

**THFM-2510-050 (61280)**  
**(3 Credit hours)**

**INTRODUCTION TO PRODUCING FOR FILM**

Winter 2022  
Wednesdays, January 12 – April 4, 2022  
6 – 9 pm  
Manitoba Hall, Room 3M60

Primary Instructor: Liz Jarvis  
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Email: [l.jarvis@uwinnipeg.ca](mailto:l.jarvis@uwinnipeg.ca)  
meetings by appointment on telephone or  
Zoom  
Guest Instructors TBA

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**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 COVID-19 guidance-compliant 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.

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**METHOD OF EVALUATION**

Assignment #1	35 % Due February 9
Assignment #2	45% Due March 16
Assignment #3	Industry Participation Report 20% Due March 30
<b>Total</b>	<b>100%</b>

**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 12****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 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 19****2. Marketing and Distribution**

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

**Wednesday, January 26****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, February 2****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 9****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 optional assignments TBA****Wednesday, February 16****6. Production Budgeting and Financing Part 1**

- 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?

**READING WEEK No class Wednesday, February 23****Wednesday, March 2****7. Production Financing Part 2**

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

**Wednesday, March 9****8. Before- and Pre-production**

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

**Wednesday, March 16 \*\*NOTE: VOLUNTARY WITHDRAWAL DATE\*\*****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 23****10. Post – Production and Delivery**

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

**Wednesday, March 30****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, April 6****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 co-operate 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.

### **KNOW YOUR RIGHTS**

#### **Human Rights and Diversity**

All students are encouraged to visit the University's Human Rights and Diversity website (<https://www.uwinnipeg.ca/respect/index.html>) to familiarize yourself about your rights, the University's policies, and resources in place to support you. This site includes links to the University's Sexual Violence Policy and Procedures (<https://www.uwinnipeg.ca/respect/sexual-violence-policy-and-procedures.html>), as well as resources for getting and providing support and clear steps for disclosing or reporting sexual violence.

#### **Sexual Violence Resources on Campus**

From the UW Human Rights & Diversity website:

*The University takes all disclosures and reports of sexual violence seriously; survivors of all backgrounds and experiences will be treated with dignity, respect, and care. If you have experienced sexual violence, there are trained staff to help you in whatever way suits you best."*

**Disclosing** is telling a member of the UW Community that you have experienced sexual violence. This could be someone you trust or feel comfortable with, like a professor, coach, another staff person, or a member of the Sexual Violence Response Team (**SVRT**). A disclosure can be made in order to receive support, accommodation, or to be connected to other resources. The Sexual Violence Response Team (**SVRT**) is a small team of specially trained, well-situated staff that coordinates and organizes services for survivors in a confidential manner. For example, if you personally do not feel comfortable talking to your professors about extensions or deferring work, they would be able to arrange changes for you without telling the professor why you need accommodation.

**Contact SVRT by phone at 204-230-6660.** [You can find more information on disclosing here.](https://www.uwinnipeg.ca/respect/sexual-violence/support/index.html)  
(<https://www.uwinnipeg.ca/respect/sexual-violence/support/index.html>)

**Reporting** is making a statement to the **Human Rights & Diversity Officer (HRDO)** with the intention of seeking remedy, sanction, or consequences through the university. Once a report is made, the **HRDO** will review your report and discuss your options. Your options could include an investigation process, or informal resolution (if you wish to resolve it without an investigation). The **HRDO** can still connect you with support, accommodation, or external organizations while the investigation is taking place.

**You can contact the HRDO by phone at 204-988-7508** or by email at [hrdo@uwinnipeg.ca](mailto:hrdo@uwinnipeg.ca)  
[You can report online here »](https://uwinnipeg.qualtrics.com/jfe/form/SV_4ONi2EP1gcXjyBv) ([https://uwinnipeg.qualtrics.com/jfe/form/SV\\_4ONi2EP1gcXjyBv](https://uwinnipeg.qualtrics.com/jfe/form/SV_4ONi2EP1gcXjyBv))

### **PUBLIC HEALTH COVID CONSIDERATIONS**

In the current changing health situation, the schedule and content of the course may be subject to change on short notice. Every effort will be made to inform students of these changes, to deliver the course content in the best way possible under the circumstances, and to evaluate students fairly.

### **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](mailto: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**

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. and are open to all students. The speakers will specifically address issues related to "the business of the business."

