

# FILM IN THE 1970s

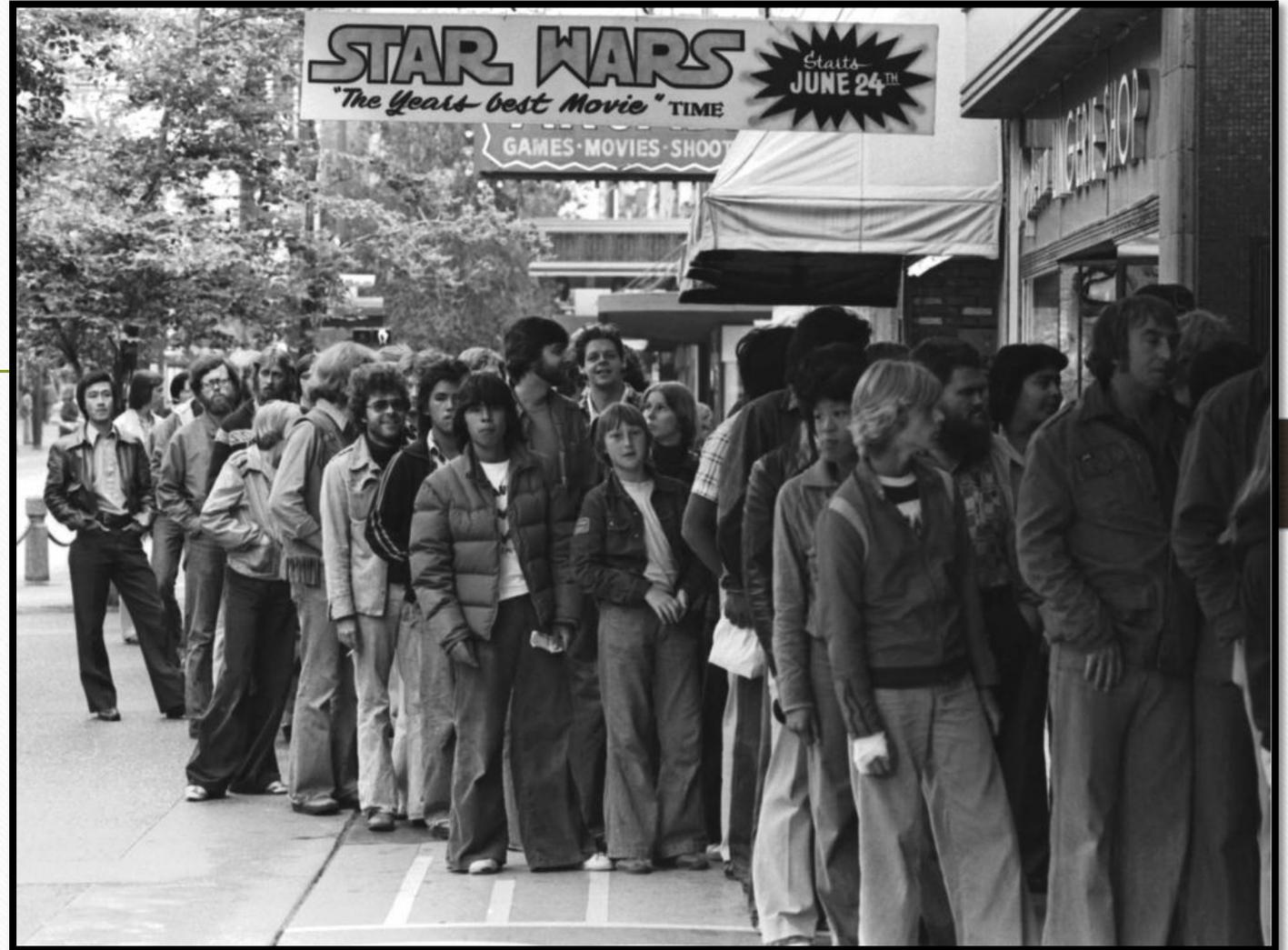
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THE FILM SCHOOL GENERATION  
AND THE BIRTH OF THE  
NEW HOLLYWOOD

# STAR WARS

Written and Directed by  
George Lucas

Opened on May 25, 1977





The Star Wars.

by  
George Lucas.

