

KOFIC Film Education Initiative

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Beginning of Korean Films



1919: Fight For Justice, the first Korean film

2019: 100th anniversary of Korean films

Beginning of Korean Film School Textbooks

2004: Published the first film textbook
(for high school) Film Textbook
Publication Committee under KOFIC

2004 to present: Provide film education
under culture and arts education led
by Korea Culture and Arts Education
Service (KACES)

- Film education does not make further progress as it is provided as one of the eight subjects under culture and arts education.



Changes in Korean Education



Competitive society focusing on college entrance

- Centred on educational attainment

Increasing importance of character-building education

- 2018: Introduced "free semester system" in middle school; focus on exam-free and career experience education for a semester in middle school
- 2022, Introduce a high school credit system; move away from competition for college admission to promoting designing of career and focusing on growth

Film Education in Korean School Education

Film education has been mainly provided in film-specialized high schools.

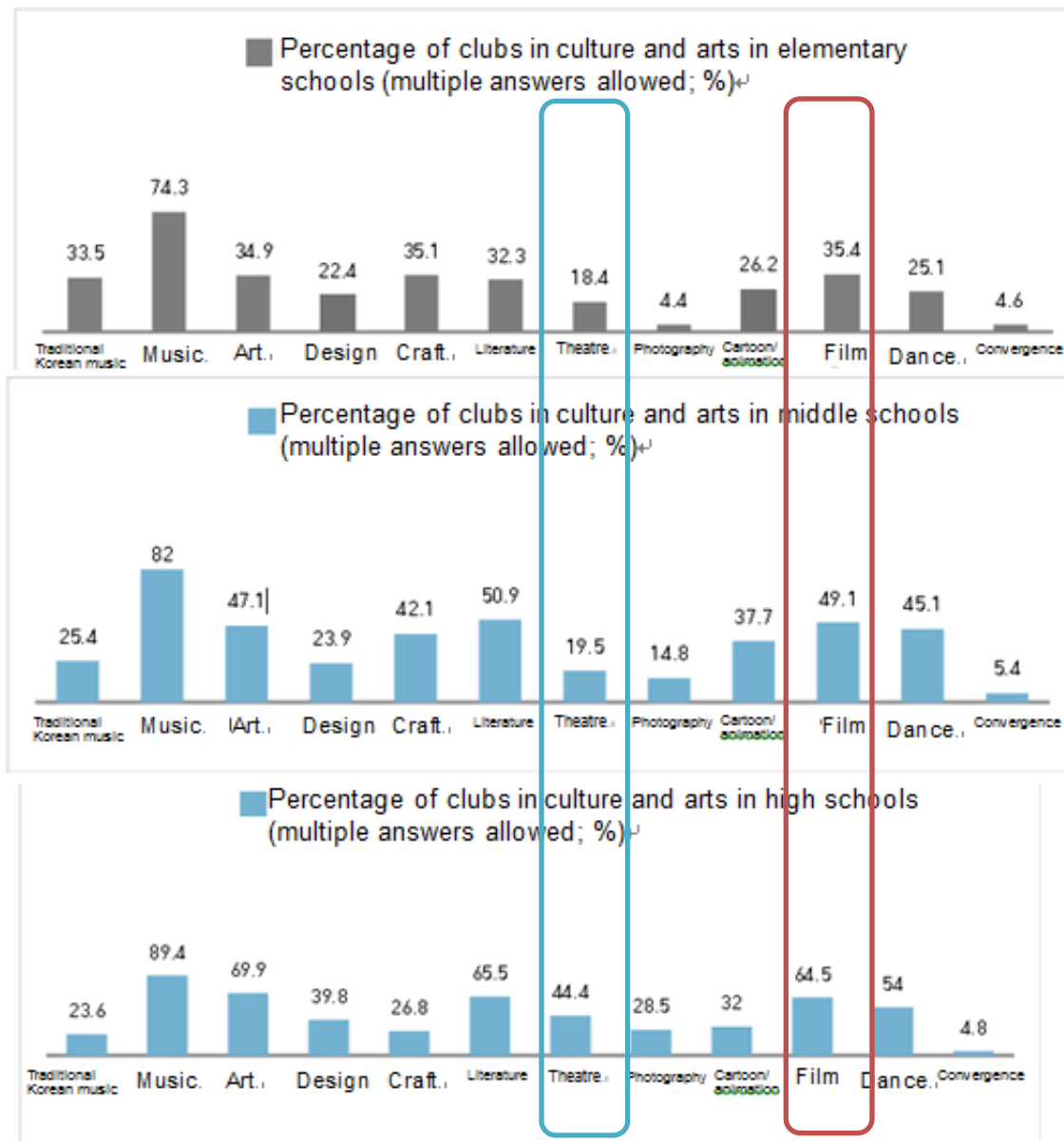
Film education as non-specialized general education was provided in some school clubs, not as part of a formal curriculum.

