THE MEDIA PRODUCER – EMF 430

OBJECTIVES

At the end of this course, students should be able to:

1. develop the skills needed to organize and produce a media production
2. take a media production from concept to completion
3. analyze and breakdown a script
4. budget a script/project
5. create a basic schedule for a media production
6. understand the personnel requirements for a given media production
7. be familiar with the various paperwork requirements of a media production
8. know the various jobs/tasks a producer performs
9. be aware of basic financing, insurance and legal issues
10. be familiar with marketing and media distribution

FOCUS OF THE COURSE

This class is designed to give the student an overview of the role of the producer in various media. Special attention will be paid to the problem solving aspects of producing. Topics to be covered include: financing, project assessments/analysis/breakdowns, scheduling, budgeting, contracts, basic union regulations, stages of production (development, pre-production, production, post-production and distribution), marketing, insurance and legal issues, and differences in producing for various segments of the industry.

REQUIRED TEXT


MATERIALS NEEDED

2 pocket folder
Highlighters (blue, yellow, green)
Colored pencils (12 pack)
22”x 28” poster board (1 sheet)
box of paperclips (100 clips)

ASSIGNMENTS

**CASE STUDY SCREENPLAY**

The screenplay you read, screen and report on will become the basis for most of your assignments. The screenplay selected for these assignments must have already been produced and distributed
and be available for the instructor to view if needed. Pick one that interests you, as you will be spending a lot of time with it! Parameters for selection will be discussed in class.

SCRIPT TO SCREEN: A. Written – You will read a screenplay of your choice and write a 2 page report on it. The 1st part is a production analysis based on the reading. The second part is written after viewing the movie. B. Oral – You will orally present your screenplay report to the class (3-5 minutes), including discussion of scenes from the film showing production challenges, major changes from script to screen, etc. (clips may be screened in class). Further details will be distributed in class.

SCREENPLAY BREAKDOWN
You will develop a complete script breakdown of a portion of your case study screenplay. Sample forms and further details will be distributed in class.

SCREENPLAY SCHEDULE
You will develop a shoot schedule (stripboard) for a portion of your case study screenplay. Sample forms and further details will be distributed in class.

LOCATION SCOUT REPORT/SITE SURVEY
You will scout and report on 1 location that could be used for your case study screenplay.

SCREENPLAY CASTING
You will write a partial cast list and casting information based on your case study screenplay.

SCREENPLAY BUDGET
You will develop a top sheet and detailed accounts budget for a portion of your case study screenplay. Sample forms and further details will be distributed in class.

FESTIVALS, FUNDERS, & DISTRIBUTORS
You will search for and share with the class information on 1 each - media festivals, funding sources (ex. – granting agencies), and film distributors.

IN CLASS GROUP ASSIGNMENT – STORYBOARDS
In a small group, in class, you will develop a concept for a PSA and prepare a storyboard presentation of that concept to pitch to the class.

NEW PROJECT MARKETING
You will develop a marketing plan for an original project (NOT the case study screenplay used in the previous assignments). In addition to the written component the marketing plan will include an oral presentation or “pitch”, supported by a visual component.

WRITTEN FINAL
Cumulative exam based on readings, assignments, class exercises and class discussions. Topics and test format will be reviewed in class prior to the exam.
EVALUATION

attendance/participation 100 points
screenplay report - written, oral presentation 100 points
project screenplay breakdown 100 points
project screenplay schedule 100 points
location scout/site survey report 80 points
project screenplay casting list 60 points
festivals/funders/distributers 60 points
project screenplay budget 100 points
class storyboard assignment 50 points
new project marketing - written, oral presentation 100 points
written final exam 150 points

-------------------------
1,000 points TOTAL

SCHEDULE, ASSIGNMENTS
A detailed schedule of class topics and assignment due dates will be available on Blackboard by
the first class, to be revised as needed. All assignments are DUE at the beginning of class time on
the date listed. Any assignments turned in LATE will have points taken off. Assignments will NOT
be accepted beyond the CLASS TIME ONE week after they are due, UNLESS prior arrangements are
made with the instructor.

COMMUNICATIONS
Course communication will be via students’ TU e-mail address and the course Blackboard site.
Students are expected to CHECK BOTH REGULARLY!

ATTENDANCE POLICY: It is advised that students attend ALL class meetings, as class participation
is important to this course. Missing classes will not only cause you to lose participation points but
may impact your projects, assignments and exams. Assignments missed due to unexcused
absences may not be made-up without special permission. For further information see the section
of TU’s Class Attendance/Absence Policy in the current undergraduate catalog. 10 points will be
deducted for each UNEXCUSED absence. Unexcused tardies and early exits will count as ½ of an
unexcused absence.

ACADEMIC DISHONESTY: All projects and assignments must be the student’s own work, unless
otherwise directed. Any student found plagiarizing in any way will receive an automatic “F” for
the assignment. Documented evidence of the plagiarism will be kept in the Department office.
(See the EMF Dept. Plagiarism policy.)

CELL PHONES/LAPTOPS: As a courtesy to your classmates and the instructor, all cell phones are to
be turned off or to silent during class time. No calls or texting during class. Laptops are to be used
only for taking notes in class or other class related activities.