

# How Motion Picture Franchise Turned It Into An Art

The motion picture franchise has become an art form in its own right, with some of the most successful and beloved films of all time coming from franchises. From the Marvel Cinematic Universe to the Star Wars saga, franchises have the power to captivate audiences and create lasting memories. But what makes a successful franchise? And how do filmmakers turn a simple idea into a cinematic phenomenon?



## Crashing Cars: How A Motion Picture Franchise Turned It Into An Art by Renee Rigdon

★★★★☆ 4.6 out of 5

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## The Art of the Franchise

A franchise is a series of films that share a common setting, characters, or themes. Franchises can be based on anything from novels to comic books

to video games. The first film in a franchise is typically the most important, as it establishes the world of the franchise and introduces the characters. Subsequent films in the franchise can then build on the mythology of the first film and explore new stories and characters.

There are many different types of franchises, but the most successful franchises typically share a few key elements. These elements include:

- **A strong central concept.** The best franchises have a strong central concept that can be easily understood and relatable. This concept can be anything from a superhero team to a group of friends on a road trip.
- **Compelling characters.** The characters in a franchise are just as important as the concept. Audiences need to be able to connect with the characters and care about their journey.
- **A sense of continuity.** Franchises need to have a sense of continuity in order to keep audiences engaged. This means that the films in a franchise should build on each other and tell a cohesive story.
- **Innovation.** Franchises need to be innovative in order to keep audiences interested. This means that the films in a franchise should offer something new and different with each installment.

## **The Most Successful Franchises of All Time**

There are many successful franchises out there, but some of the most successful include:

- **The Marvel Cinematic Universe.** The Marvel Cinematic Universe is the most successful film franchise of all time, with over \$27 billion in box office revenue. The MCU is based on the Marvel Comics

characters, and it includes films such as *Iron Man*, *The Avengers*, and *Black Panther*.

- **The Star Wars saga.** The Star Wars saga is another hugely successful film franchise, with over \$10 billion in box office revenue. The Star Wars saga is set in a galaxy far, far away, and it follows the adventures of the Skywalker family.
- **The Harry Potter series.** The Harry Potter series is based on the popular books by J.K. Rowling. The series follows the adventures of Harry Potter, a young wizard who attends Hogwarts School of Witchcraft and Wizardry.
- **The Lord of the Rings trilogy.** The Lord of the Rings trilogy is based on the classic novel by J.R.R. Tolkien. The trilogy follows the journey of Frodo Baggins, a young hobbit who must travel to Mount Doom to destroy the One Ring.
- **The James Bond series.** The James Bond series is the longest-running film franchise in history, with over 25 films released since 1962. The James Bond series follows the adventures of James Bond, a British secret agent.

## **The Future of Franchises**

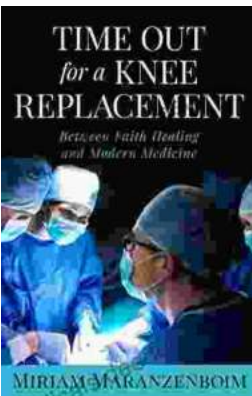
The future of franchises is bright. Franchises are a proven way to make money at the box office, and they offer filmmakers a unique opportunity to tell stories that can span multiple films. As long as filmmakers continue to create innovative and compelling franchises, audiences will continue to flock to theaters to see them.



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