

NEW USC CINEMA LOGO

IT'S ABOUT TIME! THAT OLD LOGO WAS TOO COMPLICATED. BESIDES, IT DIDN'T REALLY SPEAK VOLUMES ABOUT THIS SPECIFIC UNIVERSITY. THE NEW DESIGN MUST PORTRAY MORE THAN JUST A CAMERA OR REEL OF FILM — IT MUST PROJECT THE TRUE AURA OF THIS VERY INSTITUTION! HOO-HAH!

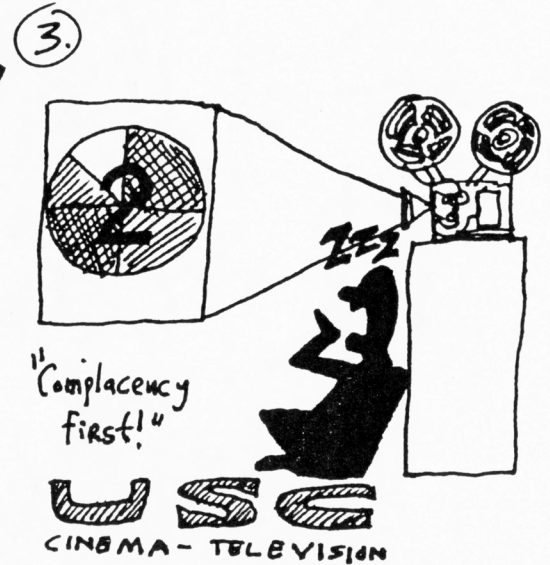
THE FOLLOWING ARE THE SIX FINALISTS IN A CAMPUSWIDE SEARCH FOR THE NEW CINEMA SCHOOL LOGO. YOU BE THE JUDGE!



"GOD'S OWN FILM SCHOOL"
(blatant self-promotion tactic)



(Include the faculty more?)



(Honest Approach)



Maybe a little too honest.



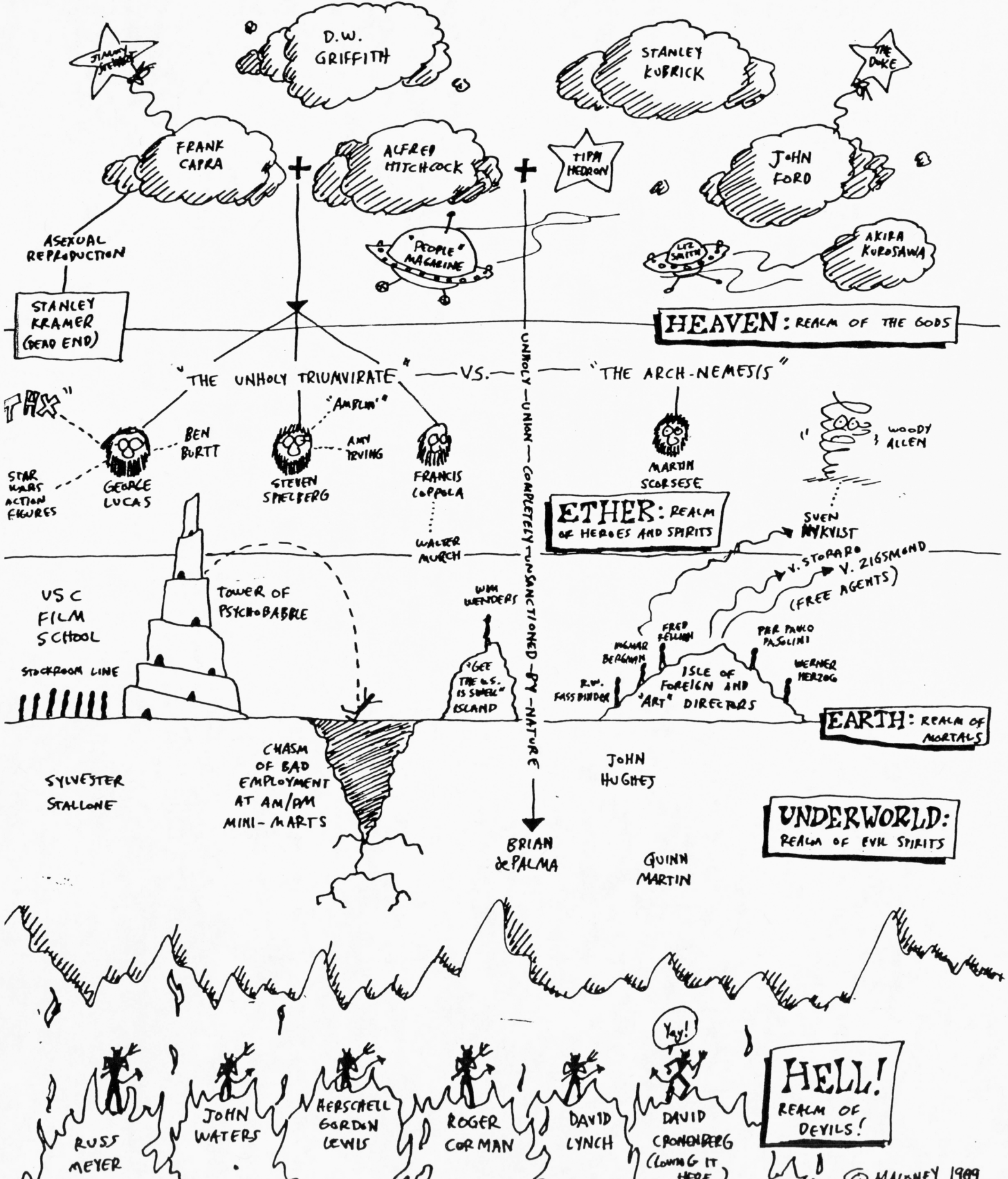
(Personification of school through cute lil' cartoon character).



