PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

PRODUCING II
VPT 2160

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

Catalog Course Description:

A continuation of the study of producing. This course focuses on the application of production management principles by allowing the student to produce a project from concept to project distribution. Students will work with a realistic scenario provided by the instructor, incorporating all aspects discussed in VPT 2150. Research on marketing avenues, distribution, insurance, investors and other legal concepts will be conducted. Problems and solutions will be discussed.

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 entire class project within deadline parameters, with supervision.

Prerequisites:

VPT 2150

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>Instructor offers scripts to student. Student must choose a script from the group or develop an idea that is approved by the instructor. Student will “hire” a director and offer reasoning as to why this director is right for this project.</td>
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<td>2</td>
<td>Script Breakdown – Student will perform script breakdown and choose all Above-the-Line and Below-the-Line personnel.</td>
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<td>3</td>
<td>Budgeting – Student will develop a detailed budget that covers all areas found during script breakdown.</td>
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<td>4</td>
<td>Funding – Student will research and locate investors, donations and grants for the production. Union rules and procedures involving personnel will be implemented and all proper paperwork completed according to union guidelines.</td>
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Casting – A casting director will be hired, auditions setup, and the type of actor (professional vs. amateur, SAG vs. non-union) will be considered. Auditions will be held and cast chosen.

Locations – Locations will be researched and chosen. Backup locations chosen. All required paperwork completed and all security measures placed.

Scheduling – A shooting schedule will be developed and locked. The schedules must be time saving and follow all union rules.

All the production’s legal paperwork is to be completed – Rights, liability, agreements, hiring of an attorney, insurance, and completion bond is to be investigated, obtained, and secured.

Copyrights – Any archival footage, stock footage, and music is chosen if required for project. All copyrights and licensing agreements completed properly, cleared, and secured. Paperwork filled out and logged.

Production is implemented as per schedule.

Post Production – Each student will “hire” an editor and graphic artist to continue the development of the project. Keeping the style of the project and managing personnel is the focus.

Production wraps Footage viewed and logged for editing. Proper storage for easy access by all key personnel is the focus.

Film Festivals / Marketing – Each student will create a mock up of a press kit, a website, a blog and a social network scenario for marketing and distributing the production. If the project requires a publicist, the student must offer reasoning for hiring one.

Distribution/Sales – A marketing/distribution scenario with sales in the international and national arena will be developed. Final project will be evaluated for theater and television. Students will offer best formats for project deliverables.

Final Exam Period

II. Course Goals*:

The course will

A. Allow the student to apply project management skills in real world situation, concentrating on leadership and organizational qualities. I, IV, V

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

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

D. Apply the student’s high degree of technical mastery to a production. IV,V

E. Reiterate through client/employer scenario the importance of meeting deadlines. 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 through a real world scenario the appropriate mastery of the knowledge, techniques, skills, and tools of the discipline to maintain organization and quality of the production. (A)*

2. Show current knowledge and prove the ability to 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 a client and/or perspective audience. (B, D)*

4. Demonstrate in a real world scenario the ability to and the understanding of the criteria required to hire Above-the-Line and Below-the-Line personnel. (A, B)*

5. Provide evidence of required equipment, software, and personnel, including this information during the development of a comprehensive budget and utilizing this budget and leadership skills to discover investing avenues. (A)*

6. Demonstrate their knowledge of personnel qualifications and how quality leadership of the cast and crew can determine the outcome of the production. (A, B, C, D, E)*

7. Prove their ability to recognize the need for and engage in lifelong learning in the industry. (A, B, C, D, E)*

8. Continue to reiterate the 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
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-
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.