



SUBJECT DESCRIPTION

50196 Producing

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Level:	300
Number of Credit points:	8
Prerequisites:	50155 Film and Video Production No prerequisite for graduate students
Grading:	Graded

HANDBOOK DESCRIPTION

The subject introduces the role and strategies of the producer in the making and distribution of short films and videos and cross media works. It uses the UTS and Australian media production context to example material. However, students are encouraged to apply knowledge to the production context and country of their choice in their assignments. Production exercises and assignments primarily focus on short, low budget projects where students learn to schedule and manage a project. Elements for clearance of copyright, budgeting principles and postproduction paths are also explored, as well as the distribution context for low budget work and the producer's role in the development, pitching and marketing of a project. The subject utilises UTS Online for some aspects of coursework and assignments. The subject may not be a suitable level for post-graduates who are already experienced in production management and the producing aspects of production.

CONTRIBUTION TO GRADUATE PROFILE

This subject provides introductory knowledge, experience and skills in Producing and allows students to take up and develop this industrial role in collaboration with their production team within a broad range of film and video projects and industry contexts.

SUBJECT OBJECTIVES

On completion of this subject students are expected to be able to:

- a) Interpret elements of copyright and "chain of title" for production purposes
- b) Draft production agreements
- c) Make contact with networks of support and knowledge in the industry
- d) Break down, schedule and budget a short script
- e) Understand location clearance requirements and agreements.
- f) Gain experience in pitching a project.
- g) Develop a distribution or film festival strategy
- h) Understand and interpret a self-selected production context of the industry (policy, development and distribution etc.)
- i) Understand the variety of approaches to producing within different segments of the industry.

TEACHING AND LEARNING ACTIVITIES

The subject is taught as a three hour, weekly seminar. Students are also required to use UTS Online for selected assignments.

Assignments also involves interviewing a producer and may involve self-directed attendance at least one industry related event.

CONTENT

- Elements of Chain of Title and copyright as they apply to creative media work
- Script breakdown process on a short film or video script
- Scheduling a short script and using professional scheduling software
- Breaking down the production and post-production elements, designing a post-path and budgeting.

- Production agreements
- Film Festival strategy and low budget distribution
- The role and strategy of the professional producer in different segments of the industry.
- Pitching projects (for the broadcast / television / cross media sectors)
- The policy and development context.

ASSESSMENT

Assignment 1: Producer /Entertainment Lawyer Case Study

Objectives: c, II h

Value: 30%

Due: Week 12-14

Task: Working in pairs, students are required to undertake a case study with a self selected Producer or Entertainment Lawyer (Arts Law students only), for oral presentation to the class. The case study can be from any segment of the production industry, either from within Australia or internationally, and will examine the production strategy of this role in relation to a successful industry project. A Brief will be provided for the Case Study in week 1, with class presentations scheduled for the end of the semester.

Assessment Criteria:

The Case Study will take the form of a presentation to the lecturer and peers in class.

Assessment will be based on:

- Ability to elicit information through interview.
- Ability to express critical awareness and understanding of the producer's strategies from the development to distribution of the project.
- Ability to give a clear and engaging presentation materials (for example an interview with the producer)
- Demonstrated ability to facilitate and engage class discussion on the strategic issues under discussion.
- Evidence in the presentation of research that demonstrates an understanding of the production context the Producer is working with.

Assignment 2: Production Portfolio

Objectives: a, b, d, e, g

Value: 40%

Due: Week 15

Task: Working individually, students are required to take a short script (provided or their own) and prepare a production portfolio for film and digital release/finish. The portfolio must include;

- The script (with at least 3 scene changes).
- The elements of chain of title (and strategies and examples of clearance documents).
- Justified Shooting Schedule.
- Production & Post Path Budgets, produced on UTS templates.
- Location Report (plus examples and clearances).
- Festival/Distribution strategy.
- Quality presentation.

A Brief will be supplied for all aspects of the Portfolio.

Assessment Criteria:

- Inclusion of all material as prescribed above.
- Demonstrated understandings of the production issues and logistics attached to each portfolio component.
- Ability to articulate and support justifications for production choices in relation to chain of title, shooting schedule, budgeting, post-production process, locations and distribution strategy. Ability to write and express these justifications clearly.
- Clear referencing and layout of material within the portfolio and demonstration of ability to organise information in a logical structure.

Assignment 3: Industry Report

Objectives: h.

Value: 20%

Due: Online by week 10

Task: Working individually, students are required to report on an event/ topic/ issue or policy related to the context of producing in Australia or internationally. The report content can be obtained by any of the following ways; a) attending an industry related event, b) reading and commenting on written material, c) reflecting on a related production topic/issue within ones professional sphere. The report must include the perspectives of the student on how the topic/issue contributes to their policy, development, production or distribution knowledge of the industry.

The report should be 1,000 words. It must be posted on UTS Online by week 10. Each student is also required to respond to and communicate with at least one post by a fellow student.

Assessment Criteria:

- Independent research and understanding of the topic or issue for the report.
- Inclusion of the student's perspectives on how the event/topic contributes to the policy, development or the distribution aspects of the industry.
- Response to at least one other post from fellow students.
- Ability to meet deadlines for posting report to fellow students.

Assignment 4: Pitching a Project

Objectives: f.

Value: 10%

Due: Performed in class in week 10.

Task: Students will be briefed about the broadcast / television / cross-media industry and design a pitch that they will then prepare in small groups of 3 and present to the class for feedback. The pitches will occur in one class session only with class feedback.

Assessment Criteria:

- Ability to pitch an idea and content for broadcast and cross-media distribution.
- Participation by all members of the group in the preparation and pitch.

MINIMUM REQUIREMENTS

Students must complete all assignments set for the subject.

Since class discussion, participation in activities and some in class assessments, form an integral part of this subject, you are expected to attend, arrive punctually and actively participate in classes. Should you experience difficulties meeting this requirement, please contact your lecturer. Students who have a valid reason for extended absence from class (e.g., illness) may be required to complete additional assignment work to ensure they achieve the subject objectives.

Students who attend fewer than ten classes are advised that their final work will not be assessed and that they are likely to fail the subject.

Students are required to register and activate their UTS email account and register for the subject on UTS Online.

TEXTS AND REFERENCES

Required:

Two prepared handbooks for the class exercises.

Recommended:

Websites:

Australian Film Commission website

NSW. Film and Television Office (NSWFTO) website

Texts:

Encore Directory. Sydney Reed Publications (UTS Library)

Don't shoot the Best Boy! The Film Crew at Work, Shand, J & Wellington, T (UTS Library)

Down and Dirty Pictures, Miramax, Sundance and the Rise of Independent Film, Peter Bisk (UTS Library, 384.80973 BISK)

Producers on Producing: the Making of Film and Television, 1986. Irv Broughton NC: McFarland. (UTS library 791.43023)

The Production Book (UTS Library has Electronic access to this resource from the catalogue)

The Ultimate Film Festival Survival Guide, Chris Gore, (UTS Library, 791.43 GORE)

What a Producer does: the art of moviemaking (not the business), Buck Houghton, 1992. (UTS Library 791.430232)

Magazines: (Australian)

IF Magazine

METRO Screen