

COURSE CONTENT

Course Code	DF3013
Course Title	Producing for Film and Media
Pre-requisites	DF2000 Digital Film Production I
No of AUs	3
Contact Hours	39 hours contact

Course Aims

In this advanced level course, you will obtain a profound knowledge of the filmmaking process as a whole, from finding an idea, development, budgeting, scheduling, packaging, financing, production to marketing and distribution. In this course you will learn how to combine the best ways of telling a story with the economic needs and restrictions of physically making the film. The skills and knowledge acquired will be useful for more advanced production classes and Final Year Projects, as well as professional work after graduation.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the responsibility and tasks of a film producer for overseeing all phases of an independent film production, creatively, financially and organizationally.
2. Define the process of film producing from finding an idea, developing the script, scheduling, budgeting, packaging, financing, contractual documentation, production to marketing and distribution.
3. Apply the knowledge of the process of packaging and financing an independent film production with local and/or international talent and partners including all legal and contractual issues up to delivery of the picture.
4. Present a shooting schedule, budget, cash-flow plan, a post-production plan, cost statement and a marketing and distribution plan for a feature film.
5. Develop and critically discuss the practical skills and knowledge by which you can accomplish your objectives as a film producer.

Course Content

What does a Producer do?

The course begins with an overview of the role and responsibility of the producer. He/she oversees all stages of a motion-picture or television production, from the conception of the story to the delivery of the final product. The producer is the creative, financial and organizational force behind a project.

Development

Where do we find a story? How to evaluate the relevance and the market for a story and how to control it? The legal side: Optioning the material, obtaining the rights and negotiating all deals. The Development: How to find the creative team and develop the script together with the writer and director? The specific role of the producer during this process will be discussed and analysed.

Breakdown, Scheduling and Budgeting

Creating a script breakdown and transferring the data into a shooting schedule. Based on the schedule creating a budget for a full length motion-picture will be demonstrated and exercised. The elementary role of the producer, director, line producer and first assistant director during this process will be discussed and analysed.

Packaging and Financing

Creating a package for the project and an appropriate financing concept based on the script and budget will be demonstrated and exercised. A complete contractual compilation will be demonstrated. The dependency and adaptive interaction between the producer, director and key financing and production partners will be discussed and analysed.

Production

To share the knowledge of a producer overseeing the day-to-day operations during pre-production and shooting. Viewing dailies and providing consultation on them with the director, relevant head of departments and communicating feedback to all key financing and co-production partners. The fundamental role of the producer during the process of production will be discussed and analysed.

Editing and Postproduction

Creating a detailed post-production plan based on the budget including full delivery of the picture. To share the knowledge of a producer in overseeing the editing, sound and image post production. Viewing varying cuts of them film and providing guidance on them to the director, editor and communicating back to all key financing and co-production partners. The elementary role of the producer during the process of post-production will be discussed and analysed.

Marketing and Distribution

Creating a marketing, distribution and festival strategy plan for the film will be demonstrated and exercised. If the film has no distribution partners attached earlier on it is now the time to approach them and find the appropriate partner for the film. The fundamental role of a producer and director actually thinking about their target audience and working towards them is crucial and should be started early on.

Class assignments

There will be four practical assignments designed to demonstrate skills in the key tasks of a producers, a class presentation of a either a schedule, budget or financing concept analysis and a final project. The final project will contain creating a complete documentation of schedule, budget, financing concept, contractual summary and marketing and distribution plan for a film.