

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**PRODUCING I  
VPT 2150**

**Class Hours: 3.0**

**Laboratory Hours: 0.0**

**Credit Hours: 3.0**

**Date Revised: Fall 2017**

**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 introduced 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.

**Prerequisites**

APE 1015 and VPT 1045 and VPT 1090 and VPT 1400

**Co requisites**

VPT 2330 or 2770

**Textbook(s) and Other Course Materials**

*Producer to Producer* by Maureen A. Ryan. Michael Wiese Productions, ISBN#

978-1-932907-75-9 It is strongly advised that student utilize required textbooks from

previous VPT classes and equipment operations manuals for reference.

**Week/Unit/Topic Basis**

**Week Topic**

1. Idea Development.--Finding idea or creating script. Principles of choosing a project.
2. Script Breakdown – concepts of filling in breakdown sheet and using it to adjust script
3. Budgeting – Overview of developing a budget. Cash flow. Spreadsheets, Taxes
4. Funding – Introduction to finding investors, unions, donations, grants
5. Casting – Casting Directors, Professional Actors, Auditions, SAG (unions), Extras
6. Locations – Finding locations and backups, Release forms, permissions, and security
7. Understanding the Legal Aspects of a Production – Rights, liability, agreements, hiring an attorney
8. Insurance – insurance policies, completion bonds/guaranty, finding the right insurance, claims, audits.
9. Scheduling -- creating schedules for shooting, cast, and crew, union regulations and locking the schedule.
10. Copyrights – royalty free music and archive footage.
11. Production – hiring director that will produce
12. Post Production – managing the editing, titles, credits, and personnel
13. Film Festivals / Marketing – introduction to creating press kits, website, social

- networking, blogs. Hiring a publicist
14. Distribution/Sales – international/national sales, VOD, television/theatrical sales, deliverables, self distribution
  15. Final Exam Period

### **Course Goals**

NOTE: Roman numerals after course objectives reference goals of the Video Production Technology program.

The course will

- A. Build project management skills, concentrating on 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 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

### **Expected Student Learning Outcomes**

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

The student will

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 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 the outcome of the production. (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)

### **Evaluation**

Testing Procedures: \_40\_% of grade

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

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.

Field Work: \_10\_% of grade  
None

Other Evaluation Methods: \_10\_% of grade

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

Grading Scale

90 - 100 A  
80 - 89 B  
70 - 79 C  
60- 69 D  
below 60 F

## **Policies**

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 Academic Affairs, 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 Academic Affairs.

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.”

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

#### Accommodations for Disabilities

Students that 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 Disability Services (DS) in order to receive accommodations in this course. [Disability Services](http://www.pstcc.edu/sswd/) (<http://www.pstcc.edu/sswd/>) may be contacted via [Disability Services email](#) or by visiting Alexander 130.

#### 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.