The  
Adventures of Luke Starkiller  
as taken from the  
"Journal of the Whills"  
by  
George Lucas

July 6th, 1976.

PRINCESS LEIA

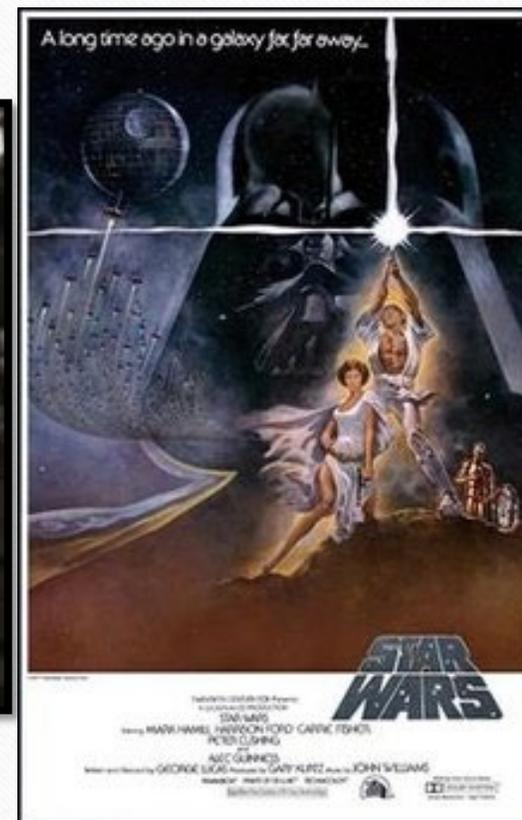
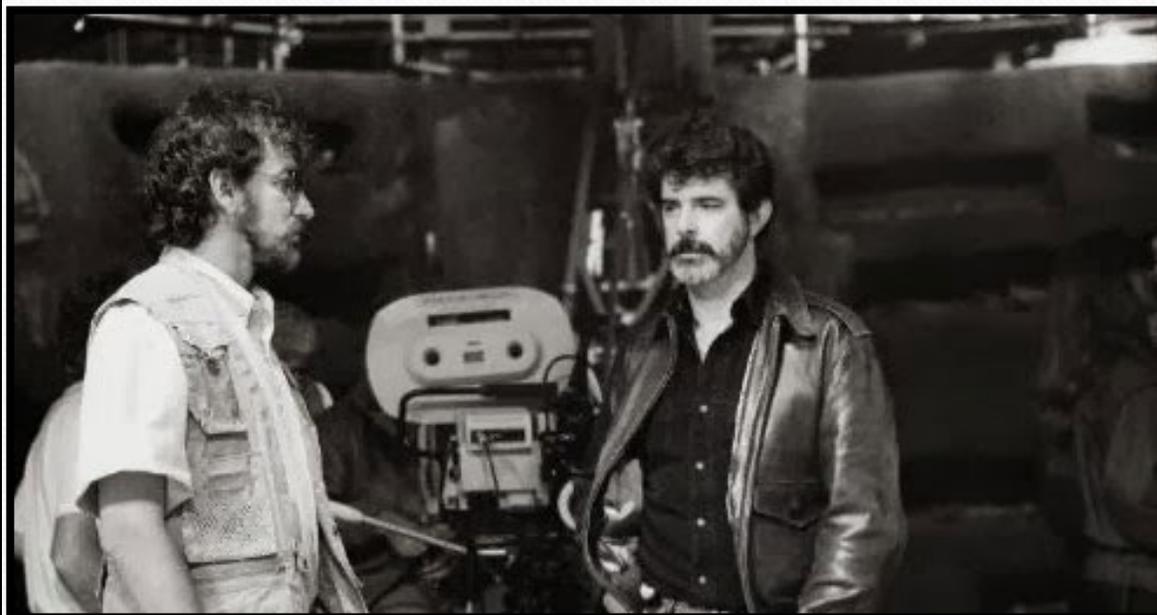
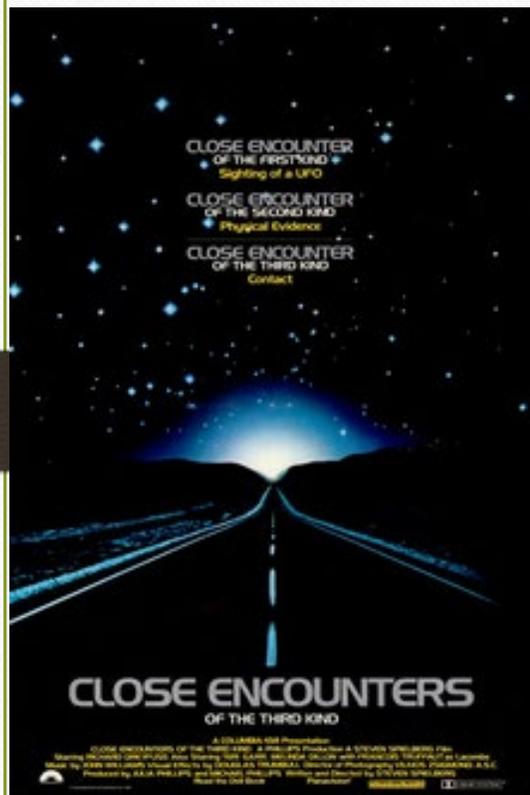
General Kenobi, years ago you served  
my father in the Clone Wars. Now he  
begs you to help him in his struggle  
against the Empire. I regret I am  
unable to present my father's request  
to you in person, but my ship has  
fallen under attack, and I ~~fear~~ <sup>am afraid</sup> my  
mission to ~~return~~ <sup>bring</sup> you to Alderaan  
has failed. I have ~~had~~ <sup>placed</sup> information  
vital to the survival of ~~all free~~ <sup>the rebellion's</sup> planets  
into the memory systems of  
this R-2 unit ... my father will  
know how to retrieve it. You must  
see this droid safely delivered to  
him on Alderaan. This is our most  
desperate hour ... ~~you must~~ <sup>you must</sup> help  
me Obi Wan-Kenobi, you are my only  
hope.

