

THFM-2510-050 (3 Credit hours)

INTRODUCTION TO PRODUCING FOR FILM

Winter 2021
Wednesdays, January 6 – March 24, 2021
6 – 9 pm
On Zoom

Primary Instructor: Liz Jarvis
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meetings by appointment on telephone or
Zoom
Guest Instructors TBA

COURSE DESCRIPTION

This course is intended for those who are interested in understanding the art and business of Canadian motion picture production from the perspective of the producer. It will take you through several stages of independent production including concept development, financing, production, post-production and distribution. Specific attention will be paid to building the creative team, project development, marketing, finance and funding, legal and insurance issues, as well as business affairs.

COURSE OBJECTIVES

Upon successful completion of the course, the student will:

- Be able to identify the major participants in the industry and understand their roles.
- Have an understanding of various development and production stages and the Producer's role in each stage
- Be able to identify and create package materials for development and financing
- Have an understanding of the film and television marketplace

Methods of Instruction

The course material is presented through readings, lectures, discussion, and practical assignments. As exposure to the Canadian motion picture milieu is an important aspect of a producer's development, participation in an internet-based or socially distanced activity outside the classroom will be required. (Assignment #3: Industry Participation)

Course Component Specifics

Please come with questions. I encourage discussion – but please stay on topic.

MATERIALS: Will be provided in electronic format.

SUPPLIES: Internet access: browser, media player, and document software.

METHOD OF EVALUATION

| | |
|---------------|--|
| Assignment #1 | 35 % Due February 3 |
| Assignment #2 | 45% Due March 3 |
| Assignment #3 | Industry Participation Report 20% Due March 17 |
| Total | 100% |

LATE POLICY FOR ASSIGNMENTS

All assignments will be given a due date. Students are expected to comply with the due date as assigned. It is the student's responsibility to retain a photocopy or computer disk copy of ALL assignments submitted for grading; in the event of loss or theft, a duplicate copy is required.

Special consideration may be given to students who, for unforeseen or exceptional circumstances, are not able to meet the deadline as assigned.

CONVERSION SCALE

For the calculation of the final grade the following conversion table will be used:

| | | | | | | | |
|----|------------|-----|------|----|------------|-----|-----|
| A+ | 90 – 100% | GPA | 4.5 | C+ | 65 – 69.9% | GPA | 2.5 |
| A | 85 – 89.9% | GPA | 4.25 | C | 60 – 64.9% | GPA | 2.0 |
| A- | 80 – 84.9% | GPA | 4.0 | D | 50 – 59.9% | GPA | 1.0 |
| B+ | 75 – 79.9% | GPA | 3.5 | F | below 50% | GPA | 0 |
| B | 70 – 74.9% | GPA | 3.0 | | | | |

Work not submitted will be graded as 0%.

COURSE OVERVIEW – SUBJECT TO CHANGE**Wednesday, January 6****1. The film and television landscape in Canada – an introduction**

- What are the types of productions made in Canada and around the world?
- Major participant categories and their functions. Who are the people in the industry and what do they do?
- This course is about independent production – what do we mean by that?
- The stages of production

DISCUSSION ON ASSIGNMENT #3: INDUSTRY PARTICIPATION

Participants may choose an activity of their choice, as approved by instructor, and write a two-page report describing the experience, and what they learned that is relevant to producing.

Examples:

- Attend a (virtual) premiere screening of a local film or short film programme, or a screening where the director or producer is present
- Attend an industry lecture or short course
- Write a two-page essay describing the creation and marketing of a Canadian feature film or TV show

Wednesday, January 13**2. Marketing and Distribution**

- Marketing strategy
- Pitching
- Distribution strategy
- Domestic and foreign distribution
- The “Orderly Marketplace” is changing

Wednesday, January 20**3. Development –Where do film and television projects come from?**

- What is a viable project?
- What exactly is being developed – the elements of the package
- Development budgets and financing
- An introduction to internet resources

ASSIGNMENT #1: Internet research on funding**Wednesday, January 27****4. Screen stories**

- Dramatic story structure and how it applies to drama and documentary
- The writing process – drama and documentary
- Script format – drama and documentary
- The art of the synopsis – 25-words-or-less; short; 1-2 page

Wednesday, February 3**5. Legal and Insurance Issues – Guest instructor (Devan Towers TBC)**

- What is Chain of Title?
- Options and rights
- Clearances and releases
- Insurance requirements, including Errors and Omissions
- Producer responsibilities
- What does an entertainment lawyer do?
- What should a producer know about contracts?

