

CAPILANO UNIVERSITY COURSE OUTLINE

MOPA 425 – ADVANCED WORK FLOW II

Fall 2016

Division	School of Motion Picture Arts	
Course Name	MOPA 425– Advanced Work Flow II	Credits: 1.5
Instructor	x@capilanou.ca	604.986.1911 local x

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 8 weeks.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework.

STUDENT LEARNING OUTCOMES

General

This course focuses on the preparation and development of the spring semester project (MOPA 410-MOPA Project #5) in relation to 'Concept, Communication, Creativity and Context'. Students will prepare the creative elements of a script development submission package for the spring project. This will include a consideration of their project in the context of social responsibility, community awareness, and audience impact. In addition to project mentoring and supervision, students will participate in individual and group presentations in order to develop their presentation and pitching skills.

Instructional

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

- * Describe the elements of a development submission package;
- * Prepare development notes for the creative elements of the production;
- * Prepare synopsis, outline and treatment for their spring project;
- * Evaluate the requirements of the professional pitch and pitch package;
- * Identify a personal and practical understanding of individual and group responsibility;
- * Investigate the ethical role of the filmmaker and the social context of story;
- * Demonstrate the ability to pitch a project with clarity and presence; and,
- * Implement problem-solving, critical thinking and team skills.

In addition, faculty will provide:

Project mentoring and supervision, project meetings, feedback screenings, supervision of final compilation and presentation.

PROGRAM LEARNING OUTCOMES
Program Mission
To provide the encouragement, equipment, training and setting for a vital experience of creation and collaboration. Student filmmakers will expand and refine their practical, professional, artistic and social skills in order to acquire craft excellence and successfully integrate into the increasingly complex and diverse industries of filmed entertainment, digital communications and new media.
Program Goals
<p>Knowledge:</p> <p>To enable students to articulate and apply their knowledge of story and story development to documentary and narrative projects on all platforms; to combine and apply both practical and theoretical knowledge; to investigate and interpret a broad range of theoretical perspectives.</p> <p>Skills:</p> <p>To orchestrate a detailed industrial process; to manage time and budget on large projects over extended periods of time; to use technology as a tool to create innovative and authentic stories; to develop a convergent approach to creative content; to collaborate creatively.</p> <p>Value:</p> <p>To conceptualize, research, develop and produce projects from initial idea through to final product; to market and distribute projects; to develop innovative business models and strategies to build sustainable companies; to understand the role of film and the film industry in Canada's culture and economy; to identify potential areas/sectors of employment; to identify opportunities for further study; to articulate and pursue a unique and personal voice and vision through the artistic and technical means of filmmaking and visual communication, and, in particular, to use the tools and resources at their disposal with clarity, intelligence, resourcefulness and professionalism.</p>

PROGRAM STUDENT LEARNING OUTCOMES
<p>Students successfully completing this program will:</p> <ol style="list-style-type: none"> 1. Analyze historical, technological, philosophical and theoretical trends in the national and global cinemas; 2. Acquire a range of skills and applications of visual communication in order to expand their potential to realize and create meaningful career opportunities; 3. Contribute their technical skills, creative skills, and personal vision to the art of filmmaking; 4. Consult, liaise and negotiate in a professional manner in all aspects of the filmmaking process; 5. Develop industry relationships and create authentic learning environments in order to provide opportunities to expand their potential as independent filmmakers.

REQUIRED TEXTS

Resource material is provided by the instructor. Check Moodle for assignments and readings.

WEEKS 1-8
WEEK 1: Course Overview and Assignment Details <u>Concept:</u> Preliminary pitch of spring project Development script plan notes; how do you intend to move the project forward? Writing coverage and other creative notes during development Adapting creative properties for different platforms and audiences
WEEK 2: <u>Communication:</u> Impact within the entertainment industry: Self, Other, Teams and Society Using Media as an Engagement Tool <i>Assignment #1 due – Project synopsis, preliminary outline, script plan notes</i>
WEEK 3: Working in the industry: Storytelling and Social Impact The question of financing: where would your project fit? Identifying elements of development and/or production submission packages across platforms and distribution models Knowing your buyer and refining your pitch
WEEK 4: Funding proposal formats: synopses, beat sheets, sample dialogue, mini bibles and more Function of synopses in different phases of development Paper pitches, verbal pitches, pitching artwork, look books, demo reels, teasers and the one sheet Development budgeting, scheduling and financing
WEEK 5: <u>Creativity:</u> The role of the filmmaker and the impact on audience Story-Money impact A delicate balance: entertainment and art <i>Assignment #2 due – Revised project synopsis and outline with proposed budget and schedule</i>
WEEK 6: Critical thinking + Creative thinking Concept + Communication + Creativity
WEEK 7: <u>Context:</u> The spring project in relation to the goals of the filmmaker The impact of the project: individual, audience, community, society The development process and its challenges: Vision and voice
WEEK 8: *Presentation of Development submission package for spring projects and student-led discussion <i>Assignment #3 due: Development submission package for spring project</i>

The fourth hour will be made up of a combination of screenings, instructor/student meetings, and on-line contact.

ASSIGNMENTS*	
Assignment #1 - Write a synopsis, beat sheet, mini bible, transmedia outline, demo reel plan, executive business summary, look book, sample dialogue, short script, script excerpt or other development project support materials, including development script plan notes for revisions.	30 %
Assignment #2 - Revised project synopsis and outline with proposed budget and schedule, including production funding deadline chart or plan noting your project's format(s), phase, approximate development or production budget, names of potential funding sources, types of funding offered, amounts of funding, and funding deadlines.	30 %
Assignment #3 – Development submission package for spring project (including class presentation).	30%
Total	90 %

EVALUATION PROFILE	
Assignments (3 X 30%)*	90 %
Participation/Attendance	10 %
Total	100%

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). When students are absent from class/production, their professionalism grade will be affected. Crew time sheets will be filled out each day during production. Lateness or unexplained absences will affect professionalism grade. Additionally, where lateness or unexplained absence prevents student from executing their designated crew responsibilities, term grade for that specific role will be impacted as well – up to and including overall course failure for substantially incomplete work.
PUNCTUALITY:
Punctuality is essential and forms part of the participation grade.
LATENESS:
All student work must be performed at the place and time authorized by the instructor. Lateness will only be accepted if prior approval for lateness has been given by the instructor.
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.
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:
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.