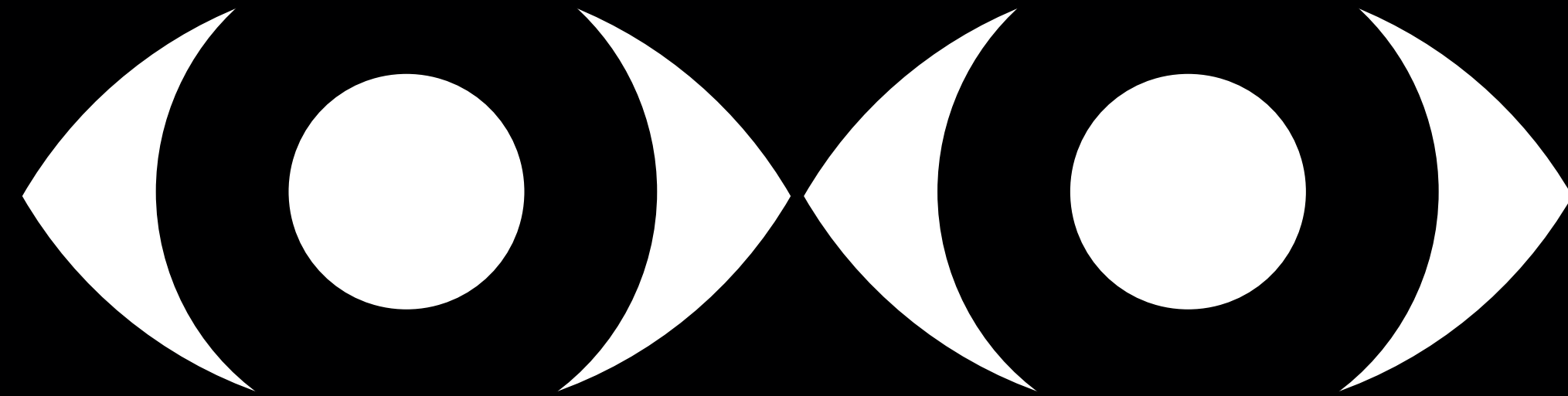


BOSTON FILM FESTIVAL SCI FI

BOSTON FILM FESTIVAL
SCI FI

PROCESS BOOK BY
JAMAL MCCABE



Boston Sci-Fi is an 11 day film festival held at the Somerville Theater in the way cool section called Davis Square. The Festival is in two parts. The first part is a traditional film festival ending with a 24 hour film marathon.

The Festival runs from Friday, February 7th until the last show on Saturday the 15th. The next day THE MARATHON starts. It runs from noon on the 16th, and until noon on the 17th. That's 1440 minutes of non-stop cinematic over indulgence. You can buy a Festival Pass, good for everything (with some minor exceptions) or you can buy a Marathon Ticket solely. Your Festival Pass is good for the Marathon. Individual screenings,