In the year following the release of *Star Wars*, sales of *Star Wars*-related toys topped **\$100 million**.



In 2012, George Lucas sold the rights to the *Star Wars* universe to Disney for \$4 billion.





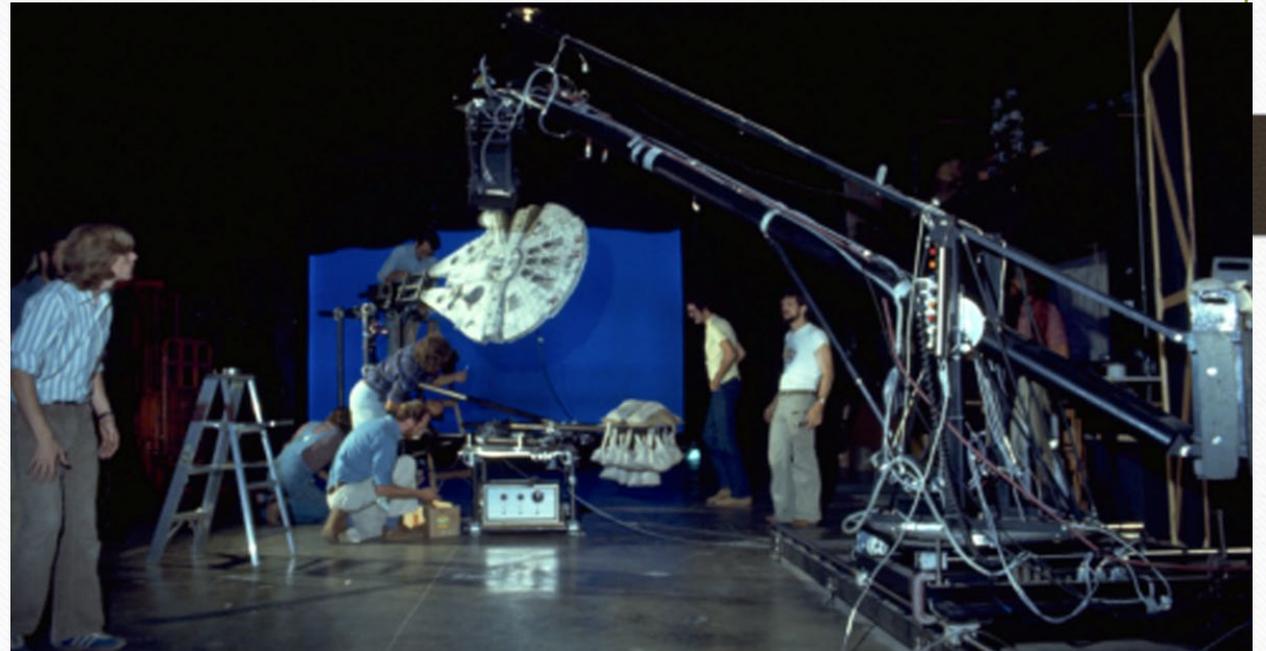
Lucasfilm, Ltd. – founded in 1971  
*Now a subsidiary of Disney as part of 2012 acquisition*

