

CAPILANO UNIVERSITY COURSE OUTLINE

MOPA 104 – INTRODUCTION TO PRODUCING

Fall 2017

Division	School of Motion Picture Arts		
Course Name	MOPA 104 – Introduction to Producing	Credits: 3	
Instructor		@capilanou.ca	T: 604.986.1911 ext. xxx
Office	Bosa xxx		

VISION STATEMENT

The School of Motion Picture Arts is dedicated to inspiring a new generation of independent Canadian filmmakers through the fostering and mentoring of emerging talent utilizing progressive learning environments and authentic production experiences, such that graduates make valued contributions to the global media culture.

COURSE FORMAT

Four lecture hours per week, for 15 weeks.

COURSE PREREQUISITES

None.

Note: MOPA 104 is equivalent to IDF 128. Duplicate credit will not be granted for this course and IDF 128.

STUDENT LEARNING OUTCOMES

General

This course introduces students to the economic realities and decision-making processes employed in the motion picture industry.

Instructional

Upon successful completion of this course the student will be able to:

- * Describe the primary management practices, procedures and contractual relationships used in the motion picture industry;
- * Analyze the various ways projects move from conception to production;
- * Recognize the different business structures common in the motion picture industry;
- * Examine the economic issues facing motion picture production;
- * Describe the sources and constraints upon Canadian funding for motion picture production as well as the selling practices for television, new media and film products in world markets;
- * Recognize and, where required, prepare the types of paperwork that motion picture employers require.

PROGRAM LEARNING OUTCOMES

Program Mission

The Motion Picture Arts Certificate program is designed for students who wish to gain an understanding of the basic functions of a film set and the professional practices of an industry-standard production. Areas of study include story development, pre-production, production, and post-production, with a focus on film crafts (camera, lighting, sound, grip, sets, props, etc.) technical skills and professional behaviour. Lecture, labs and project work combine to create a realistic and effective learning environment. The goal is to prepare students for an entry-level position in the professional motion picture industry and to provide a foundation for independent filmmaking. This Certificate forms the 100-level of the Bachelor of Motion Picture Arts Degree program and of the Motion Picture Arts Diploma program.

Program Goals

Knowledge:

To introduce and provide access to current technologies and protocols of the motion picture production process from concept to completion at an introductory level.
To articulate, demonstrate and provide practice in the roles of various crew positions on a set.

Skills:

To enable students to apply appropriate management practices and procedures.
To encourage proper set etiquette and crew team-work.

Value:

To demonstrate and encourage industry standard professionalism.

PROGRAM STUDENT LEARNING OUTCOMES

Upon successful completion of the certificate, students should be able to:

1. Describe the motion picture production process and demonstrate an introductory understanding of the roles of the producer, director, production designer, writer, editor and various crew positions on the set.
2. Implement at an entry level the scripting, development, production design, pre-production, production, post-production and delivery of short dramatic narrative independent films in a collaborative manner utilizing professional standard communication skills, protocols and techniques.
3. Acquire and apply appropriate management practices and procedures including the computational, intuitive, creative and technical skills involved in pre-production, production, post-production, such as screenplay development, breakdown, scheduling and budgeting, for small-scale projects.
4. Demonstrate keys to success, including attitude, teamwork, set etiquette, human/public relations, professional behavior and self-marketing in the established and emerging motion picture industry sectors.

5. Determine how aesthetic engagement can enable cultural contributions through the effective use of media.

REQUIRED TEXTS

All resource material will be provided by the instructor on Moodle or in-class.

WEEKS 1-15

WEEK 1:

Introduction to entertainment industry, genres, audiences, phases, formats and roles of producer, production manager and producer's assistant. Personal agency, resourcefulness, collaboration, rights and responsibilities.

4th-hour event: for a 1% bonus mark, attend and reflect on a Capilano Student Success Workshop this term. Post your reflection in the week 1 Moodle. Workshops are listed at:

<https://www.capilanou.ca/counselling/Student-Success-Workshops/>

WEEK 2:

Industry communication, pitching and crew lists.

WEEK 3:

Locations and locations management, production management and time management – industry standards, Creative BC and Capilano University protocols (Capilano University's Locations Manual is essential reading for this week).

Assignment #1 – Location Request due week 4.

4th-hour event: for a 1% bonus mark, attend and reflect on a Truth and Reconciliation event. Post your reflection in the week 3 Moodle.

WEEK 4:

Getting the rights: copyright, creative commons, option agreements, clearances, E&O, music licenses, contracts and Capilano University standard production contracts.

Assignment #1 – Location Request due.

4th-hour screening: RIP: A Remix Manifesto can be borrowed from the Bosa DVD library and can also be viewed online via the CapU Library and NFB.ca.

WEEK 5:

Casting processes and writing casting breakdowns, unit publicity.

Assignment #2 - Casting breakdown due week 6.

WEEK 6:

Production finance workflows: budgets, finance plans, cost reports, petty cash, production bonds, drawdowns, interim financing, insurance and more! Midterm exam review.

Assignment #2 - Casting breakdown due.

Assignment #3 – Capilano University Cost Report due week 8.

WEEK 7:

Midterm exam during class time (Exam based on content from weeks 1–6).

First Nations film protocols.

WEEK 8:

Media research skills. Representation and responsibility (identify and question problematic representations.)

Assignment #3 – Capilano University Cost Report due.

Assignment #4 – Industry Research due week 12.

WEEK 9:

Development processes and production financing in Canada and abroad. Canadian content and CRTC.