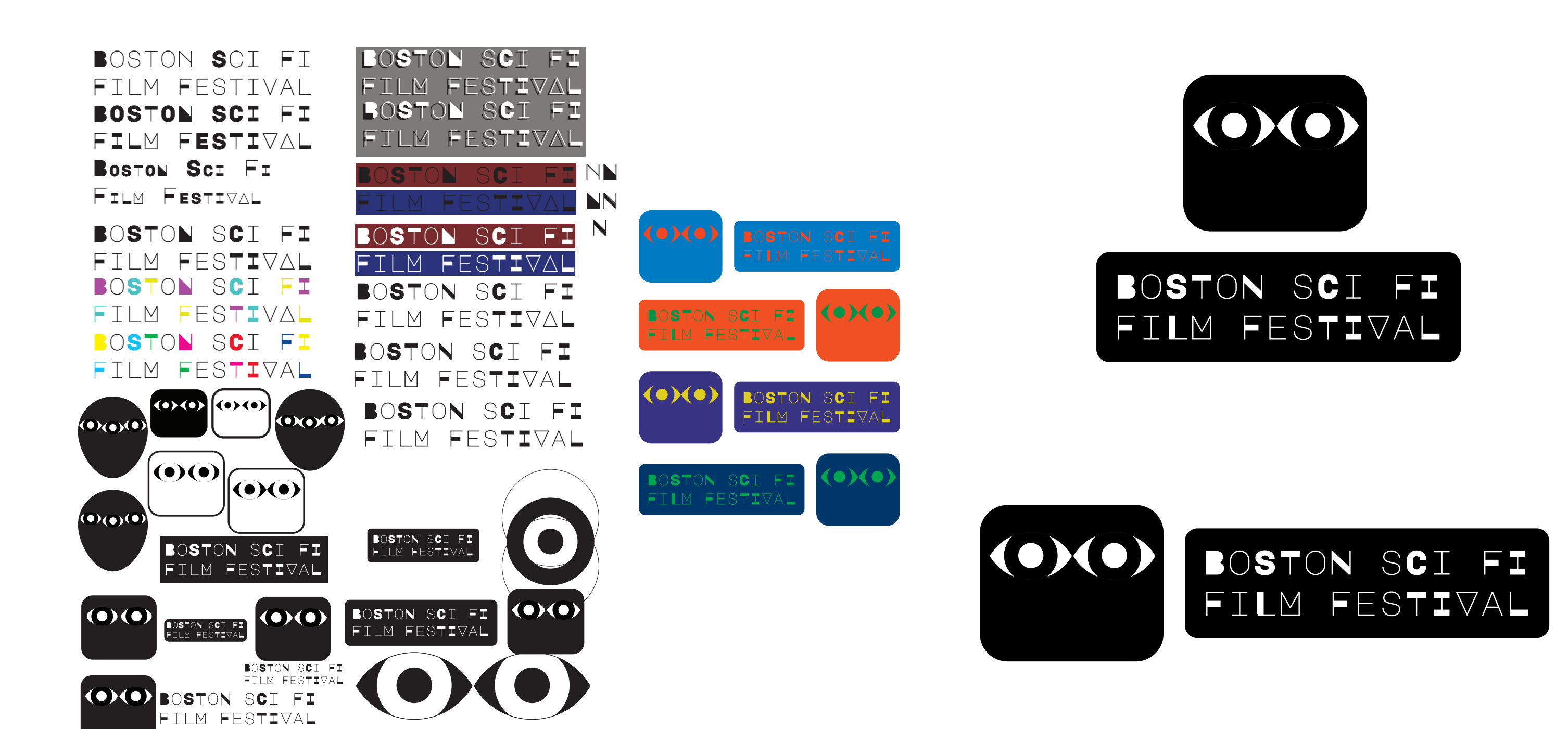
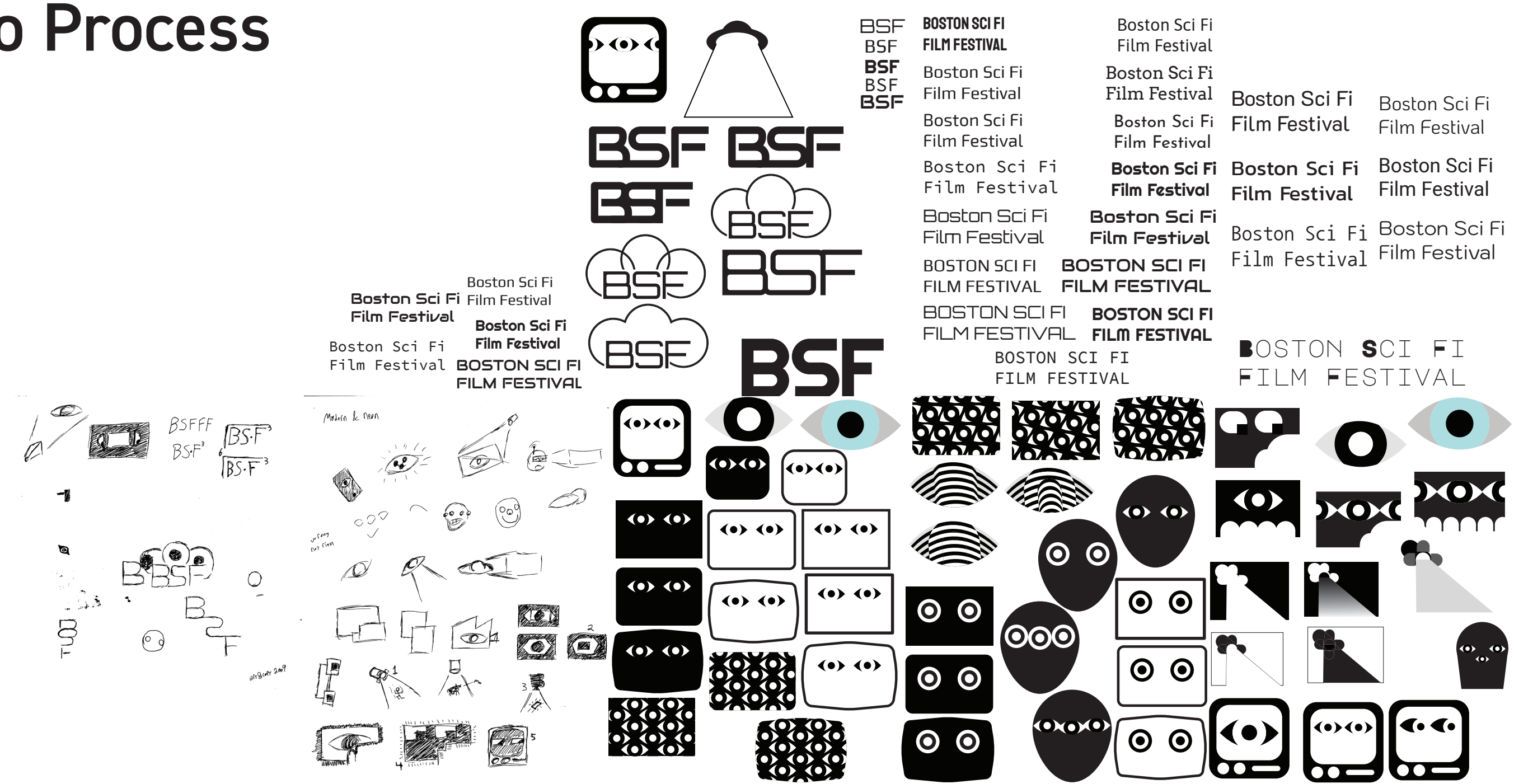
will go on sale in mid-January. In the Festival it ranges from about 30 features and 70 shorts. In the Marathon it varies between 12 and 14 feature films. There are also workshops, special conversations, and parties.