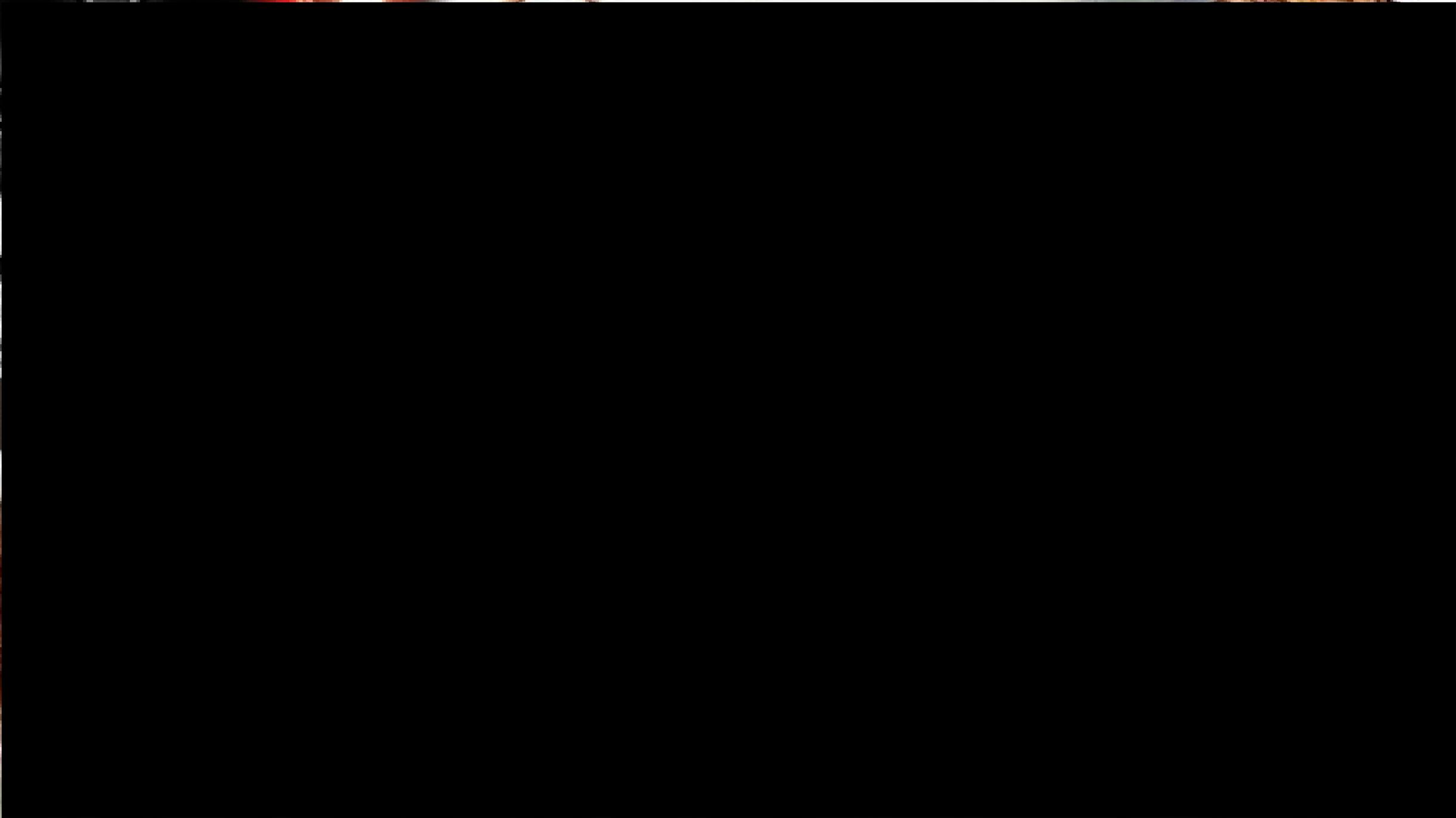
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**LUCASFILM**  
**↳ Ltd ↳**

