

2020 SAF-

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- To build a body of knowledge and information through lectures, case studies, discussions with visiting professionals, and readings of articles and selected chapters of relevant texts about the opportunities and challenges facing the contemporary producer in film and television. The rapidly changing nature of the industry has effectively brought about a convergence of the two, in which a decision of how to best explore a project —as a film, limited series or open-ended series—is more often a function of how best to tell a story.
 - To learn the basic concepts, terms, and principles which apply to the role of producer in the entertainment and media industries.
 - To analyze the specific job functions of the producer, required to effectively and efficiently complete all phases of production, through marketing and distribution.
 - To understand the various disciplines in which the producer must effectively function as a key member – and in most cases, the leader – of the creative and business team assembled to complete a project.

This survey course presents an overview of the real-world aspects of producing as practiced in the various sectors of filmed entertainment from script development through pre-production and production. Topics include the producer's interface with the writer, director, and other key personnel; pitching and selling ideas; script breakdown and scheduling; budgeting; and all the critical on-the-set issues facing the producer.

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- Overview of producing; understanding the nature of the rapidly changing landscape in features and television
 - Development: securing material; making sense of ideas. Determining if there is a market for a project, and what that may be
 - Finding money. Someone pays for all this. While studios still exist, even they are loathe to fully fund a project, and the nature of co-financing and coproduction has redefined both features and television



- Line producing: building a below-the-line staff; scheduling and budgeting; understanding the myriad departments and jobs; production design and art direction, the essential key
- : Post production: saving a project; making it great; editing for film and television; music and SFX
- Distribution, from theatrical to television, broadcast, cable, SVOD, OTT and more; finding a home for every project
- Business affairs and legal—the often unsung, certainly less glamorous corner that makes a project happen; how deals get made
- The Six Families: understanding the role of the six companies that still control the entertainment business: Disney, Fox, Sony, Viacom (Paramount/CBS), Warners and NBCUniversal; where do the other production and distribution companies fit in?
- Micro-budgets: can a \$100K film win audience awards and find distribution?
- Starting out: what jobs lead to what; how to stay on track, and how might your own career evolve
- At the end of course, students will participate in a group project designed and led by the instructor to demonstrate their ability to synthesize the course content