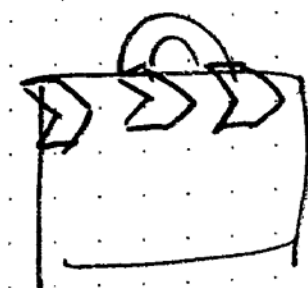
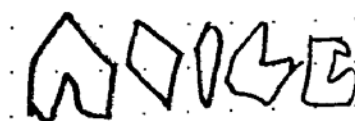
Alice's film names

Old and new
chalk image

Alice Academy

Take

D words



- Future School London Academy.
Professional courses - Graduates

Shift into Networking
Cinema Academy. Freelance
Online

Film school → industry

- Online cinema Bridge the gap
Leg up.
Foot in door.

IDEOU Skill development

Big speakers. D&AD

50% → 18% why? Riping
paper.

where do they go? Star

Names + names. Vantage.
Stance

Female focus

New wave in film strapline

Female words Shift the
perspective

italic typeface
angle.

Animation of clapperboard

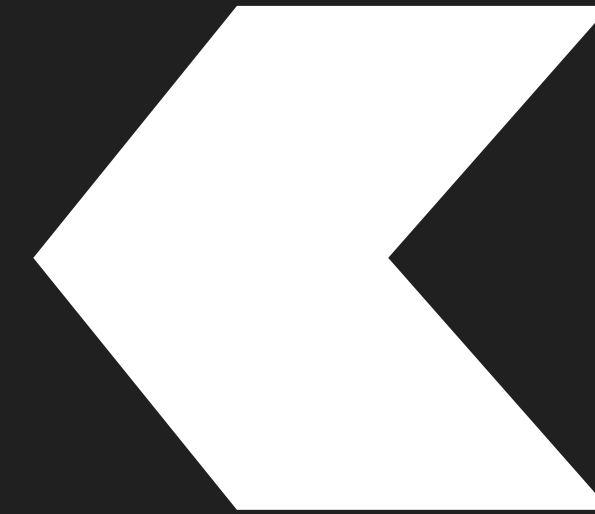
Next wave. New wave >>>>



Mission Statements



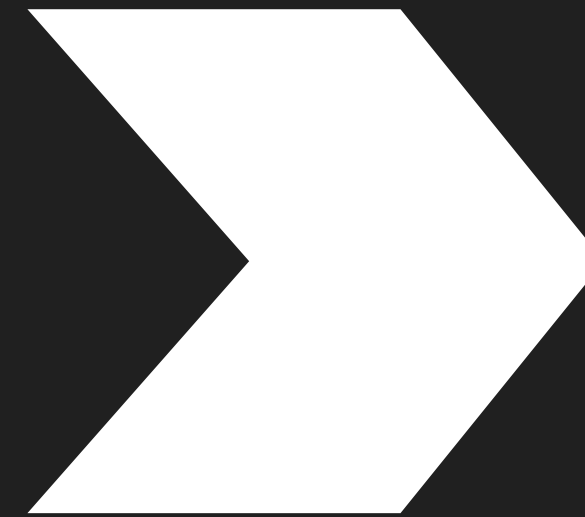
**CHANGE
PERSPECTIVE**



**KNOW THE
HISTORY**



**BRIDGE
THE GAP**



**TAKE
ACTION**

Logo Development



WOMENS
FILM
INSTITUTE

WOMENS
FILM
INSTITUTE

AARD
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RSTUVVWWXX
CA@EAFARGAH
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WOMENS
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ACADEMY

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AVANT
GARDE

MARTIN
LUTHER
KING, JR.

AVANT
GARDE
GOTHIC
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ok cover
ok cover

Smoothie Garde



WOMENS
FILM
ACADEMY

WOMENS
FILM
INSTITUTE

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IJKLALALM MN
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ACADEMY

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AVANT
GARDE

PORTRAITS OF
THE AMERICAN
PEOPLE

MENTAL

ALTERNATIVES
A AVVAVVMM

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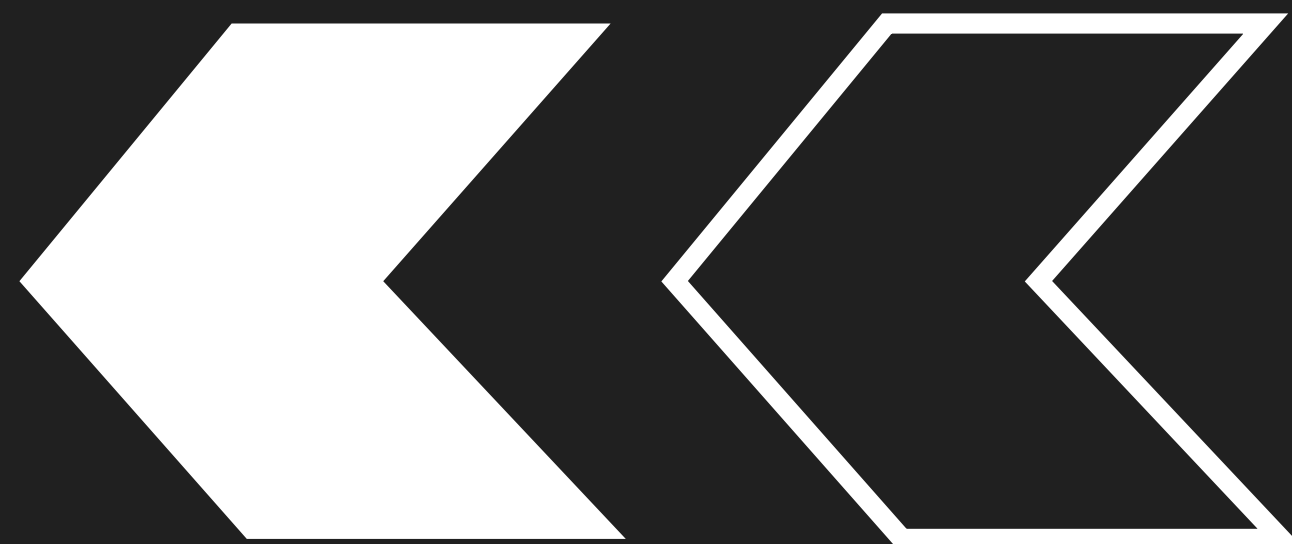
prefix
rescue
BICA
SNOW
BOARDING
SERIES
CONTRIBUTOR

AGATORES

AMERICAN
Above All
Law

WFA

Brand Development



ARROWS

The arrows are taken from the markings on a clapperboard a device used in filmmaking and video production to assist in synchronizing of picture and sound. This strong graphic can also be used to tell the story of women in film. Pointing to the past, the present and future, the Alice Womens Film Insitute will help female graduates get their foot in the door and break into the industry.



PHOTOGRAPHY

Sticking with the black and white theme, the images for the brand identity will also be black and white, paying homage to the visual style of film when it first came about. The white outline can help draw focus to the women in the images, as if to frame them and capture the different perspective.



FILM REEL DEVICE