It has been provided as one of the culture and arts programs by KACES (focusing on elementary and middle schools).

New changes in Korean film education

- 2018 Launch of KOFIC's film education
- 2019 Planning to incorporate 'Pleasure from Films' in the official Korean language subject for sixth graders in elementary schools

Korean Students' Film Education Preferences (2016 yr)



KOFIC Film Education Initiative

Jan. 2018: Appointed Oh Seok-geun as new chairman of KOFIC

- Announced school film education as one of the five key tasks for KOFIC

Jul. to Nov. 2018: Researched for a proposed film education master plan

- Examined educational goals, standards, and motivations per school grade
- Developed a 2019 pilot film education school workbook

2019. Implement a pilot film education school project in Busan, a part of the UNESCO Creative Cities Network

- Collaborate with the Busan Office of Education
- Expecting a link with Busan International Film Festival (BIFF),
Busan International Kids and Youth Film Festival,
and Busan Museum of Movies



Direction of KOFIC's Film Education

Overcome limitations in traditional Korean film education

- A lack of film education standards leads to variation in film education depending on the instructor
- Practice-oriented education focusing only on producing films

Goals of KOFIC's film education

- Develop the ability to understand, communicate
- Nurture the ability to understand film arts critically and express creativity in films
- Foster the ability to enjoy the value of films as cultural heritage
- Respect others' opinions and develop communal competencies by working together on films

Features of KOFIC's film education

- Film literacy-centred education: Lights, camera angles, sounds, shot sizes, plot
 - * including critical viewing/analysis next year

Introduction of KOFIC's Film Education Workbook

Film literacy education focusing on film language

- Focus not only on producing films but on educating about film language

Workbook: Consist of practice worksheets to understand film language

- 1st–7th session: Understand films and establish various and film elements
- 8th session: Watch a scene and imagine the next scene
 - * Understand the plot of a story from a traditional fairy tale, and establish the next scene in a four-panel cartoon
- 9th–11th sessions: Produce a music film
- 12th session: Examine copyrights and publicity rights

Sample Content of the Film Education Workbook :

A Story Is Hidden in a Film!

Activity

Let's understand the basic framework of a story.

Classification

- Pieces of the story *Heunabu and Nolbu* are mixed up! Let's put the piece numbers appropriately.



KOFIC's Pilot Film Education School Project

All fifth-, sixth-grade classes in two elementary schools
Planning to arrange additional outside the 12 sessions
in the workbook

Assessment of education effects: Conduct a survey on
the effects on self-esteem and sociability (pre-, post-
test design)

Select art instructors near Busan and send them to the
schools to co-teach with the elementary school teachers

Budget scale: GBP 6,700 per school

* 10 sets of smart pad



Future Tasks for KOFIC's Film Education in 2019

Research a standard education model for film literacy education

Establish KOFIC's role in film education

copyrights of films for education; connection with other subjects; cooperation model with other film education institutions

Explore ways to scale up pilot film education schools:

Cooperate with the Ministry of education and Ministry of Culture, Sports and Tourism

Increase film education coverage: Middle school, high school, and lower grades in elementary schools

Exchange film education models through international exchanges

Introduction of Busan, a UNESCO Creative City

Busan's film legacy

- the launch of the BIFF in 1996
- UNESCO City of Film in 2014
 - * 1st city in Asia, 3rd in the World

Achievements as City OF Film

- 2016 Busan Asian Film School
- 2017 Busan Museum of Movies
- 2017 Busan City Film Festival
- 2018 Community BIFF



Introduction of Korean Film Council (KOFIC)

1973 Film Promotion Corporation

1999 Korean Film Council

2007 Began Film Fund

- * Collect 3% of movie ticket price
- * GBT 45 million per year in spending
- * GBT 170 million (a total fund volume)



Promote the film industry (planning, development,
contributing capital to investment funds)

Promote the advance of Korean films abroad

Promote the production of independent films

Research film policies and create a fair environment in
the film industry

Promote film culture and education

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