# Skywalker Sound (audio) and Industrial Light and Magic (visual effects) established in 1975

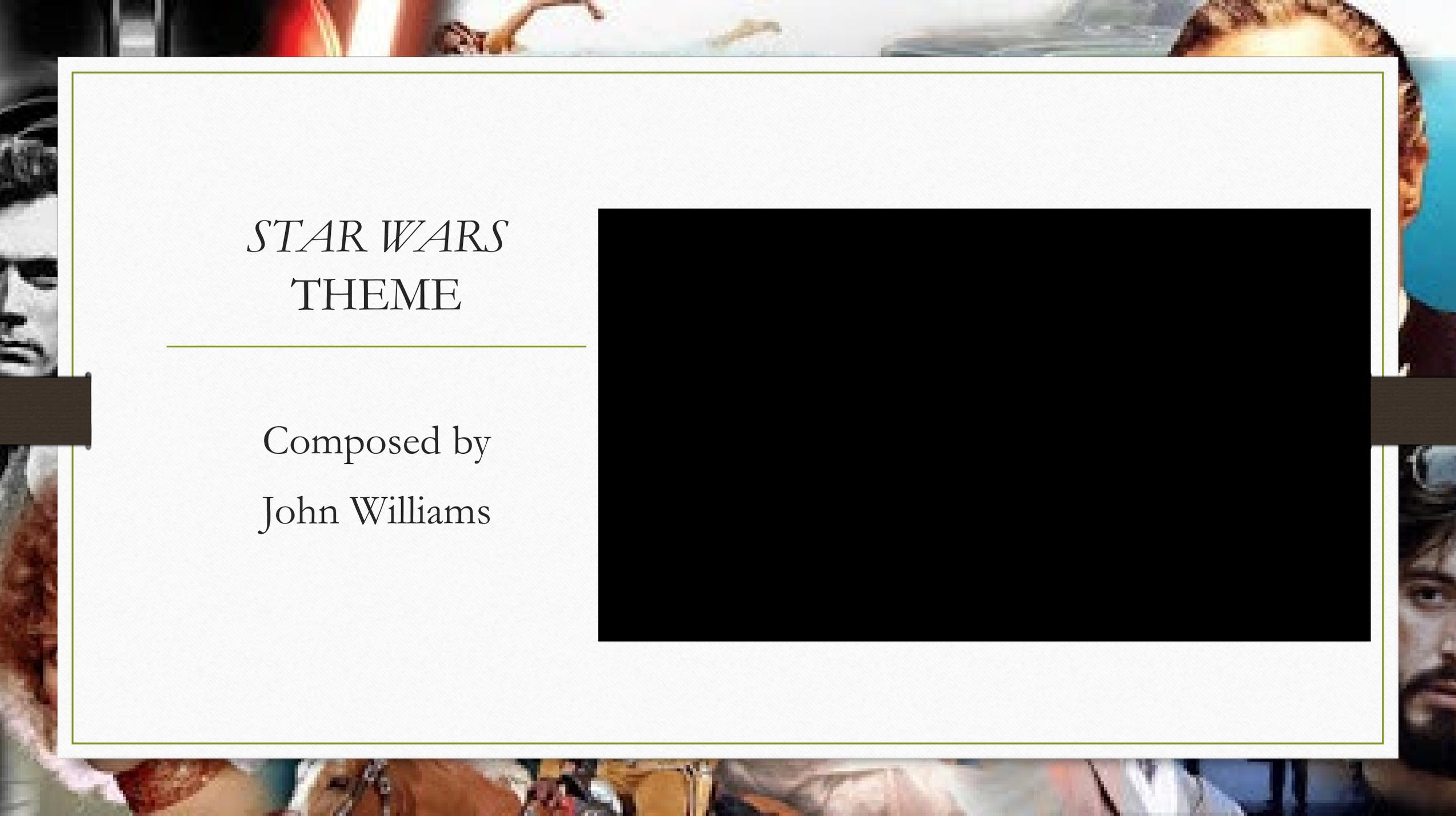