Will you have a good time? If you like science fiction films, yes. If you like seeing new filmmakers and the stars of the future, yes. When it comes to the Marathon, if you like staying up all night, yes. Either way, you'll have a great time.

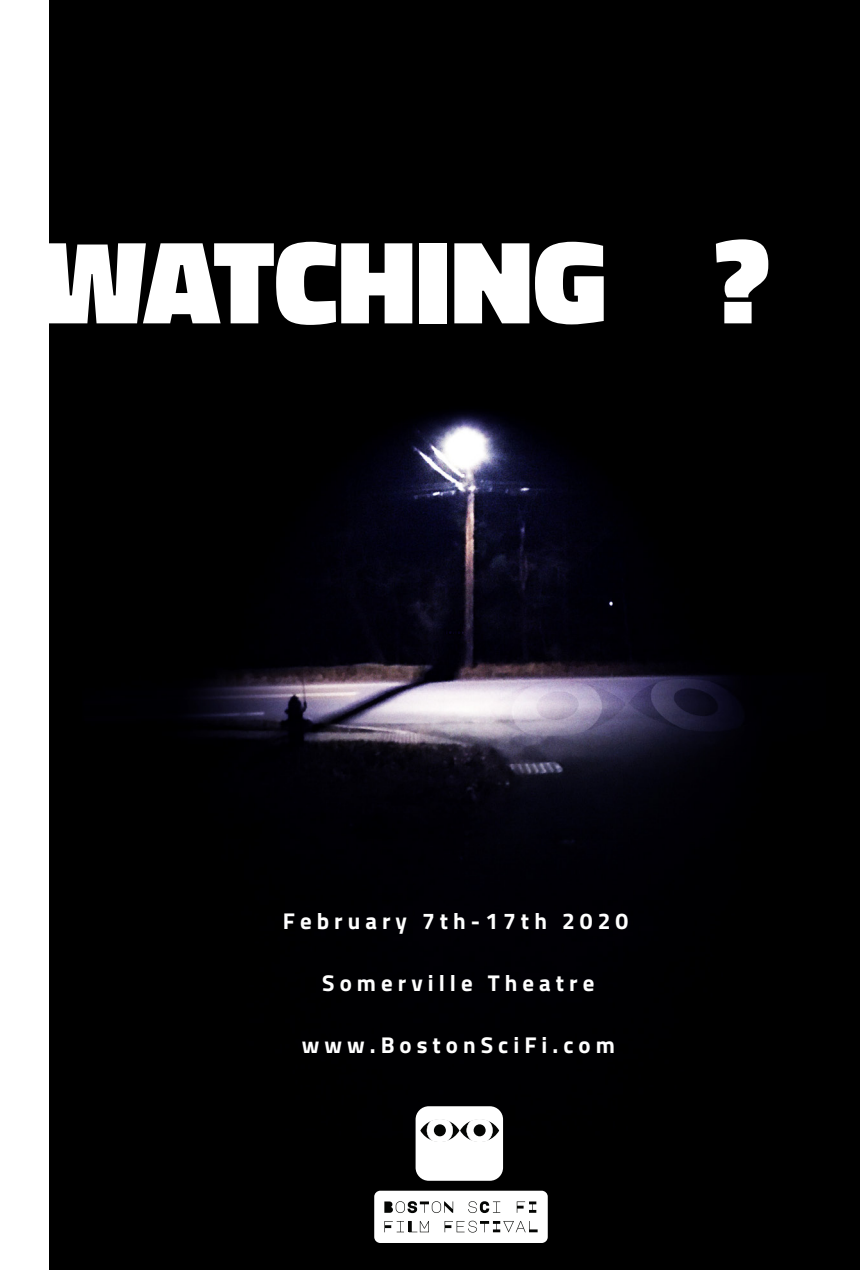
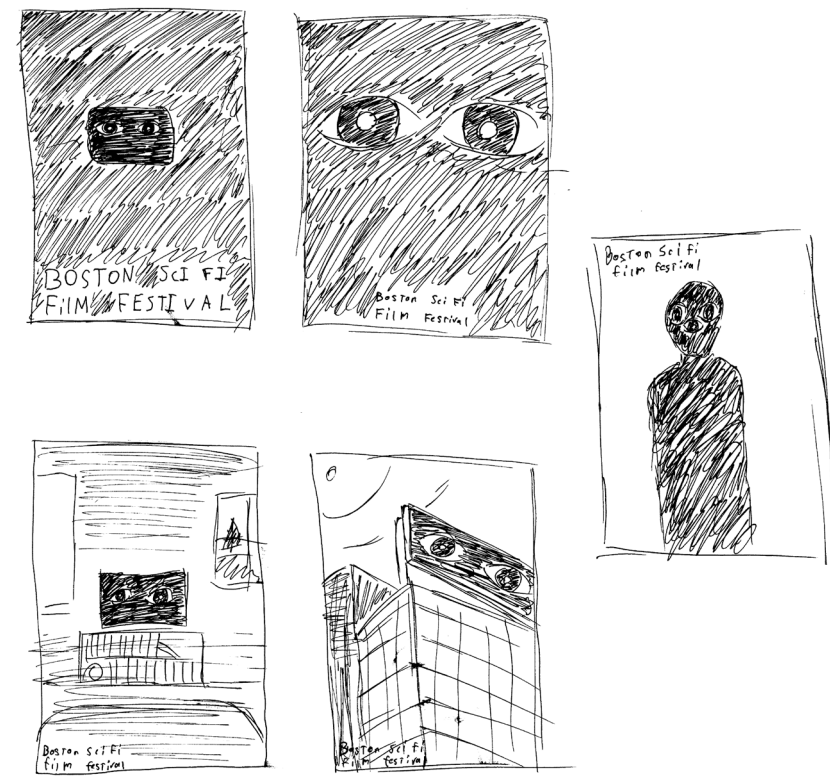
Where can I find out more? You can sign up for our newsletter, located at the bottom of our HOME page or follow us on Facebook, Twitter or Instagram.