Lectures are planned on the following dates in the Winter term:

**January 19, 2022**

**March 2, 2022**

*Guests will be confirmed shortly.*

**MANDATORY ATTENDANCE FOR HONOURS STUDENTS:** Beginning in January, attendance at **EVERY** lecture is mandatory for ALL Honours students in Theatre (that is, anyone taking 4000-level courses in any area), as well as students in THFM-3110 Screen Acting, THFM-3201 Styles in Design, THFM-3801 Production II, and THFM-3920 Musical Theatre.

All students are encouraged to attend these fun and informative lectures. Please see our department website in the Fall for information.

## **ORIENTATION ASSEMBLY**

The department will hold a Winter term Orientation/Info session by Zoom in January, currently planned for Monday, January 17<sup>th</sup> at 12:30 pm to welcome students to the new term, provide information about the department, its various activities and those of its professors; and deliver news about what's coming up.

ALL STUDENTS ARE ENCOURAGED AND WELCOME TO ATTEND! Please see our department website for information in January.

## **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 Wednesday from 12:30-13:20 pm. This is a great opportunity for students to connect with other like-minded people and a way to get involved in the department events. Visit the TAFSA Instagram account at **@tafsauw** or send them an email at [tafsa.uw@hotmail.com](mailto:tafsa.uw@hotmail.com).

## **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 to the public until further notice. Students, Faculty and Staff must use specific access points to buildings and provide identification upon entry.

Information about access for students can be found at <https://www.uwinnipeg.ca/covid-19/on-campus-learning-faq.html>.

**NOTE:** It is **MANDATORY** that anyone entering the building and attending classes, labs or rehearsals in the building carry an ID card/student card to verify their vaccination status and that 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.

**SECURITY PHONE (General, non-emergency, Safe Walk and Safe Ride): 204-786-9272**  
**SECURITY EMERGENCY NUMBER: 204-786-6666**

The Asper Centre for Theatre and Film is equipped with an emergency-only phone to directly contact Security in the main lobby by the House Management Office. This can be used in an emergency situation to directly connect with the UW Security Services.

Students are encouraged to visit the UW Security Services webpage at <https://www.uwinnipeg.ca/security/index.html> for complete information about campus security and emergency procedures.



### **RECORDING ON-LINE CLASSES**

The instructor of an on-line class 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**

**Department Website:** <https://theatre.uwinnipeg.ca> or <https://film.uwinnipeg.ca>

Please refer to the website for department information, but particularly regarding:

**Fire and Safety Information for ACTF:** Students must check our website and review the *Fire Safety Instructions in the Asper Centre for Theatre and Film* and *Access Card/Building Use Policy* at <https://www.uwinnipeg.ca/theatre-film/student-resources/loves-labours-lost-production-schedule.html>.

**Room Bookings for Class Assignment Work:** We expect students will be allowed to book rehearsal room space FOR CLASS-RELATED WORK ONLY. Please see our website links to *Room Booking Instructions* and electronic *Online Room Booking Form* found on our department website at <https://www.uwinnipeg.ca/theatre-film/rentals/access-card-and-building-use-policy.html>. Please read and note all instructions carefully. Room booking availability is subject to change according to public health and university policies.

### **GENERAL NOTES**

- **Students can find answers to frequently asked questions related to the University's Covid-19 policies for the 2021-22 year here:** <https://www.uwinnipeg.ca/covid-19/index.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 environment of quickly-changing circumstances.**

- **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.**
- A permitted or necessary change in mode of delivery may require adjustments to important aspects of course outlines, like class schedule and the number, nature, and weighting of assignments and/or exams.
- 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 webmail (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.***
- 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 or examinations without penalty. A list of religious holidays can be found in the 2021-22 Undergraduate Academic Calendar, <http://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf>

### **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 emphasize the importance of maintaining academic integrity, and to 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](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>.

### **Respectful Learning Environment**

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 <https://www.uwinnipeg.ca/respect/respect-policy.html>, Acceptable Use of Information Technology Policy <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>.

### **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, 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](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 are reminded of 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>).

### **VOLUNTARY WITHDRAWAL DATES**

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

- **FALL/WINTER TERM COURSES:** February 16, 2022 for Fall/Winter courses which begin in September 2021 and end in April 2022
- **WINTER TERM COURSES:** March 16, 2022 for Winter courses which begin in January 2022 and end in April 2022

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.**