

Distribution Plan

How will your work get released to the world? How do you want it presented? How does it 'fit' in the art or professional world? How might you ultimately monetize this piece? What do you want it to do for you?

Come up with a plan for release and distribution of your work. Part of this plan must be carried out during this term. Your plan may include:

- Film/Interactive Festivals
- Robust internet distribution
- Screenings
- Gallery shows
- Distribution on video or in packages

This plan must include:

- Research
 - Who's releasing similar work? How are they releasing it? Who's their audience and how are they getting their attention? What was successful for them? Be specific- think about your artistic allies- what lines up with your work conceptually, aesthetically, etc.
- A distribution narrative
 - What's the overall plan for your distribution? What are the goals
- Press kit/Communications
 - Design this to fit your project well and communicate the tone- what do you need to have together?
- Timeline/Benchmarks
 - What are the actual steps you need to take to carry out the distribution plan? Some of these benchmarks must be during the remaining time this semester.
- Grading breakdown
 - How do you want to be evaluated on this section of your project? Break your grade down out of 20 total points. – Due 4/29