

Arrival activity (Digital activity 3a)

How many of you have seen *Gravity*:

- in 3D at the cinema?
- in 2D at the cinema?
- at home on a 3D television?
- at home on a 2D television?

How many of you have not seen the film at all? How far was this influenced by the feeling that the film should only really be watched in 3D, preferably on a cinema screen?

Are there any films other than *Gravity* that you think have been 'must sees' in 3D at the cinema?

- Why was this?
- What did those films have that other 3D films lacked?

What do you think is the attraction of 3D films to (a) audiences and (b) the film industry?

Task 1 (Digital Resource 3b)

Look at the material from the BFI Yearbook for 2014 (Top 20 3D titles at the UK Box Office for 2014, page 25:)

<http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-statistical-yearbook-2014.pdf>

In small groups, discuss and make notes in order to answer the following questions:

- According to this table, *Gravity* had the highest 3D takings and, at 79%, the highest proportion of total gross from 3D screens. Why do you think this was?
- Looking back at the table, the next highest grossing 3D titles were *Walking with Dinosaurs* (69%) and *One Direction: This is Us* (66%). Why do you think these films were so successful in 3D and do they offer a template for the future?
- The lowest proportion of 3D gross was for three extremely popular titles: *Monsters University* (22%), *Frozen* (23%) and *Despicable Me 2* (25%). Why do you think this is?
- If you were a film production company looking at the overwhelming success of *Gravity* as a 3D title, would it encourage you to make similar films in 3D? What might be the problems with this?

Gravity (Cuaron, USA/UK, 2013)

Production: the 3D debate

Task 2 (Digital resource 3c)

<http://www.wired.com/2013/10/gravity-future-3d-movies/>

Read through the article from the American online magazine *Wired*. In groups, pull out the quotes that do the following:

1. Explain to the reader why *Gravity* works in 3D.
2. Provide statistics about *Gravity*'s early success.
3. Show how *Gravity* differs from other 3D films?
4. Point out negative issues about 3D.
5. Demonstrate the importance of 3D for the overseas market (outside North America).

Follow-up task

Use the information from Jennifer Wood's *Wired* article to answer the following question:

- 'Visual effects are a main attraction for audiences.' How far do you agree with this statement?