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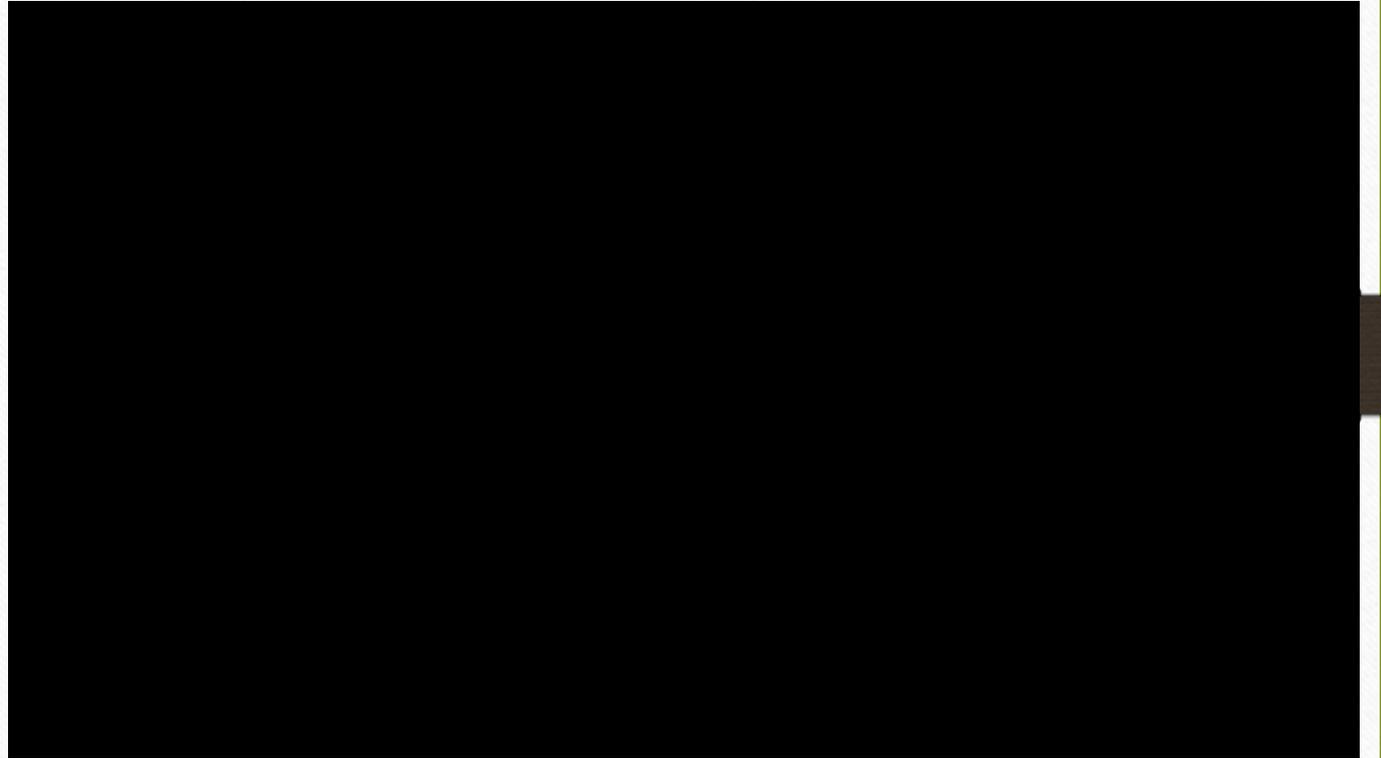