General Inquiries:
BostonSciFi@gmail.com
Phone: (617) 625-5700

Logo Process



Poster Process

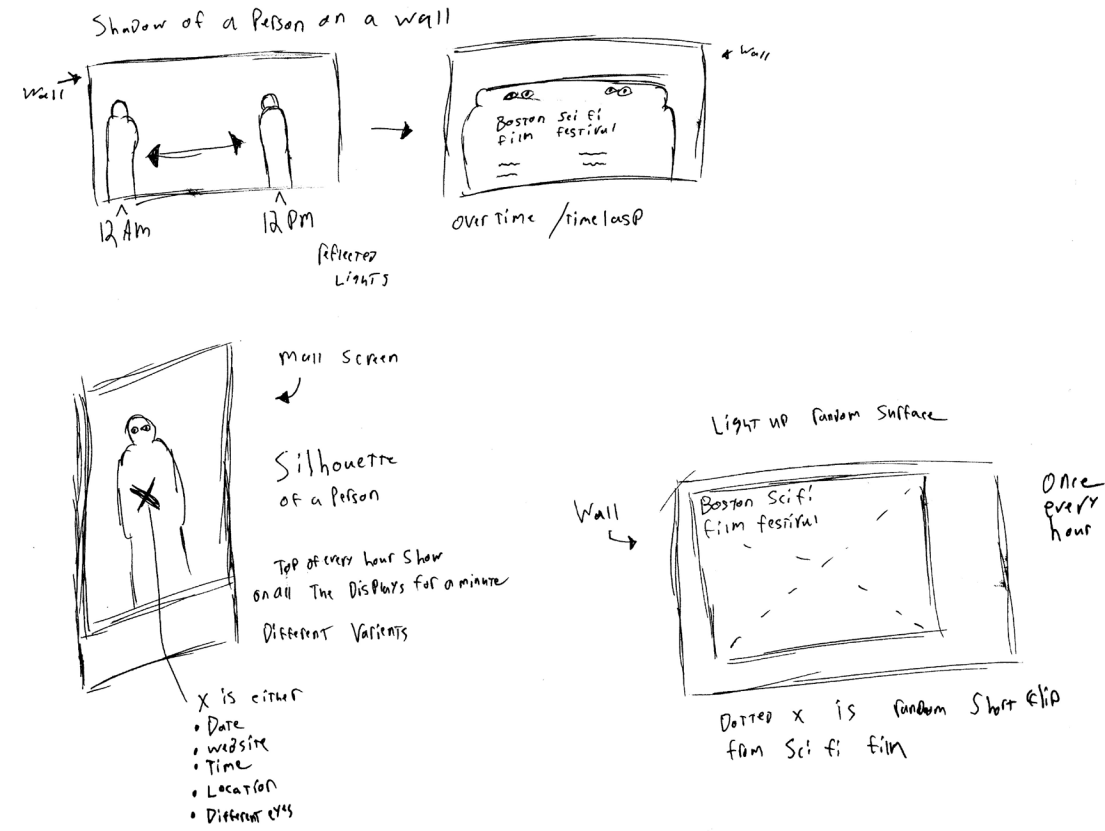


Shirt Process



Guerrilla Marketing

The concept with this idea is that on a wall somewhere, there will be a projected image of a hooded figure as seen on the next page in the top left. Over the course of the day, the image will slide over revealing white spots and letters. There is a QR code over the figures mouth that people can scan that will take them to a timelasp video showing the figure sliding across the wall revealing the white spots and letters to form the logo and give information about the film festival.



At 12 in the morning and at night



Timelasp

Motion Graphic

