



TIPS AND TRICKS OF THE TRADE

We're proud to be a sponsor of the weekly [Alberta Filmmakers Podcast](#). Featured guests and topics are must-listen content for aspiring or established filmmakers. Listen for our tips and tricks before the "News You Can Use" segment of the podcast. We'll share secrets and expertise from our years of experience as producers and service providers of SPFX, film props, molding and casting, and more. See below for a running list of our tips after each podcast is aired.

January 22, 2018 Our hot tip of the week is about something we've been making for years now, and people all over the world use it: blood. Number one kudo: it's washable. However, whether you're doing the FX, make-up, wardrobe or props, DO NOT start your clean up with wet wipes – that will only set the stain. Always rinse first with clear warm water and then use soap and warm water. AND you can realistically fake a blood spill with a reusable silicone blood puddle – no mess no stress.

January 29, 2018: Our hot tip of the week echoes the Boy Scouts motto "be prepared": Special effects testing is critical. You'll save time, money, and stress on set when you test before shoot day. Always try to replicate the exact environment you're going to be shooting in. Is it frigid cold? Do your test in frigid cold – or as close as you can. This applies across all departments. Careful testing in a similar environment reduces risk of failure and increases your confidence – knowing you are totally prepared the day of the shoot.

Feb 5, 2018: This week's hot tip is about your project's Chain of Title, the trail of documents that clearly shows the agreements detailing ownership. Like the title on a house it's your project's legal foundation and if you want to sell your film, the trail needs to be clear. Pitfalls to unclear chain of title? Poorly written – or no deal memos, no legal counsel, no purchase price and vague provisions. Investing in good legal advice up front will save you money, time and trouble in the long run.

Feb 12, 2018: This week's hot tip is about the Wild Card - the unexpected situation or element that demands a solution the day of the shoot. Spur of the moment problem solving on set becomes easier with experience. But preparing for it by being well-equipped, alert and observant will give you a head start. Cool and confident handling of the unexpected is the goal. Be ready to improvise a solution with a positive take charge attitude and your reputation for being professional and prepared on set will grow.

Feb 20, 2018: Hot tip of the week is about Heroes - the prop kind. A hero prop is the best looking, most detailed prop fabricated for the shoot. 2 or 3 of the same prop are often fabricated; the best one being the hero and the others back-ups. The hero prop must look totally real for close up shots so attention to detail is critical. Guns or other weapons need reproductions because of the weight of the real thing. Often cast out of rubber with a foam core, a hero weapon is easier and safer for the actors to use, especially for multiple takes. A perfect example is the axe DiCaprio used in The Revenant. Created by Bleeding Art, the prop was so realistic that you couldn't tell it wasn't real 'till you picked it up.

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Feb 27, 2018: Our hot tip this week is about how social media has changed the game when it comes to audience engagement. Its accessibility has leveled the marketing playing field. Financing, development and the actual shoot are a filmmaker's focus. But it's crucial during this process to take your audience inside the project through social media, engaging their interest long before the release date. Your filmmaking talent and skills are huge assets for getting attention on the multitude of platforms out there. When done well, these can result in growing your fan base bigtime. Just by experimenting with a new platform and posting a few animated GIF's of its characters Bleeding Art has received close to two-hundred thousand views in very short order. If you don't have integrated social media as part of your filmmaking plan, get on it now!

March 6, 2018: This week's hot tip is about grants. Yes, we hear the groans already. We're fortunate to have grant programs on this side of the border but they can be the bane of a producer's existence. Though at times eye-crossingly complex and time consuming, they're often what gets a project off the ground or into production. Best way to tackle a grant: start it early, and do it in pieces so you're not burning the midnight oil right at the deadline. Because you know what happens then? Computers go down and you have no time to get questions answered or applications submitted. Give yourself some breathing room – and always, always, have someone proof your submission. There's nothing like typos to make those reviewing your grant groan right back.

March 13, 2018: Our tip of the week is about persistence and passion. The 2017 Oscar for live action short was won by The Silent Child. Writer Rachel Shenton and Director Chris Overton worked for 12 years on this project. Rachel's passion to tell this story was fueled by her father's sudden profound deafness when she was a young child. "Overnight" success in the film industry usually means overnight recognition...but the journey to success can take years. Persistence and passion for your project is a must. Rachel and Chris pursued crowdfunding and their parents sold 1000 British pounds worth of cupcakes to contribute. It can be a long hard road but believing in yourself and having passion for your project will fuel your journey and inspire support – it just might not happen "overnight".

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– and if you have tips of your own.



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