Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF CINEMA-TELEVISION
COURSE MAT CTV 525
PRODUCING FOR CINEMA
SPRING 2011
ON CAMPUS
WEDNESDAY 9:00AM – 11:55AM
LOCATION: COM 146

INSTRUCTOR INFORMATION
Instructor: Pamela R Miller, Professional in Residence.
Phone: 352-4743
Fax: 352-4275
E-Mail: pmiller@regent.edu
Office Hours: Monday, 1:30-4:30pm, Tuesday and Wednesday, 3:30-5pm
Office Location: COM 255

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
Greetings!

The business of film can be incredibly challenging and hugely satisfying, sometimes at the same time. As a professional in this business you will be stretched beyond your limitations of patience and endurance, and yet you will come out on the other side an accomplished leader. My prayer for you this semester is that you will challenge yourselves even more than I will, grow closer in faith and intimacy in the Lord, and find out who you are in Christ as a future leader in the film business.

Your Instructor
Before coming to this school, I spent nearly 30 years in the television and film industry. I have seen great ideas go up in smoke and crumby ideas make it all the way to the screen with lots of money sprinkled on them as they went. There are no guarantees in our business. In fact sometimes it might seem so much of a challenge that you ask yourself why you want to do it in the first place. There are two reasons why I and others press on. First off, I have learned through experience and study that one of the ways I serve God best is in this industry. He has wired me to be here. My skills are from Him and it is He who moves through me. Secondly, I have learned through trial and error that I am most satisfied in this business. When you see your collaborative work on the screen, when you hear actors say your lines and cameras frame the shots that live in your head, there is a sense of satisfaction and completeness that God uses to fulfill His promise to grant you the desires of your heart. If you have not already found your satisfaction in this work, I hope that this class clarifies that sense for you.

Course Description
Focus is on two aspects of the motion picture industry, proposing a project through a prospectus and designing and creating a film production company. Emphasis is placed on the role of the producer in these endeavors in the independent film market as well as productions involving participation of major Hollywood entities.

Rationale/Course Overview
This course is designed as an advanced level study of the business side of the feature film sector of the entertainment industry, from hereafter to be known as “the business” or “the industry.” We will study filmmaking from how it may be financed to how it gets into theaters. We will study how any person can set up and run a production company. We will examine current issues, entities and people in the business. We will learn how they think, work and make deals. We will discuss the ethics of the business, and relate this to how it can co-exist with a Christian worldview.

Integration of Faith & Learning
There are many scriptures on which this class is based. This class, in attempting to teach the student the “business” of entertainment, does so, based on the biblical principles of honesty, integrity, professionalism, responsibility, humility and servant leadership. As the Lord directs us to let our “yes” be “yes” and our “no” be “no,” this class intends to forge a spirit of integrity and honesty in business relationships, as a cornerstone to success in the industry. Students are expected to present themselves in accordance with these principles.

Prerequisites There are no prerequisites for this course. However, it is strongly recommended that students have first taken Producer’s Unit and Scheduling and Budgeting before taking this course.
Departmental (Cinema-Television) Program Outcomes

- To reclaim the power of "Story" and to weave Christian values and enduring truths in infinitely fresh and relevant ways.
- To allow students to explore and refine their craft through observation, intense study and practice.
- To grow artists who can create media infused with the Light to those with eyes to see and ears to hear.

Course (Producing for Cinema) Outcomes

- Outcome: That the student leaves with a working knowledge of how the industry works and how to get a project “off the ground.” This is intended to help the student get started in these channels upon leaving Regent University.
  - Assessment: The prospectus assignment.
- Outcome: That the students learn what goes into the development of a prospectus, and to also present the student with a “real life” situation, via the prospectus pitch.
  - Assessment: The prospectus presentation and business plan presentation.
- Outcome: To prepare the student how to handle pressured situations, take a meeting, and present themselves not only as a witness for Christ, but also as professionals.
  - Assessment: The prospectus assignment.
- Outcome: To assist in the integration of the Christian faith and the study of the entertainment industry.
  - Assessment: Student’s ability to engage class discussions.
- Outcome: To familiarize students with the economic conditions of the industry.
  - Abstract assignment.
- Outcome: To familiarize students with the roles of the producer and production entities.
  - Assessment: Production Entity Paper
- Outcome: To familiarize students with the independent sector of the industry.
  - Assessment: Class discussion and Business Plan assignment.