4th-hour screening: This Film Is Not Yet Rated can be borrowed from the Bosa DVD library, the CapU library, and can also be viewed online via the CapU Library.

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WEEK 10:

Broadcasting, distribution, defining audiences and marketing for different content markets.
Linking ideas to audiences and cast assignment due week 11.

WEEK 11:

Digital media and new ways of doing business: transmedia, digital media business models and practices, crowdfunding and audience engagement.
Linking ideas to audiences and cast assignment due.

WEEK 12:

Assignment #4 – Industry Research due. In-class group portion of assignment due at the end of class.

WEEK 13:

Production budgets: rates, units and time.
Assignment #5 – Production Budget due at the end of class.

WEEK 14/15:

Final exam period: no classes and exam schedule TBD. Final exam is cumulative and will be based on weeks 1-13. Opportunity for one-on-one student feedback.

Note: Fourth (4th) hour activities are mandatory curriculum and may include screenings, forums, tutorials, project releases and feedback sessions.

EVALUATION PROFILE	
Midterm exam	15%
Quizzes	5%
Final exam	20%
Assignments*	50%
Participation, Professionalism and Attendance**	10%
Total	100%

****NOTE ON PARTICIPATION, PROFESSIONALISM AND ATTENDANCE:** Three (3) or more unexcused absences will result in a final grade of 0% for Participation, Professionalism and Attendance. Students can communicate absences by email, voice message or via other students. Unexcused absences and arriving late to class will result in the lost of 1% per class. Further clarification of Participation, Professionalism and Attendance is as the end of this outline.

*ASSIGNMENTS	
1. Location Request Students use industry and Capilano University standards to communicate a locations request. Students learn to communicate effectively in order to inquire about and book a desired production location.	5%
2. Casting Breakdown Students learn to write a casting breakdown with awareness and consideration of stereotypes in casting practices.	5%
3. Capilano University Cost Report Students utilize their personal purchases for the period of one week in order to complete a Capilano University Cost Report form. Students learn this essential production accounting and reporting process.	5%

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4. Linking ideas to audiences and cast Using a written pitch format, students learn to link production concepts to potential audiences and cast.	5%
5. Industry Research This is a 2-part assignment. Students will prepare an individual research report concept map on a known producer, production company or business model, and will deliver a short presentation to the class on this topic. This part is worth 15%. The second part of the assignment will be completed in a group during class time and will be worth 5% (group mark). The second part requires students to use their industry research to strategize and present how their companies or individuals might choose to work together. Students learn to discern the differences between types of entertainment companies, to consider their relative place in the entertainment industry, and to strategize how different companies work together.	20%
6. Production Budget Students create a production budget for a short film provided by instructor. Students learn to calculate industry rates, units and time in an industry-standard budget template.	10%
Total	50%

Grading Profile			
A+ = 90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A = 85-89%	B = 73-76%	C = 63-66%	F = 00-49%
A- = 80-84%	B- = 70-72%	C- = 60-62%	

OPERATIONAL DETAILS:
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.
ATTENDANCE:
Attendance will be taken daily 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.
PUNCTUALITY:
Punctuality is essential and forms part of the participation grade. Two lates will count as an absence (see above). Late attendance will be reflected in the student's final grade.
LATE ASSIGNMENTS:
All assignments must be delivered at the place and time specified by the instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

MISSED EXAMS AND QUIZZES:
Missed exams and quizzes will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if, in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.
CHEATING/PLAGIARISM:
Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University Policy on Cheating and Plagiarism (See the University Website) as such behaviour can result in suspension from the University.
INCOMPLETE GRADES:
Grades of Incomplete "I" will be granted only if there is a valid reason for extending the evaluation deadline and if students have a reasonable chance of improving their grade to pass the course.
ENGLISH USAGE:
All written work submitted must use good academic English and follow the guidelines provided in the Capilano University Guide to Writing Assignments (available from the University Bookstore). It is the responsibility of students to proof-read all their writing for any grammatical, spelling and stylistic errors.
STUDIO/FILMING DISCIPLINE:
Students must be dressed appropriately. Wet and cold weather requires waterproof and warm clothing. Students are required to wear work clothes for technical and production sessions. Clothing may be subjected to dirt, paint and dust. Sturdy shoes are a must. No food or beverages are allowed on set during production activities and during technical classes. Disruptive students will be asked to leave.
COMPUTER COURSE REQUIREMENTS/RESPONSIBILITIES:
You are expected to abide by the Statement of Appropriate Use of Information Technology Facilities and Services in any use of computers at the University. This statement can be obtained from your department, the Library, Computer Services or on the University website.
ELECTRONIC DEVICES/LAPTOPS:
Use of electronic devices is not allowed during class time, except at the discretion of the instructor.
COMPUTER LAB USAGE:
No food or beverages are allowed in the University's computer labs at any time. Students must not abuse internet privileges by visiting inappropriate or illegal websites. Intentionally opening and/or altering other students' projects will not be tolerated. Respect for other students' work is of utmost importance. Offences regarding the above will result in the "0" mark in the participation grade, and restricted access to facilities.
PARTICIPATION/PROFESSIONAL BEHAVIOUR:
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. Students are expected to demonstrate a professional attitude and behaviour towards their work, fellow-students, and their instructor. Students should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in this course. Students should have respect for equipment and systems, and a constructive response to criticism.
EMERGENCY PROCEDURES:
Students should familiarize themselves with emergency procedures posted in the classroom.