A collage of Star Wars images including Yoda, a lightsaber, a Jedi, and Luke Skywalker.

*STAR WARS*  
THEME

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Composed by  
John Williams



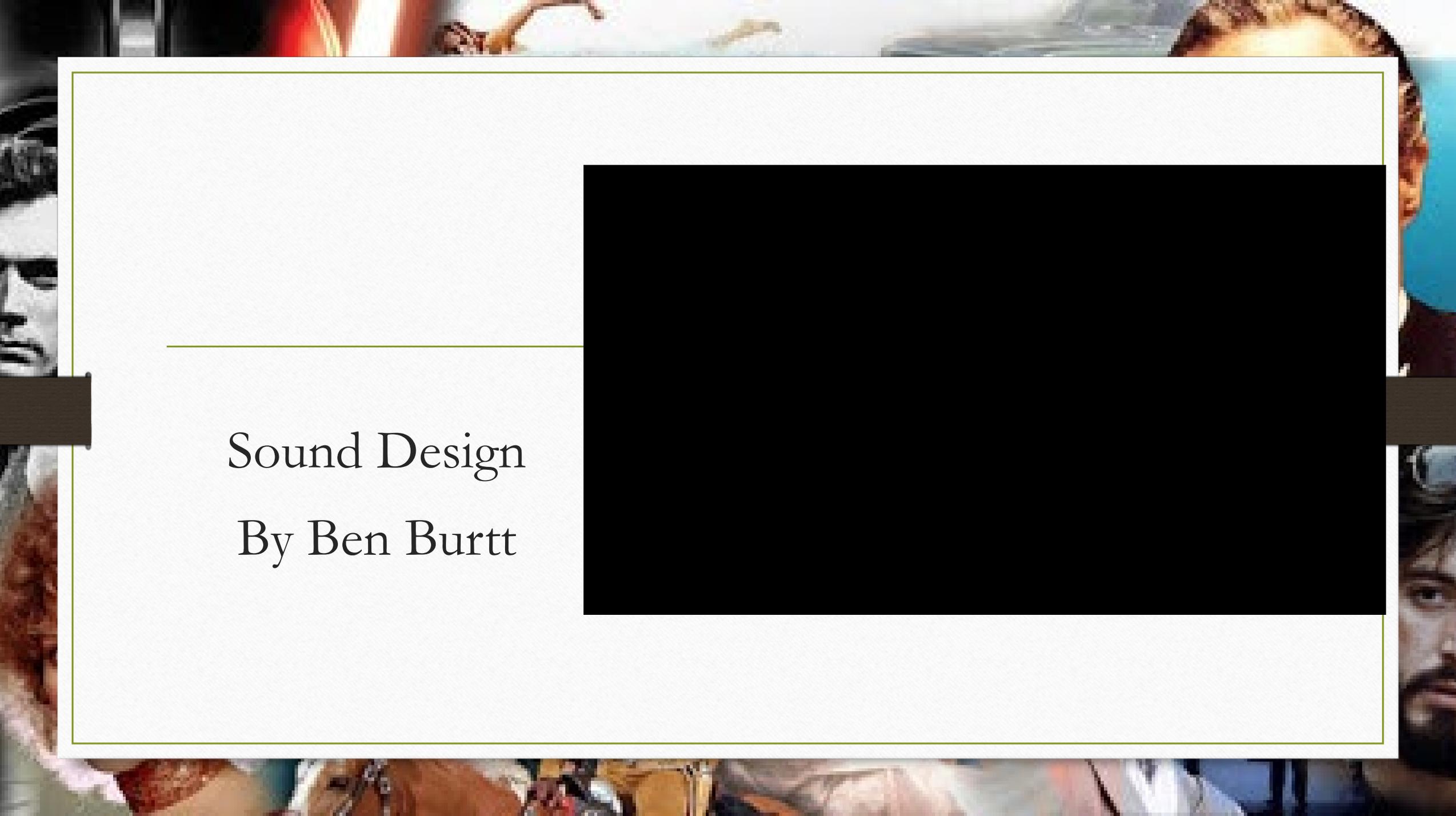
# *Star Wars* Release - 1977

- Wednesday, May 25 – 32 theaters
- Friday, May 27 – 8 additional theaters
- It immediately broke box office records on those screens, and it moved into wide release (1,800 theaters) on an accelerated schedule.