Course Materials

Required Texts

Recommended Resources
- Litwak, Mark, Contracts for the Film and Television Industry
- Marich, Robert, Marketing to Moviegoers: A Handbook of Strategies Used by Major Studios and Independents


**Trade Magazines**

- Variety Magazine
- The Hollywood Reporter
- Premiere Magazine
- Entertainment Weekly

**Websites**

- [www.imdb.com](http://www.imdb.com)
- [www.boxofficemojo.com](http://www.boxofficemojo.com)
- [www.thebusinessoffilm.com](http://www.thebusinessoffilm.com)
- [www.business.com](http://www.business.com)
- [www.thisbusinessoffilm.com](http://www.thisbusinessoffilm.com)
- [www.filmprofit.com](http://www.filmprofit.com)

**Course Requirements and Assignments**

This class has a blackboard presence where you will find the syllabus, lectures (Power Points), handouts, assignments and grades. Announcements will also be posted throughout the semester. Make a habit of checking the blackboard section of this course.

**Assignment Submissions**

All assignments, except noted, must be submitted in the assignment section of blackboard. Assignments not submitted by the due date, without an approved extension will automatically receive a “0” grade (whether they were submitted late or in the wrong section of blackboard).

**Incomplete & In-Progress Grades**

Students desiring an incomplete must submit their request to the course instructor and academic dean prior to the end of the term. An incomplete grade will be given in a regular course only for legitimate deficiencies due to illness, emergencies or extraordinary reasons acceptable to the professor, including equipment breakdown and shortages, and not because of neglect on the student’s part. Incompletes require the final approval of the school dean or his/her authorized representative. A regular grade will be given by the instructor if all requirements for the course are submitted by the end of the following academic term. The instructor will submit the new grade to the Registrar’s Office no later than two weeks after the beginning of the subsequent term. If all work is not submitted by the end of the term following the granting of the incomplete, a grade of FX (NP on pass/fail courses) will be posted automatically unless a Request for Extension of Incomplete has been approved and submitted to the Registrar’s Office. The FX shall be counted
as an F in the computation of the GPA. Any student desiring reinstatement to the course after an FX or NP has been posted must register for the course in a subsequent term and pay the full current tuition for the course. In progress grades can only be given for independent studies, internships, practica, portfolios, theses and dissertations.

Unless stated by the instructor in class, all assignments are due on the date stated in the syllabus at the beginning of that class period. Late assignments will be graded down one letter grade for each day they are late without an approved extension. Except in cases of emergency, requests for extension must be made to the instructor at least twenty-four hours before the assignment is due. Be prepared to defend your reason why you need the extension. Remember, deadlines in the film business are taken very seriously. This class, in preparing students to work professionally will take the same attitude.

Integrity of Scholarship & Grades

The Regent University Graduate Catalogue contains the following statement: “A community of teachers and scholars recognizes the principles of truth and honesty as absolutely essential. The expectation at Regent University is that these principles will be rigorously followed in all academic endeavors, including the preparation of class reports and papers, giving and taking of examinations, and in protecting the validity of assigned grades. This assumes that all work will be done by the person who purports to do the work without unauthorized aids. Instructors will exercise due diligence in planning and supervising the academic program so that the principles of truth and honesty are encouraged.” Students are also expected to abide by the Regent University Academic Honor Code, which may be found at the following link: http://www.regent.edu/general/search.cfm?cx=010434767810659159%3Avseny9baf38&cof=FORID%3A11&q=academic+honor+code&send.x=0&send.y=0&send=search#1094

Instructor Availability

My office is located at room 255 in the Communication building. If you need to meet with me, an appointment may be made by calling me at 352-4743, or via e-mail, pmiller@regent.edu. If you need to email me with a question or concern, you must include the course number, name and your name in the subject line of your email. For instance, CTV 527-Mary Smith.

