

COURSE OUTLINE		
TERM: Fall 2020	COURSE NO: MOPA 319	
INSTRUCTOR:	COURSE TITLE: <u>The Independent Producer</u>	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT: Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES: 28.5 MOPA or 27 IDF credits of 200-level or higher coursework.

CALENDAR DESCRIPTION: Students will assess and apply advanced techniques of market analysis, distribution and entrepreneurship to a variety of filmed entertainment, including the components necessary to the development of student film projects.

REQUIRED TEXTS AND/OR RESOURCES: No text required, resource material is provided by the instructor.

COURSE STUDENT LEARNING OUTCOMES:

Upon successful completion of this course students will be able to:

- Assess and apply the “Four Pillar” (artist/industry/investors/audience) approach to producing;
- Identify potential projects for development and construct creative pitches;
- Examine the legal business structures involved in media entrepreneurship and apply the basic business planning activities of project development;
- Employ industry agreements required to own, develop, produce and distribute content;
- Distinguish between the approaches involved in developing, producing and distributing projects for different formats and platforms;
- Apply market analysis to identify the appropriate markets and distribution channels for their projects;
- Create a marketing plan and distribution strategy for their personal projects; and
- Appraise the professional, community and business relationships needed for successful producing.

COURSE CONTENT**WEEKS 1-15****WEEK 1:**

The 'Four Pillars' of producing (artist/investors/industry/audience)

- Producer credits, job descriptions/responsibilities throughout the production process
- Pitching to industry
- Creating an individual Development Pitch
- *Assignment #1 assigned: Development Pitch DUE WEEK 3. Create a Development Pitch for a personal project of your choosing (i.e. feature, documentary, TV series, web series, short film, business idea, research project, etc.)*

WEEK 2:

Business Structures and the risks and advantages of sole proprietorship/partnership/incorporation

- Steps for setting up a corporation, provincial vs federal corporations, directors' duties, reporting requirements, privately vs publicly held corporations, classification of shares
- In-class Development Pitch Workshops

WEEK 3:

- *Assignment #1 due: Development Pitch presented and workshopped IN CLASS*

WEEK 4:

Development history and timelines

- "Chain of Title" agreements and obtaining legal opinions
- Development budgets, contracts and deliverables
- Copyright registration vs writers' guild script registrations

WEEK 5:

Clearances, "E&O" Insurance, and Industry Standard Release Forms

- Music Licensing
- Defamation and Privacy/Publicity rights
- 'Traditional' Financing Sources, Financial Structures, Completion Bonds, International Co-Productions, Tax Credits
- Working with Investors
- *Assignment #2 a/b assigned: Create a Financing Research Report DUE WEEK 7 including both traditional industry financing and 'alternative' sources.*

WEEK 6:

'Disruptive' Financing Models

- Crowdfunding - designing and maintaining a successful campaign, donor culture and expectations
 - Legal Requirements and Producer Risks and Challenges
 - Creating marketing/distribution/fan databases and professional communications
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WEEK 7:

Contract Elements/Terms/Representations/Warranties

- Win-win Negotiation
- Deferral deals
- The Producer-Lawyer Relationship
- CRA Requirements and Provincial Employment Standards
- Working with Unions, Employees and Contractors
- Talent, Managers and Agents
- *Assignment #2 a/b due at the beginning of class*

WEEK 8:

The Business Plan

- Business Plan Format and Research Tools- futurpreneur.ca and smallbusinessbc.ca
- The Producer-Accountant Relationship
- Bookkeeping and Invoicing for the Entrepreneur

WEEK 9:

Marketing Terminology

- Marketing Elements and Hooks
- The Components of Marketing Campaigns for media projects
- Marketing Tools and Strategies
- Festivals and International Markets
- In Class Exercise- Marketable Elements

WEEK 10:

Marketing Strategies

- Market Research
- Audience Surveys, Test Screenings and Target Markets
- Community Outreach and Grassroots Marketing Strategies
- In Class Exercise- Marketing Strategies
- *Assignment #3 assigned: Create and Present a Marketing and Distribution Strategy DUE WEEK 13.*

WEEK 11:

The 'traditional' hierarchy of Distribution

- Exclusivity and Windows
- Performance Metrics
- The Distributor-Producer relationship- the Distribution Agreement, Delivery Requirements and Schedules, Audits and Producer responsibilities
- In Class Exercise – Distribution Analysis

WEEK 12:

Online Distribution Platforms and Methods

- Streaming and Mobile Content
 - Digital Aggregators
 - Social Media Strategy
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- *In Class Exercise - Social Media Analysis*

WEEK 13:

- *Assignment #3 due: Marketing and Distribution Strategy Presentations and Written Reports DUE IN CLASS*
- *Final Exam: Takehome exam assigned*

WEEKS 14-15:

- *Final exam period: Takehome exam (exact due date TBA)*

EVALUATION PROFILE	
Assignments *	65%
Final exam	25%
Participation/Attendance**	10%
Total	100%

*ASSIGNMENTS	
Assignment #1 - Creative Development Pitch (verbal pitch and written one-page)	20%
Assignment #2a/b - Financing Research Report (using both traditional and 'alternative' sources)	20%
Assignment #3- Marketing and Distribution Strategy (written report and class presentation)	25%
Total	65%

****Attendance and Participation:**

Attendance will be taken for each class and will form part of the final grade (See Evaluation Profile). This is a professional program. Accordingly, students are expected to be on time and to attend every class. Arriving more than 20 minutes after the commencement of class, or leaving early, will be considered an absence. Students with three unexcused absences will fail the course. When students are absent from class, they are still responsible for the material covered during their absence, including announcements, assigned readings and hand-outs.

The grade for class participation is based on both the frequency and the quality of students' comments, questions and observations, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks.

GRADING PROFILE:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades: Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments: All assignments are due at the beginning of class on the due date listed. Late assignments will not be accepted unless an extension has granted in advance of due date by Instructor.

Missed Exams/Quizzes/Labs etc.: Make-up exams, quizzes and/or tests are given at the sole discretion of Instructor. Some activities may not be able to be accommodated.

English Usage: Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices: Students may use electronic devices during class for note-taking only. Students found to be using electronic devices for personal purposes during class time may be prohibited from using their devices or asked to leave the classroom.

On-line Communication: Outside the classroom the Instructor can be reached via email (please note: Instructor will not utilize eLearn messaging so only use email for communication with Instructor). Email will be checked twice daily on weekdays (noon and 5pm) and once on weekends (Sunday 4pm). Instructor will make best efforts to respond to email within 24 hours. Notifications that a student will be late to class will not receive a response. Email is to be primarily used for administrative matters or making an office appointment. Substantive educational questions will only be addressed in class or during office hours. Please only email Instructor from your official class email address.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success: Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at:
<https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06): Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05): Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:
<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct: All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.