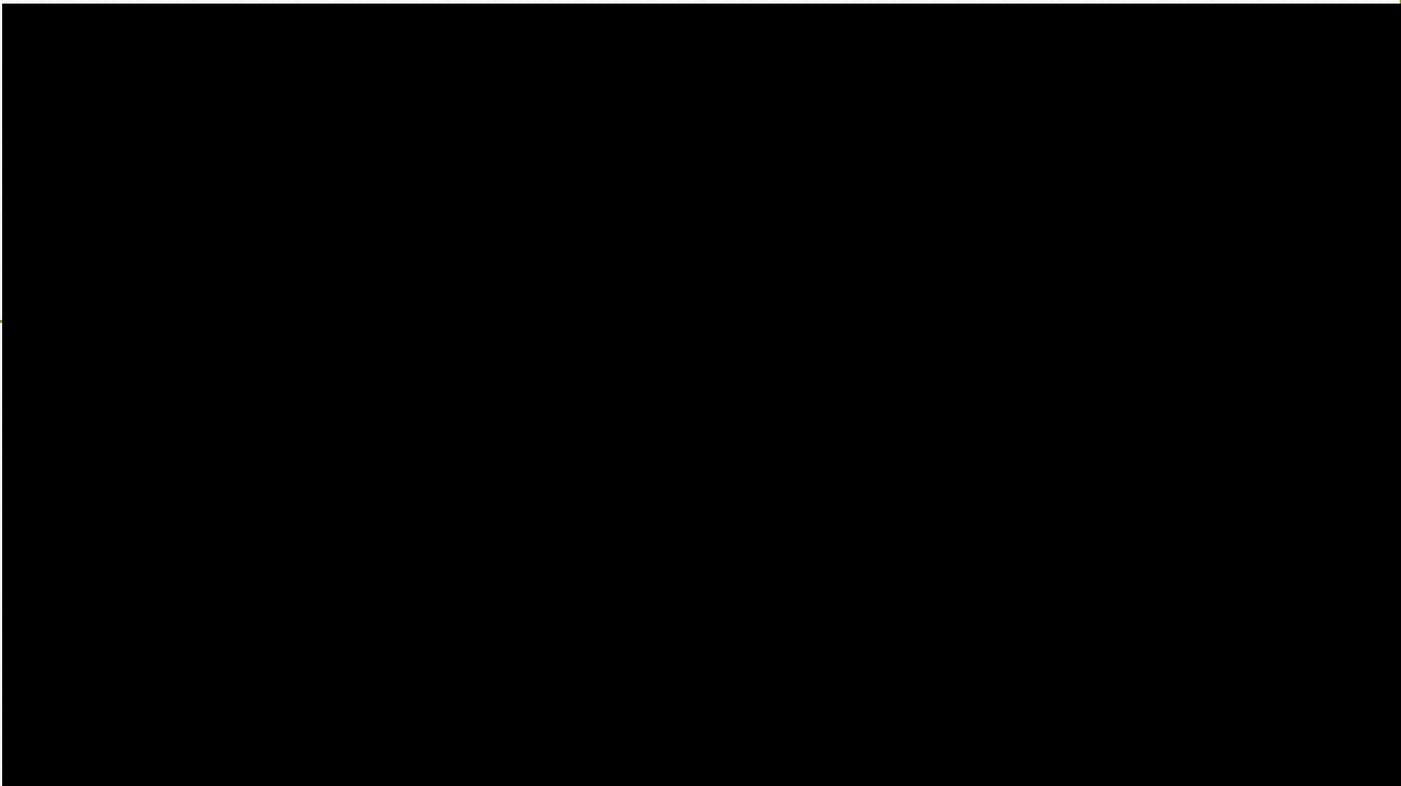
# Return Engagement at Grauman's Chinese Theater August 3, 1977





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Sound Design  
By Ben Burtt



# The Full Force Of Star Wars

Star Wars series has made

-  Toys \$12bn
-  DVD & videos \$3.8bn
-  Books \$1.8bn
-  Video games \$2.9bn
-  Box office \$4.3bn
-  Other things \$1.3bn

Star Wars: The Force Awakens estimated cost

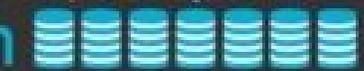
\$200 million 

Movie trailer online views  
200 million+ 

UK tickets sold on first day  
200,000 

Star Wars: A New Hope nominated for 10 Academy Awards, winning 7



Star Wars: A New Hope budget was \$11 million 

Opening weekend \$1.5 million 

Worldwide gross nearly \$800 million 

-  140+ different Star Wars books
-  138 computer games and
-  10 million Lightsabers sold every year

2011 UK census: 176,000+ people stated their religion as Jedi.



Sources: Disney, Starwars.com, Statistic brain, Box Office, Mojo, Lego.



**STAR WARS DAY**  
**MAY THE 4<sup>TH</sup>**  
**BE WITH YOU**