Course Evaluation

Important note: At the end of the semester you will receive an email with your course evaluation. University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This MANDATORY requirement must be completed before students will be able to access their final course grade.

Assignments

Motion Picture Industry Article Presentation: Students are to find an article about a producer, or producers, production company, deal, financial news, etc. in the motion picture industry. The purpose is to familiarize the student and inform the class through a variety of articles about how the business works. Presentations should be 1 page typed, in MLA or APA style, one copy is to be given to the instructor on this date. Students may present using their paper to refer to. Students must dress interview style. Article summary/presentation must also be submitted to Blackboard.

Motion Picture Entity Paper & Presentation: Students are to write a paper about a production company, outlining its inception, history, successes and failures. Students must pick a company from an approved list
provided by the instructor. Papers must be no less than 10 pages long. Paper must also be submitted to Blackboard. Students are to dress interview style.

**Business Plan/Website Presentation**: Students will prepare a business plan for a production company, including mission statement, structure, and projected revenues. Students will present their company and accompanying website. Students must dress “work-style” as appropriate for a finance meeting with a bank or investor. Plan and link to website must also be submitted to Blackboard.

**Business Card Assignment**: Students shall prepare and turn in professional business cards. Due when the student's business plan is presented.

**Prospectus Presentation/Mock Hollywood/Network Meeting**: Students will prepare a prospectus for a new feature film or television show based on the readings and lectures. The prospectus should outline why the script should be produced, how it is to be financed, what the expected return on the investor’s money will be, how it is to be distributed etc. The prospectus should be made as presentable as possible. *The prospectus will be turned in for feedback two weeks before the presentation.* At the presentation, each student will arrive to class, dressed appropriately for a meeting with a major studio or network executive. The student will present the revised prospectus and be prepared to answer questions regarding the viability of producing the project. Students must be “off-book.”

**Attendance, Appearance, Participation & Deadlines**: This is a course about the business. In that vein, deadlines, and punctuality to class are important. This class will begin promptly at 1:30pm. *Lateness will result in points off your grade (5 points for each occurrence).* This is a graduate level course. Students are expected to come to class prepared and having read the assigned readings. Students will be questioned on the readings. Students not able to provide thoughtful and intelligent answers will lose points. Students are also to dress appropriately for each presentation. Students who exhibit a high degree of professionalism, outstanding scholarship and a willingness to excel will be appropriately graded. A portion of this grade will also be counted toward the student having the prospectus script in on time.

**NOTE**: All assignments are due by the date stated in the schedule, and beginning of class time. All applicable assignments are to be submitted in the proper “ASSIGNMENT” section of Blackboard.

**NOTE**: No extra credit will be allowed at any point in the semester.

**NOTE**: All assignments must be turned in, in a professional manner, that means no loose pages, please staple or paper clip pages.

**Class Schedule**

<table>
<thead>
<tr>
<th>DATE/session</th>
<th>SUBJECT</th>
<th>READINGS/ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 5 - 1</td>
<td>Intro, Review of Syllabus&lt;br&gt;Role of the producer in cinema&lt;br&gt;Film Concepts and Hooks</td>
<td>None</td>
</tr>
<tr>
<td>Jan 12 -2</td>
<td><strong>ARTICLE PRESENTATIONS</strong>&lt;br&gt;and discussion</td>
<td>Levison, ch 3&amp;4</td>
</tr>
<tr>
<td>Jan 19 -3</td>
<td>Prospectus Discussion</td>
<td>Donaldson, ch 2-4</td>
</tr>
</tbody>
</table>
**PROSPECTUS IDEAS DUE**

Jan 26 -4  
Structure of the Prospectus, Donaldson, ch 9-13  
The Art of the Pitch

Feb 2 -5  
Starting a production company, Levison ch 2  
Running a production company Levison –Append.