HAND IN ASSIGNMENT #1

ASSIGNMENT #2: Self-directed project development as approved by instructor OR prepare a critical path, financing scenario and marketing plan for a project assigned by instructor

Wednesday, February 10**6. Production Budgeting and Financing Part 1**

- What are MGs, pre-sales, licences?
- Role of new media in the broadcast sector
- Telefilm, CMF and other government funding
- Alternative financing

Wednesday, February 17**7. Production Financing Part 2**

- Last things first – the delivery schedule
- The “locked” budget
- Financing basics – financing the budget; budget the financing . . .
- Financing Sources and how to find them
- Tax credits
- The financing scenario
- How do I find that last 10-20%?
- What is a recoupment schedule?
- Why is a cash flow so important?
- What is interim financing?

Wednesday, February 24**8. Before- and Pre-production**

- Shooting schedule
- Unions and guilds
- Casting
- The Production Team
- Locations
- Shooting crew
- Equipment, facilities and services
- Formats

Wednesday, March 3**9. Production**

- The director's role
- The rhythm of the shoot day
- Basic scene coverage
- Performers and extras
- Safety
- The call sheet
- Unit publicity and photography

HAND IN ASSIGNMENT #2

Wednesday, March 10**10. Post – Production and Delivery**

- Basic technical
- The post schedule
- Music pitfalls
- Delivery and market readiness

Wednesday, March 17**11. The Documentary Production – Guest instructor TBA**

- Research approaches
- The doc schedule
- Participants, not subjects . . .
- Drama and documentary
- The concept of point of view

HAND IN ASSIGNMENT #3 (INDUSTRY PARTICIPATION REPORT)

Wednesday, March 24**12. The Business of Producing**

- Development, production, and production company structures
- Industry etiquette basics
- Value of relationships
- Multiple project management – organizing your project/business
- Managing time and budget
- Establishing production company brand presence
- Sustaining business, artistic and personal objective balance – surviving the business when you're starting out

ATTENDANCE AND MAKE-UP WORK

Example: Absences are recognized for the following reasons:
Absences for family or personal emergencies (discussed with instructor)
Absences for medical reasons (discussed with instructor)
Absences for work-related travel (discussed with instructor)

With the reality of on-line classes and our reliance on technology, there will be flexibility around attendance and participation. The goal will be to work with students to make sure their access needs are met. Professional conduct is expected at all times. The instructor will work with students if frequent absenteeism or lateness becomes disruptive and explore solutions if the challenges are due to the limitations of remote learning. However, failure to meet reasonable standards of responsible behaviour in relation to classmates and instructors will not be tolerated.

Recordings of on-line classes will only be made if students are absent with cause, will therefore miss an important lesson, and inform the instructor prior to the start of the class. The instructor will inform the class if recording is taking place. Students who are concerned about recording can choose to turn off their camera. Recording will be retained until the end of the academic year.

PLAGIARISM

In the matter of plagiarism, please be aware that a student may not submit the same item of work for credit in two different courses. If you are referring to a document, article, book, news clipping, or other media source, you should refer to the source in your exam or in your assignment. Grades, for any item of work where plagiarism or cheating is suspected, will be withheld until the issue is resolved.