(short, sweet, and to the point.)

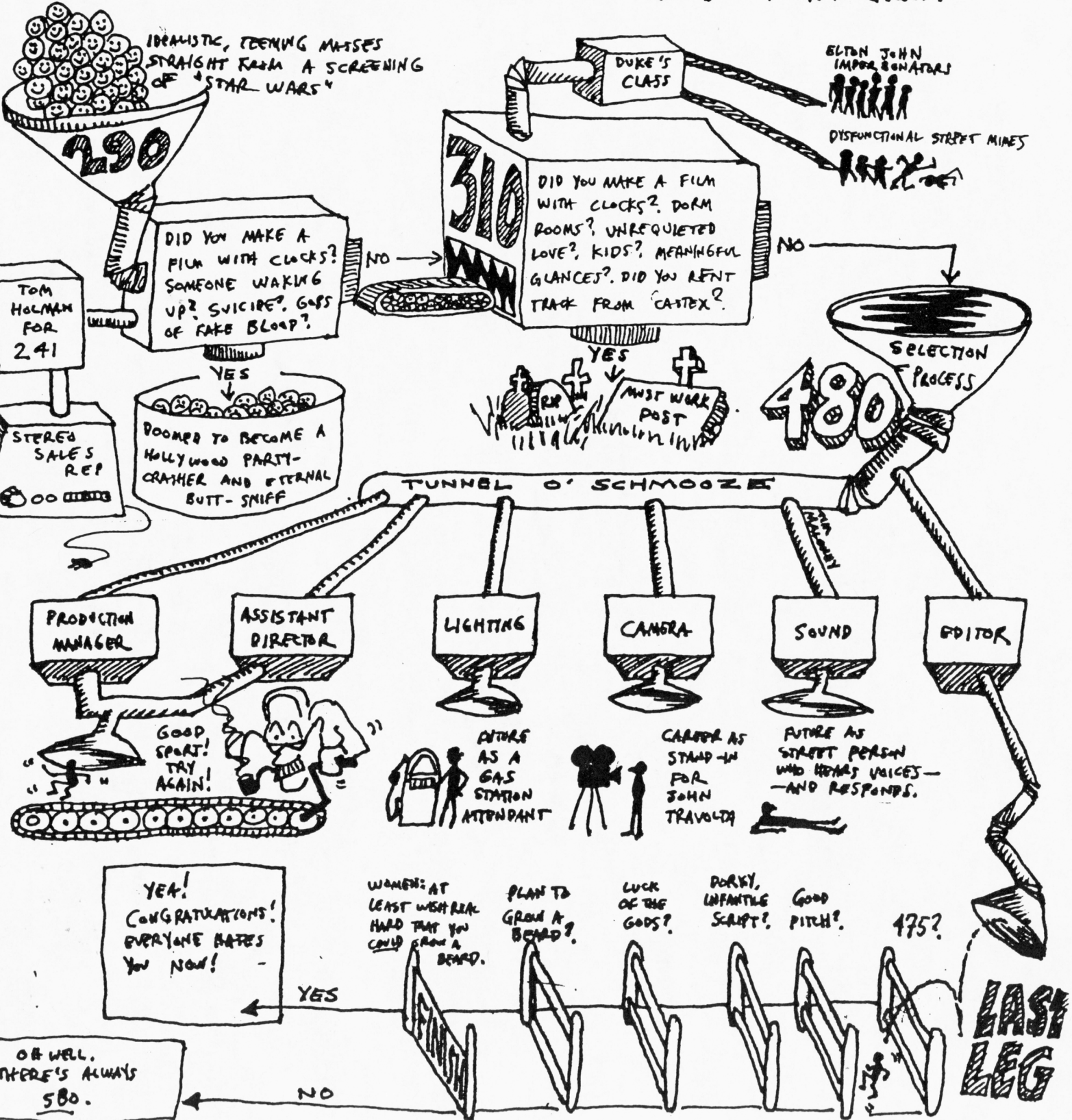
USC CINEMA MYTHOLOGY

A PRACTICAL GUIDE TO WHO'S COOL, WHO'S POISON, AND HOW THE FILM WORLD WORKS.



SO YOU THINK YOU'RE GONNA DIRECT A 480, HUH?

WELL, YOU HAVE TO PASS THROUGH THE RIGOROUS PRELIMINARIES, FIRST! DON'T MAKE A MISTAKE, — THE SLIGHTEST MISCALCULATION COULD BE A FATAL BLOW TO YOUR CAREER!



HERE'S THE WINDUP... HERE'S —

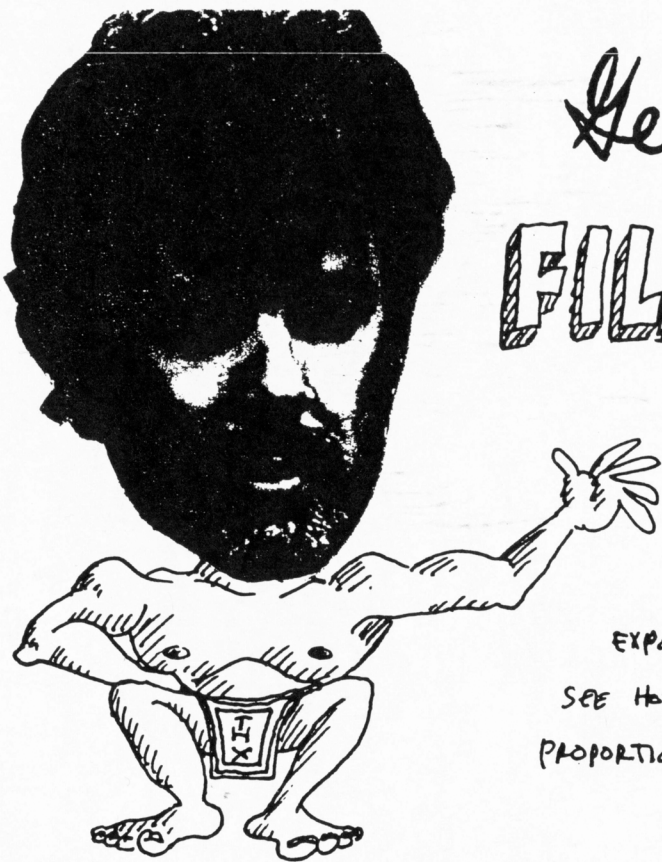
THE PITCH!

SO YOU GET TO PITCH A SCRIPT. AS YOU SELECT A MEDIOCRE, TEPID NARRATIVE FROM A PILE OF LUKEWARM DERIVATIVE MULCH, YOU CAN'T HELP REALIZING HOW LITTLE THEY MUST THINK OF YOU TO ONLY ALLOW THESE SCRIPTS TO BE MADE. WELL, IT'S NOTHING COMPARED TO THE DOUBLE-TALK THAT WILL FOLLOW!



DESPITE THE ODDS, YOU MADE IT! NOW IT'S TIME TO WIELD THAT DOUBLE-EDGED TONGUE AGAINST YOUR FELLOW CLASSMATES—IN DOGGED PURSUIT OF ABSOLUTE SELF-AGGRANDIZEMENT!





George sez: "TRY THE
**FILM PRODUCTION
 WORKOUT!**"

TRY THESE FIVE NEW EXERCISES
 TO KEEP YOU FIT AS A FIDDLE WHILE
 EXPOSING CELLULOID! IT REALLY WORKS -
 SEE HOW I'VE BUILT MY BODY TO HERCULEAN
 PROPORTIONS? DON'T BE A PANSY! TRY TODAY!

