PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

PRODUCING I
VPT 2150

Class Hours: 3.0       Credit Hours: 3.0
Laboratory Hours: 0.0   Date Revised: Spring 2012

Catalog Course Description:

This course focuses on video production management principles needed for any project. Students will learn how to organize and manage a production from idea to finished product. Subjects covered include developing a budget, hiring above and below the line crew, handling casting calls, scouting for locations, scheduling, script breakdown, copyright issues, and other legal aspects of a production.

Entry Level Standards:

Students must be able to read and write at the college level. Students shall have completed prior coursework in basic and intermediate production. Students shall have demonstrated ability to perform all technical aspects of production and be able to conceptualize, develop and produce an entire class project within deadline parameters, with supervision.

Prerequisites:

VPT 1015, 1090, 1045, and 1400.

Co requisites:

VPT 2330 or 2770

Textbook(s) and Other Course Materials:


It is strongly advised that student utilize required textbooks from previous VPT classes and equipment operations manuals for reference.

I. Week/Unit/Topic Basis:

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<th>Week</th>
<th>Topic</th>
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<td>1</td>
<td>Class discussion on Idea Development. How-to find and choose an idea or script. What is considered a suitable project to produce?</td>
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<td>2</td>
<td>Script Breakdown – What is a script breakdown sheet? Why one is needed and how to fill one out. How to use the breakdown to adjust the script and schedule cast and crew.</td>
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<td>3</td>
<td>Budgeting – Discussion on how-to develop a budget and the role a budget plays in producing a project. Class will cover certain areas such as cash flow, spreadsheets, and taxes.</td>
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<td>4</td>
<td>Funding – How to find investors, donations and grants for the production. Dealing with the unions and the role they play in production.</td>
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Casting – The role of Casting Directors and why having a professional one is important. Professional actors vs. amateur actors vs. using friends and family and how to choose the right ones for the project. Dealing with the SAG union. How to hold an audition that produces results and dealing with professional actors and extras.

Locations – How to finding locations and backup locations that are open to filmmakers. Required, detailed paperwork (release forms and permissions) for any sized production will be discussed. The need for proper security will be included.

Class Discussion on Understanding the Legal Aspects of a Production – Rights, liability, agreements, hiring an entertainment attorney vs. hiring another type of attorney.

Insurance – The need of proper insurance policies and completion bonds/guaranty. How to ensure the insurance policy and completion bond covers all aspects of the production. How to deal with claims and audits.

Scheduling – Scheduling shoots with location, cast, and crew that utilizes time wisely. Understanding and following union regulations and how to lock a schedule.

Copyrights – How to locate, choose, and use royalty free music and archival footage. How to use copyrighted footage and music. Ensuring copyright and licensing is completed properly.

Director – How to locate, hire, and work with a director.

Post Production – How to edit footage, develop graphics (titles and credits) and keep the style of the production. Managing editors and graphic artists.

Film Festivals / Marketing – Creating press kits, websites, blogs and utilize social networking for marketing and distributing the production. What is and how to hire a publicist.

Distribution/Sales – What is the difference in international and national sales and how to deal with each one. Best avenues for marketing and distributing project - VOD (video-on-demand), television, theatrical, format deliverables, or self-distribution.

II. Course Goals*:

The course will:

A. Build project management skills, concentrating on the student’s development of leadership qualities. I, IV, V

B. Expand working knowledge of principles of audience analysis, design of program objectives, and program evaluations. I, III, IV, V

C. Enhance student’s ability to apply accepted aesthetic conventions to completed work. I, III, V

D. Instill high degree of technical mastery. IV, V

E. Reinforce the importance of meeting deadline requirements. II, V

*Roman numerals after course objectives reference goals of the Video Production Technology program. (Career Program Goals and General Education Goals are listed http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/)
III. Expected Student Learning Outcomes*:
Students will be able to:

1. Demonstrate an appropriate mastery of the knowledge, techniques, skills, and tools of the discipline to maintain organization and quality of the production. (A)*

2. Apply current knowledge and adapt to emerging applications of formats, software and equipment within the industry. (B, C)*

3. Obtain and revise a script that will meet qualifications of client and/or perspective audience. (B, D)*

4. Demonstrate an understanding of criteria used to hire Above-the-Line and Below-the-Line personnel (A, B)*

5. Show ability to develop a comprehensive budget and utilize skills to discover investing avenues (A)*

6. Demonstrate an understanding of the needed qualifications for each position and how the proficiency of the persons of the cast and crew can determine production outcome. (A, B, C, D, E)*

7. Recognize the need for and engage in lifelong learning in the industry. (A, B, C, D, E)*

8. Develop a commitment to quality, timeliness, and continuous improvement. (B, C, D)*

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 40% of grade

   Testing procedures will consist of project management class work and on-location

B. Laboratory Expectations: 40% of grade

   Lab and production work should be accomplished during scheduled class periods. Scheduling lab and production work at other times should be in addition to, not in lieu of, regularly scheduled class times.

C. Field Work: 10% of grade

   Several criteria have been established for successful completion of this class. The correlation between the message intended for the chosen audience and the actual perceived message would be considered. Attention to technical detail will merit significant consideration. Organizational skills and project management skills will be assessed. Finally, achievement of production milestones will provide a foundation for the successful completion of the course.

D. Other Evaluation Methods: 10% of grade

   On-location evaluation, industry standard software, computer, etc.

E. Grading Scale:

   90 - 100   A
   80 - 89   B
V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

VPT Program:
The VPT program believes a more stringent requirement is realistic because of the contractual commitment made by the College with local area employers. Therefore, to successfully complete VPT courses, students must attend at least 85% of classes. To be considered “in attendance”, students are expected to be in class at the scheduled starting time for that class. Students will be considered “tardy” from that time until 10 minutes after the scheduled starting time. Three such “tardies” shall constitute an “absence.” Students arriving any time after 10 minutes beyond the scheduled time for a class will be considered “absent.”

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students, who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swd/.
D. Other Policies:

Any act of misuse, vandalism, malicious or unwarranted damage or destruction, defacing, disfiguring, or unauthorized use of property/equipment belonging to Pellissippi State is subject to disciplinary sanction. In case the college is closed for an immeasurable amount of time, class work will resume upon the college reopening. Students should check their pstcc.edu and D2L email for updates and further instruction.