

THE MEDIA PRODUCER, EMF 430

Time and Place: Mondays, 3:30 pm - 6:00 pm, MC201, Spring 2005

Instructor: Keith W. Strandberg

Phone: 717 285 3001; **FAX:** 717 285 7001; **CELL:** 717 278 3173

E-mail: KeithS821@aol.com

Mailing Address: 3634 Peregrine Circle, Mountville, PA 17554

Office Hours: Before class and by appointment

Objectives

At the end of the 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.
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.
9. Develop the skills needed to organize and produce various media productions.
10. Understand media distribution

Policies

1. You are expected to attend all classes.
2. All assignments are due on the date listed, with NO exceptions. All assignments turned in later than class time on the date due will receive an F. Assignments may be turned in early (hard copy only), either sent to instructor's address (see above) or turned into office (get a signature verifying date and time).
3. All assignments are to be typewritten
4. Each assignment, except the breakdowns and the final project, can be rewritten and resubmitted within **one week**. The redo **MUST** be accompanied by the original or the original grade remains in force.

Nature 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. Concepts to be introduced include: project scheduling, project budgeting, contracts, basic union regulations, negotiation, stages of production (development, pre-production, production, post production, distribution), material assessment and acquisition, trouble shooting, marketing and publicity and more.

Suggested Text

Irving, David and Rae, Peter. Producing and Directing the Short Film and Video. New York: Focal Press, 1994.

Screenplays

Each student must read and report on at least three screenplays (available on the Internet or in any bookstore). The report consists of one paragraph describing production challenges, production value, behind the scenes info, etc. Do **not** tell the story of the film, please. You must also orally present **at least one** of your screenplay reports to the class (3 minutes max), including scenes from film, examples of challenges or difficult scenes, etc. **Screenplay reports must be completed by March 24, 2005.**

Movies to Screen

Each student must screen all three of the movies that were made from the screenplays read.

Project Screenplay

Students must choose a screenplay to breakdown, schedule and budget. All project screenplays must have already been produced and distributed, unless otherwise approved by the instructor.

Assignments

Students will be expected to complete the following assignments:

- Read and orally report on three screenplays/movies
- Develop and complete a script breakdown for an existing screenplay
- Develop and complete one shooting schedule for an existing screenplay
- Develop and complete one top sheet and major heading budget from an existing screenplay
- Pitch Presentation
- Develop and produce three (3) **8x14"** non consecutive call sheets for the production
- Develop and complete a marketing plan for an original project (NOT the same as the project chosen to breakdown, budget and schedule)
- Write Query Letter for original project

Evaluation

- Participation: 10 points (attendance is a factor here)
- Breakdowns: 10 points
- Schedule: 25 points
- Budget: 25 points
- Call Sheets: 10 points
- Final Marketing Plan: 20 points

Total: 100 points