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<p>EDITOR'S REWIND EXERCISE: TO BUILD ARM + CHEST MUSCLES!</p>	<p>BOOM-MAN SWIVEL = FOR ARMS, CHEST, WAIST, AND NECK!</p>	<p>CLAPSTICK GRAB! FOR ARMS AND SHOULDERS! COOL!</p>	<p>EQUIPMENT LIFT: CHALLENGES EVERY MUSCLE IN THE HUMAN BODY! EXTRA COOL!</p>	<p>DOLLY PUSH: ONLY FOR THE EXPERIENCED MASTER</p>

BUT BE CAREFUL! TOO MUCH FILM PRODUCTION CAN BE HARMFUL! THAT'S WHY I HAD TO
 STOP MAKING FILMS, AND WENT ON TO PRODUCE SUCH GREATS AS "HOWARD THE DUCK" AND
 "WILLOW"! SO BE AWARE, MY DISCIPLES, OF THESE PHYSICAL DEFORMITIES!

<p>CAMERA SQUINT</p>	<p>EDITOR'S HUNCH</p>	<p>HEADPHONE CHAFE</p>	<p>GRIP ARMS</p>	<p>GENERAL INSANITY</p>

WRITING THE 480 SCRIPT

FOR SOME REASON OR OTHER, EVERYONE HAS ACCEPTED THE IDEA THAT THE FACULTY GETS TO CHOOSE WHAT MOVIES STUDENTS CAN MAKE. NOW THAT WE'VE BOUGHT INTO THIS RIDICULOUS FALLACY, YOU BETTER GET WORKING ON A SCRIPT THAT'LL GET THEIR SEAL OF APPROVAL! THESE GUIDELINES SHOULD HELP!

1) INTRODUCE THE CHARACTER.

INT. OFFICE
JEAN: Hi Fred!
FRED: Hi Jean!

2) INTRODUCE HIS PROBLEM.

FRED: My... my doctor hasn't called about my RARE BLOOD DISEASE, has he?

JEAN: Your girlfriend called. She's dumping you.

EXT. BEACH
FRED: Sub! I'm so alone!

3) NOW YOU NEED TO VARY LOCATIONS. USE AS MANY AS POSSIBLE.

4) INTRODUCE A POSSIBLE SOLUTION TO THE PROBLEM. MAKE IT OVER-SYMPHATIC AND MISOGYNIST!

FRED: My blonde girl jumped me! Now I'd take on a dark-haired, who-rish girlfriend!

EXT: AMUSEMENT PARK - DAY
FRED: Ya-ya-ya- vroom! Lookin' good, babes!

5) YOU'RE INTO THE SECOND ACT! DON'T FORGET TO CHANGE LOCATIONS!

WOMAN: Hey, cute-buns!

FRED: Ah, Lola, sex is beautiful!

6) HOW ABOUT SOME CONFLICT NOW? HOW 'BOUT A MORAL ISSUE?

FRED: I really want to kiss you, but I'm afraid of commitment.

INT. OFFICE - NEXT DAY
MARY: Oh Fred, how could you? You slept with a woman!

FRED: No! Wait! It's not that at all!

7) AND NOW... THE TWIST!

8) NOW SET UP AN OPPORTUNITY FOR THE DIRECTOR TO FEEL ARTY...

EXT. BEACH NITE
FRED: Mopes

... LET THEM PRETEND THEY'RE SHOOTING FOR MTV.

EMPTY, STUPID MONTAGE SCENES OF SIGNIFICANT LOOKS MAKE SURE THE DIRECTOR CAN FEEL THEIR PROWESS!

FRED: Sniff!

FRED: Grog!

INT. OFFICE - NEXT DAY
FRED: I'm sorry!

9) THIRD ACT! LET YOUR CHARACTERS MAKE THOSE BIG DECISIONS!

FRED: I've learned that dark haired women are whores and blondes are much better!

MARY: You slut! I hate you! Put in Hell!

MARY: Oh Fred! I'll take you back!

EXT. BEACH - DAY
FRED: Love is... every thing! (Mary)

10) YOU'RE DONE! GET READY TO BOND OVER FOR REWARDS! GOOD THING YOU DIDN'T PUT ANY REAL CONTENT IN THIS THING!

DEEP THEMES TO REMEMBER:

1. A PERSON CAN ENDURE A HARDSHIP AND SURVIVE.
2. A PERSON CAN LEARN A THING.
3. A WINNER IS SOMEONE WHO BELIEVES IN HIMSELF.

IT'S AS EASY AS THAT, SO GO TO IT! AND REMEMBER, DESPITE THE SCATHING REVIEWS EVERY PAPER IN TOWN GIVES OUR MILQUETOAST FILMS, EVERY 480 IS "BESONDERS WERTWOLL!"