Plagiarism may consist of, but is not limited to:

- Copying the work of another individual;
- Using unauthorized materials during an exam;
- Collaborating with another student during the exam;
- Plagiarizing, which means representing, a piece of work as your own;
- Falsifying or modifying an exam document or another item of work without authorization in order to obtain additional credit;
- Using, buying, selling, stealing, or soliciting any of the contents of an exam;
- Taking a test for another student or permitting another student to take a test for oneself.

DISCLAIMER

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

STUDENT PARTICIPATION POLICY & COURSE CONTENT

Theatre & Film are communal art forms in which a number of interdependent artists and crafts people cooperate to create a work of art. This fact is necessarily transferred to the learning situation, and is reflected in many of the Department's courses. Consequently, it is the Department's policy that students are required to: complete homework such as reading, line-learning, script analysis, prop lists, design drawings, etc.; attend classes; attend rehearsals, meetings or shoots both within and outside of class times; and, in short, exhibit commitment towards the inevitably shared endeavours of our field of study.

Any student failing to fulfil these requirements is harmful to the progress of dedicated students and may, after due warning, be asked to withdraw from any individual Departmental course.

COURSE CONTENT NOTE

Dramatic Literature depicts a wide variety of human action, both elevated and base, public and private, physical and psychological, sexual and non-sexual, etc. The Department of Theatre and Film will not undertake to censor the subject matter of dramatic works.

Students who have concerns about dealing with the full range of content and style in drama/film are urged to discuss these concerns with the course instructor.

HEALTH AND ACCESSIBILITY SERVICES

Life happens to everyone. If you are experiencing a crisis in your life, or if you have a physical or mental health issue, communicate with your Professor or Accessibility Services – let us know so we can provide support or direct you to those who can. The earlier we know, the earlier we can discuss what resources might be available. Students with documented disabilities, or temporary or chronic medical conditions requiring academic accommodations for tests/exams/presentations (e.g., private space or more time) or during lectures/labs (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 204-786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. If you are registered with Accessibility Services, do not assume that Accessibility Services (AS) has informed your instructor that you have registered with them. Please see <http://www.uwinnipeg.ca/accessibility>. If you do not register with AS, you cannot be granted special consideration (e.g. extra time to write exams/tests, attendance issues because of physical or mental health conditions, etc.).

The University of Winnipeg promotes a scent-free environment. Please be respectful of the needs of your fellow classmates and your instructor by avoiding the use of scented products while attending on-campus lectures and labs. Exposure to perfumes and other **scented products (such as lotion)** can trigger serious health reactions in persons with asthma, allergies, migraines or chemical sensitivities. We are asking for your cooperation to create a scent-free environment **on campus** by students, faculty and staff.

"THE REAL THING" LECTURE SERIES

Normally, during the FW terms, the Department of Theatre and Film presents a series of lectures held on Wednesdays during the free period (12:30-13:20). This series will feature speakers from a range of areas in the performing arts: technical, performance, design, management, film, directing, playwriting, etc. These speakers will specifically address issues related to “the business of the business,” and attendance is compulsory for some courses (for example, all Honours level students must attend). This year, the series has been somewhat truncated. One lecture took place by Zoom in September, and further lectures may be added in the winter term online (by Zoom or other platform). Watch our website for information on further lectures as they are planned.

ORIENTATION ASSEMBLY

Each year in September we hold an *Orientation Assembly* to welcome students to the new term; introduce our new students to faculty and other students; provide information about the department, its various activities and those of its professors; and deliver news about what's coming up. Those considering Honours are strongly recommended to attend. All others are welcome and encouraged to attend.

Our Orientation Assembly took place by Zoom in September. Occasionally during the year, other Town Hall type Department-wide meetings may be called; check our website for information as new meetings are planned.

TAFSA

All students enrolled in at least one theatre or film class are automatically members of TAFSA, the Theatre and Film Students' Association, which plans a number of exciting activities each academic year. Activities organized by TAFSA include regular **Performance Jams**, **Department parties** and **Socials** as well as **DioFest** (a new play festival featuring student written and produced plays), and **24/7** (an event in which students move into our building and several plays are written, rehearsed, produced, and presented – all in a period of 24 hours!).

