

FILM 009: FILM PRODUCING & DISTRIBUTION

Originator

vsassone

Justification / Rationale

Textbook update.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

FILM - Film

Course Number

009

Full Course Title

Film Producing & Distribution

Short Title

PRODUCING & DISTRIBUTION

Discipline**Disciplines List**

Broadcasting Technology (Film making/video, media production, radio/TV)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course is designed for students who want to produce a movie through all stages of a film's journey: buying/development, financing, pre-production, production, post-production, and release/marketing. While key components of the pre-production and production aspects are explored in depth in the Production Management series of courses, the focus of this course is to explore the effect each stage has on the others, and how the producer guides their interdependency. Students learn to recognize and solve problems before they turn in a full-blown crisis and how to make good decisions that help drive a project forward.

Schedule Description

This course is designed for students who want to produce a movie through all stages of a film's journey. Advisory: FILM 002A.

Lecture Units

3

Lecture Semester Hours

54

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

Advisory: FILM 002A

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Schuyler Moore

Title

The Biz

Edition

5th

Publisher

Silman-James Press;

Year

2018

ISBN #

978-1935247180 913

Resource Type

Book

Open Educational Resource

No

Author

Maureen Ryan

Title

Producer to Producer

Edition

2nd

Publisher

Michael Wiese Productions

Year

2017

ISBN #

978-1615932665

Resource Type

Book

Author

Eve Light Honthamer

Title

The Complete Film Production Handbook

Edition

4th

Publisher

Focal Press

Year

2010

ISBN #

978-0240811505

For Text greater than five years old, list rationale:

The Complete Film Production Handbook is a standard film industry manual.

Class Size Maximum

24

Entrance Skills

Identify and demonstrate the elements of exhibition and broadcast required to successfully distribute an original short film/video.

Requisite Course Objectives

FILM 002A-Identify and demonstrate the elements of exhibition and broadcast required to successfully distribute an original short film/video.

Course Content

- Strategize financing in relation to a particular film such as an independent film vs a studio film.
- Hire and support a director.
- Identify a core audience when setting a budget.
- Consider how the budget impacts casting expectations.
- Negotiate with talent agencies and unions.
- Explore film markets and festivals to find distribution.
- Learn how foreign sales work.
- Understand the importance of working with reputable bonding companies, straddling the relationship of art versus business.
- By the end of the course, students will have an understanding of a number of big issues they are apt to confront them as a producer and the ability to manage themselves and their personnel throughout the filmmaking process.

Course Objectives

	Objectives
Objective 1	Demonstrate the ability to identify and analyze problems that are apt to arise in all stages of film production before they become full-blown crises.
Objective 2	Demonstrate the ability to discover strategies for financing, hiring a director, setting a budget.
Objective 3	Demonstrate an understanding of how to work with talent agencies, unions, sales, marketing and distribution companies.
Objective 4	Demonstrate an ability to successfully straddle the line between art and business.
Objective 5	Demonstrate an understanding of the big and small issues that face a producer and how to empower oneself during filmmaking.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Students will be able to explain the process of developing and financing a short narrative film.
Outcome 2	Students will be able to design a campaign to market and distribute a short narrative film.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	Concepts, history and research of film producing including development, financing, production itself and marketing and distribution will be covered in depth and detail to give students the understanding they need to create their film producing projects in and out of class.
Discussion	Students will discuss historic and contemporary forms of film producing in particular as they pertain to the film projects they are producing. Students will pitch their projects to the class and instructors several times through the course of the class and acquire feedback.
Collaborative/Team	Students will work in teams to produce a film project.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Student participation/contribution	Students participate in class discussions and peer reviews that will be evaluated by the instructor.	In Class Only
Mid-term and final evaluations	Students pitch portfolios that will be evaluated by the instructor as well as by peer review.	In Class Only
Tests/Quizzes/Examinations	Mid-term and final exams will be used to evaluate the student's understanding of terms and concepts studied in the class.	In Class Only
Written homework	Students will write reports and analyses pertaining to terms and concepts learned as they are applied to the film project they are producing.	Out of Class Only
Portfolios	Students will create a portfolio to accompany the reports and analyses they create to illustrate and pitch the film project they are producing.	Out of Class Only

Assignments
Other In-class Assignments

- Each of the following is the subject of a module that spans 2-3 weeks of in class hour work:
- Study the history of producing Hollywood and independent films with an emphasis for producing in the digital age.
- Develop a film project: acquire a screenplay or story to adapt into one, hire a director, identify key cast and determine the audience for the film.
- Study the history of film financing, at the studio and independent levels, including studio and private investment and pre-sales, with a particular look at 21st century models including crowdfunding.
- Finance a film project keeping in mind the budget and projected revenue.
- Study marketing films at film festivals and evaluate screeners for Palm Springs ShortFest.
- Study marketing and distribution channels including foreign and domestic sales, theatrical release, digital streaming platforms and other revenue creating channels of exhibition.
- Market and distribute a film project.

Other Out-of-class Assignments

- Solicit short screenplays and acquire one for production (20 hrs)
- Identify a budget level and audience for the short film (20 hrs).
- Create a crowdfunding campaign for the short film project (20 hrs).
- Create a social media marketing campaign for the short film (20 hrs).
- Create a festival and distribution plan for the short film (25 hrs).

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Chat room/instant messaging
Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Weekly announcements

External to Course Management System:

Direct e-mail
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

- Private messaging in Canvas will allow the professor to give personal feedback to each student every week on quizzes and/or homework assignments.
- Regular virtual office hours will give students the opportunity to reach out to the professor with questions or concerns, or to follow up on feedback.
- Online quizzes and examinations include feedback from the professor and the opportunity for student interaction.
- Timely feedback and return of student work lets each student know their progress as each module is mastered.
- Posted YouTube audio/video is part of each homework assignment, and is integrated into the Canvas LMS.
- Weekly Announcements in Canvas alert students to upcoming assignments, discussions and quizzes. Students will be encouraged to configure the Canvas app to give them real-time alerts of posted notifications and due dates.
- Discussion Forums with substantive instructor participation, particularly for the term project, invite students to interact with each other and the instructor in analysis and interpretation of films.

Other Information

MIS Course Data

CIP Code

50.0602 - Cinematography and Film/Video Production.

TOP Code

061220 - Film Production

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Not transferable

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

FILM 009 CO Approval Letter 1-27-2021.pdf

Approvals**Curriculum Committee Approval Date**

03/17/2022

Academic Senate Approval Date

03/24/2022

Board of Trustees Approval Date

04/22/2022

Chancellor's Office Approval Date

04/27/2022

Course Control Number

CCC000622237

Programs referencing this courseAdvanced Film Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=196>)Film Production AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=69>)

