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 2013
ON CAMPUS
LOCATION: TBD

INSTRUCTOR INFORMATION
Instructor: Lorene M. Wales, Ph.D.
Phone: 352-4209
Fax: 352-4275
E-Mail: loredur@regent.edu
Office Hours: TBD
Office Location: COM 264

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 extremely painful, and amazingly joyful. 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 over 20 years, working in or studying the craft of filmmaking. Most of my career was spent in Los Angeles, California, where I worked on everything from low budget independent features to big budget motion pictures. I started out as a production assistant and worked my way up to producing throughout the years. I’ve worked with starving actors and A list stars. With God’s grace I will impart to you all that I have learned.

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. Time is also spent on the financing, marketing and distribution of media projects.

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 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 Movigoers: A Handbook of Strategies Used by Major Studios and Independents


**Trade Magazines**

Variety Magazine

Premiere Magazine

The Hollywood Reporter

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.filmpart.com](http://www.filmpart.com)

**Course Requirements and Assignments**
This class has a Blackboard presence, where you will find the syllabus, lectures (powerpoints), handouts, assignments and grades. Announcements will also be posted throughout the semester. Make a habit of checking the Blackboard section of this course.

Assignment Submission

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 the 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=015260434767810659159%3Avseny9baf38&cof=FORID%3A11&q=acad
Instructor Availability

My office is located at room 264 in the Communication building. If you need to meet with me, an appointment may be made by calling me at 352-4209, or via e-mail, loredur@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. Please take the time to fill out the evaluation as I take them very seriously and do read them in an effort to continually bring improvements to the course.

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 do 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. Website must contain a recent demo reel.

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</th>
<th>SUBJECT</th>
<th>READINGS/ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1</td>
<td>Intro, Review of Syllabus</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>Role of the producer in cinema</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Film Concepts and Hooks</td>
<td></td>
</tr>
<tr>
<td>Class 2</td>
<td><strong>ARTICLE PRESENTATIONS &amp; Discussion</strong></td>
<td>Levison ch. 3 &amp; 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Squire ch. 1</td>
</tr>
<tr>
<td>Class 3</td>
<td>Prospectus Discussion</td>
<td>Donaldson, ch. 2-4</td>
</tr>
<tr>
<td></td>
<td><strong>PROSPECTUS IDEAS DUE</strong></td>
<td>Farber ch. 1&amp;2</td>
</tr>
<tr>
<td>Class 4</td>
<td>Structure of the Prospectus,</td>
<td>Donaldson, ch. 9-13</td>
</tr>
<tr>
<td></td>
<td>The Art of the Pitch</td>
<td>Levison ch. 1, 5-8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Squire ch. 2</td>
</tr>
<tr>
<td>Class 5</td>
<td>Starting a production company</td>
<td>Levison ch. 2</td>
</tr>
<tr>
<td></td>
<td>Running a production company</td>
<td>Levison-Append.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Squire ch. 3&amp;4</td>
</tr>
<tr>
<td>Class 6</td>
<td><strong>PRODUCTION ENTITY PAPER &amp; PRESENTATIONS</strong></td>
<td></td>
</tr>
<tr>
<td>Class 7</td>
<td>Business Plan for a Production Co.</td>
<td>Levison, ch. 9-10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Farber 3-5</td>
</tr>
<tr>
<td><strong>SPRING BREAK/MODULAR WEEK</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 8</td>
<td>Product Placement &amp; Copyright</td>
<td>Donaldson, ch. 1, 21-22</td>
</tr>
<tr>
<td></td>
<td><strong>PROSPECTUS SCRIPTS DUE</strong></td>
<td>Farber 6, 13, 14</td>
</tr>
<tr>
<td>Class 9</td>
<td>Music Licensing, Composing</td>
<td>Donaldson, ch. 15, 16, 17, Donald. ch.</td>
</tr>
<tr>
<td>Class 10</td>
<td><strong>BUSINESS PLAN PRESENTATIONS</strong></td>
<td>Squire ch. 5, 7</td>
</tr>
<tr>
<td></td>
<td>(and Business Cards due)</td>
<td></td>
</tr>
<tr>
<td>Class 11</td>
<td>Dealmaking, Contracts</td>
<td>Donaldson, ch. 5-8</td>
</tr>
<tr>
<td></td>
<td>Releases, Clearances</td>
<td>Squire 8-10</td>
</tr>
<tr>
<td>Class 12</td>
<td><strong>PROSPECTUS DUE</strong></td>
<td></td>
</tr>
</tbody>
</table>
Evaluation and Grading

Assignments will be graded as follows:

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>GRADUATE Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>960–1000</td>
</tr>
<tr>
<td>A-</td>
<td>930–950</td>
</tr>
<tr>
<td>B+</td>
<td>900–920</td>
</tr>
<tr>
<td>B</td>
<td>850–890</td>
</tr>
<tr>
<td>B-</td>
<td>810–840</td>
</tr>
<tr>
<td>C+</td>
<td>780–800</td>
</tr>
<tr>
<td>C</td>
<td>750–770</td>
</tr>
<tr>
<td>C-</td>
<td></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></td>
</tr>
</tbody>
</table>
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.

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

Last Updated: 10/26/2012

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
© 2009 Regent University, All Rights Reserved.