Please join TAFSA to find out more at their meetings, every second Monday from 12:30-13:20 pm (by Zoom or other platform in 2020-21). Follow TAFSA at @tafsauw on Instagram. This is a great opportunity for students to connect with other like-minded people and a way to get involved in the department events.

BUILDING SECURITY

To safeguard the health of the UWinnipeg community — and support public health efforts — during the ongoing COVID-19 situation, the UW campus is closed until further notice. All academic instruction and evaluation will continue through alternate delivery.

The Asper Centre for Theatre and Film (home to the Department of Theatre and Film) is CLOSED as per Campus policy. Access for students attending in-person labs in our building will be arranged as necessary. All studios and labs are locked 24/7.

NOTE: It is **MANDATORY** that anyone attending labs or rehearsals in the building carry an ID card/student card to verify they are allowed to be on campus. If a Security Guard checks and you do not have proper accreditation, **you will be evicted**.

These rules are in place to protect our students and our equipment; please respect them.

RECORDING ON-LINE CLASSES

The instructor may choose to record a zoom or video class if there are online connectivity issues, absences, or to post to Nexus for later review.

If a lecture is recorded, students will be given notice (via the course outline or on a case-by-case basis) that their personal information may be captured; informed of how long the recording will be retained; and whether the recording will be used for evaluation of any kind. Students will also be given the option to turn off their cameras/microphones and use pseudonyms to remain anonymous (except where class participation is required).

Students with concerns or who wish to seek alternate arrangements may discuss the matter with the instructor.

Access to recordings will be limited to the academic staff, students, and others with a legitimate need. Recordings containing student personal information will not be posted publicly, but only on UW-approved servers.

No student is allowed to disseminate recordings outside of the class or post recordings publicly. Access to the recordings will be limited to the instructor and the students.

ELECTRONIC COURSE OUTLINE ADDENDA

Students must check our website at <http://uwinnipeg.ca/theatre-film> and read the menu items called *Fire Safety Instructions in the Asper Centre for Theatre and Film* and *Access Card/Building Use Policy*.

Room bookings at the ACTF are suspended until at least December 31, 2020 and possibly longer. However, when we are able to allow students to book rooms again, links to *Room Booking Instructions* and electronic *Online Room Booking Form* can also be found on our department website. Please read and note all instructions carefully.

GENERAL NOTES

- Students can find answers to frequently ask questions related to remote learning here: <https://www.uwinnipeg.ca/covid-19/remote-learning-faq.html>.
- Students should check their UWinnipeg e-mail addresses daily as this is the most direct way instructors and the University will contact students, particularly during the current remote learning environment.
- This course outline should be considered a guideline only. Time constraints and other unforeseen factors may require that some topics be omitted or covered in less detail than indicated.
- Archival records such as videotapes, sound recordings, and photographs may be made or taken during class or lab times. The University uses such materials primarily for archival, promotional, and teaching purposes. Promotional use may include display at open houses or conferences, or use in advertising, publicity, or brochures. In reading and accepting the terms in this course outline, students acknowledge consent for such use by the University. Should a student not wish to convey such consent, they should withdraw from this course immediately.
- Unless necessary for accessing class, cellular phones should be turned off during classes and examinations. Texting is not permitted in class.
- Any student attending a test or final examination may be required to present proof of identity; photo identification is preferred.

It is the student's responsibility to retain a photocopy or computer disk copy of **ALL** assignments submitted for grading; in the event of loss or theft, a duplicate copy is required.

- When it is necessary to cancel a class due to exceptional circumstances, instructors will make every effort to inform students via uwinnipeg email (and/or using the preferred form of communication, as designated by the instructor), as well as the Departmental Assistant and Chair/Dean. ***Students are reminded that they have a responsibility to regularly check their***

UWinnipeg e-mail addresses to ensure timely receipt of correspondence from the university and/or their course instructors.