Feb 9 – 6  
**PRODUCTION ENTITY PAPER & PRESENTATIONS**

Feb 16 – 7  
Business Plan for a Production Co. Levison, ch 9-10

Feb 23 – 8  
Product Placement & Copyright Donaldson Ch 1 and 21-22

---

**PROSPECTUS SCRIPTS DUE**

Feb 28 – Mar 6  
**SPRING BREAK/MODULAR WEEK**

Mar 9 – 9  
Music Licensing, Composing Donaldson Ch 14-19

Mar 16 – 10  
**BUSINESS PLAN PRESENTATIONS**
(and Business Cards due)

Mar 23 – 11  
Dealmaking, Contracts Donaldson, ch. 5-8  
Releases, Clearances

Mar 30 – 12  
Prospecti Due

Apr 6 – 13  
Festivals, Distribution & Exhibition Levison ch 11

Apr 13 – 14  
**PROSPECTUS PRESENTATIONS & DISCUSSION**

Apr 20 - 15  
**PROSPECTUS PRESENTATIONS & DISCUSSION**

---

**Evaluation and Grading**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motion Picture Industry Article Presentation:</td>
<td>50 pts.</td>
</tr>
</tbody>
</table>
| Motion Picture Entity Paper & Presentation:    | 100 pts. for paper  
|                                                 | 100 pts. for presentation |
| Business Plan/Website Presentation:            | 100 pts. for plan  
|                                                 | 100 pts. for presentation |
| Business Card Assignment:                      | 50 pts. |
| Prospectus Presentation/Mock Hollywood/Network Meeting: | 200 pts. for prospectus  
|                                                 | 200 points for presentation |
Attendance, Appearance, Participation & Deadlines: 100 pts.

**NOTE:** All assignments will be graded harshly for typos and spelling errors; 2 points for every typo; 3 points for every spelling error; 5 points for incomplete sentences.

**Final Grade Breakdown**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>960–1000</td>
</tr>
<tr>
<td>A-</td>
<td>930-959</td>
</tr>
<tr>
<td>B+</td>
<td>900-929</td>
</tr>
<tr>
<td>B</td>
<td>870-899</td>
</tr>
<tr>
<td>B-</td>
<td>840-869</td>
</tr>
<tr>
<td>C+</td>
<td>810-839</td>
</tr>
<tr>
<td>C</td>
<td>780-809</td>
</tr>
<tr>
<td>C-</td>
<td>750-770</td>
</tr>
<tr>
<td>D+</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td></td>
</tr>
<tr>
<td>D-</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>&lt;780</td>
</tr>
</tbody>
</table>

**DEPARTMENT RESOURCES**

See Websites under Course Materials.

**UNIVERSITY POLICIES AND RESOURCES**

Please review the following links for important information on University policies:

- [Academic Calendar/Registrar Information](#)
- [Bookstore](#)
- [Honor/Plagiarism Policy](#)
- [Regent Library](#)
- [Student Services](#) (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- [Technical Support – University Helpdesk](#)
- Grading Policies (incompletes, extensions, IPs, etc.)
- Student Course Evaluations
- Disability Statement – the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students in their classes. [www.regent.edu/admin/stusrv/student_life/disabilities.cfm](http://www.regent.edu/admin/stusrv/student_life/disabilities.cfm)
I have read and understand the syllabus.

Last Updated: 11/19/2010

At times, due to unforeseen circumstances, course materials may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.

Regent University
1000 Regent University Drive, Virginia Beach, VA, 23464
Phone (888) 718-1222
© 2011 Regent University, All Rights Reserved.