EMF 430
THE MEDIA PRODUCER

OBJECTIVES

At the end of this course, students should be able to:
1. take a media production from concept to completion
2. analyze and breakdown a script
3. budget a script/project
4. do a basic schedule for a production
5. understand the personnel requirements for a given production
6. be familiar with the various paperwork requirements of a production
7. know the jobs a producer performs
8. understand basic financing of a production
9. develop the skills needed to organize and produce a media production
10. be familiar with 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, 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

Highlighters (blue, yellow, green)
Colored pencils
2 pocket folder or 3 ring binder (1”)

ASSIGNMENTS

**PROJECT 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 project 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 project 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 project screenplay.

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

SCREENPLAY BUDGET
You will develop one top sheet and the major heading budget for your project 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.

NEW PROJECT MARKETING
You will develop a marketing plan for an original project (NOT the project screenplay used in the previous assignments). 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 format will be reviewed in class prior to the exam.

EVALUATION

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>attendance/participation</td>
<td>100</td>
</tr>
<tr>
<td>screenplay report - written, oral pres.</td>
<td>100</td>
</tr>
<tr>
<td>project screenplay breakdown</td>
<td>100</td>
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<tr>
<td>project screenplay schedule</td>
<td>100</td>
</tr>
<tr>
<td>site survey</td>
<td>80</td>
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<tr>
<td>project screenplay casting list</td>
<td>60</td>
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<tr>
<td>festivals/funders/distributors</td>
<td>60</td>
</tr>
<tr>
<td>project screenplay budget</td>
<td>100</td>
</tr>
<tr>
<td>class storyboard assignment</td>
<td>50</td>
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</tbody>
</table>
new project marketing - written, oral pres. 100 points
written final exam 150 points

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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 1 week after they are due, unless prior arrangements are made.

**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.

TU H1N1 Policy: “Students should not attend classes or other university events from the onset of flu-like symptoms until at least 24 hours after the fever subsides without the use of fever reducing medications. Such absences will be considered excused absences; however, students are responsible for the material covered during the period of their 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 plagiarizing 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.