- **Regulations, Policies, and Academic Integrity:** Students are encouraged to familiarize themselves with the “Regulations and Policies” found in the University Academic Calendar at: <https://uwinnipeg.ca/academics/calendar/docs/regulationsandpolicies.pdf>. Particular attention should be given to subsections **8 (“Student Discipline”)**, **9 (“Senate Appeals”)**, and **10 (“Grade Appeals”)**.

Please note the importance of maintaining academic integrity, and the potential consequences of engaging in plagiarism, cheating, and other forms of academic misconduct. Even “unintentional” plagiarism, as described in the UW Library video tutorial “Avoiding Plagiarism” (<https://www.youtube.com/watch?v=UvFdxRU9a8g>) is a form of academic misconduct.

Similarly, uploading essays and other assignments to essay vendor or trader sites (filesharing sites that are known providers of essays for use by others who submit them to instructors as their own work) is a form of misconduct, as it involves “aiding and abetting” plagiarism. More detailed information can be found here: Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-procedures.pdf>.

- **Copyright and Intellectual Property.** Course materials are the property of the instructor who developed them. Examples of such materials are course outlines, assignment descriptions, lecture notes, notes on whiteboards, test questions, and presentation slides—irrespective of format. Students who upload these materials to filesharing sites, or in any other way share these materials with others outside the class without prior permission of the instructor/presenter, are in violation of copyright law and University policy.

Students must also seek prior permission of the instructor/presenter before, for example, photographing, recording, or taking screenshots of slides, presentations, lectures, and notes on the board. Students found to be in violation of an instructor’s intellectual property rights could face serious consequences pursuant to the Academic Misconduct or Non-Academic Misconduct Policy; such consequences could possibly involve legal sanction under the Copyright Policy (https://copyright.uwinnipeg.ca/docs/copyright_policy_2017.pdf).

- **Research Ethics.** Students conducting research interviews, focus groups, surveys, or any other method of collecting data from any person, including a family member, must obtain research ethics approval before commencing data collection. Exceptions are research activities done in class as a learning exercise. For submission requirements and deadlines, see <http://www.uwinnipeg.ca/research/human-ethics.html>.
- **Privacy.** Students should be familiar with their rights in relation to the collecting of personal data by the University (<https://www.uwinnipeg.ca/privacy/admissions-privacy-notice.html>), especially if Zoom is being used for remote teaching (<https://www.uwinnipeg.ca/privacy/zoom-privacy-notice.html>) and testing/proctoring (<https://www.uwinnipeg.ca/privacy/zoom-test-and-exam-proctoring.html>).
- **Respectful Learning Environment.** All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. Students are

expected to conduct themselves in a respectful manner on campus and in the learning environment irrespective of platform being used.

Behaviour, communication, or acts that are inconsistent with a number of UW policies (e.g., *Respectful Working and Learning Environment Policy* at <https://www.uwinnipeg.ca/respect/respect-policy.html>; *Acceptable Use of Information Technology Policy* at <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/acceptable-use-of-information-technology-policy.pdf>) could be considered “non-academic” misconduct.

More detailed information can be found here:

Non-Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-policy.pdf>

And <https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-procedures.pdf> .

- Students may choose not to attend classes or write examinations on holy days of their religion, but they must notify their instructors at least two weeks in advance. Instructors will then provide opportunity for students to make up work examinations without penalty. A list of religious holidays can be found at <http://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf>

VOLUNTARY WITHDRAWAL DATES

The voluntary withdrawal dates for each term, without academic penalty, are:

- **FALL TERM COURSES:** November 17, 2020 for Fall courses which begin in September 2020 and end in December 2020;
- **FALL/WINTER TERM COURSES:** February 23, 2021 for Fall/Winter courses which begin in September 2020 and end in April 2021;
- **WINTER TERM COURSES:** March 16, 2021 for Winter courses which begin in January 2021 and end in April 2021.

Students are encouraged to speak to the Instructor before withdrawing to explore other options.

Please note that withdrawing before the VW date does not necessarily result in a fee refund.