



South Portland, Maine 04106

Communications & Media Studies

Title: Video Preproduction

Credit Hours: 3

Lecture (or Lab): Lecture / Lab

Office Hours – Location:

Thursday 12:15-4:15

Catalog Number: CNMS-210

Total Contact Hours: 45

Instructor: Corey Norman

Contact Information:

Phone: 207.741-5770

Email: cnorman@smccme.edu

Course Syllabus

Course Description

This advanced course concentrates on media project development. Emphasis will be placed on current trends in the industry. The role of a project Producer/Director will be followed in depth, specifically as it relates to the development and “pre-production” stages. Students will develop a short project proposal, including a budget and production “break down”. Students will also explore the role of trade unions within the media industry. Prerequisite(s): CNM-110, CNM-112 and CNM-160.

Course Objectives

After successfully completing the course, the student will be able to:

1. Identify and describe the stages of producing a professional level video program.
2. Develop an original program proposal, budget and production “break down”.
3. Communicate effectively in both written and oral forms.
4. Develop and present a production budget.
5. Recognize, interpret and analyze trends in the film/television marketplace.
6. Understand the history and current practice of trade unions within the film/television industry.

Grades:

Assignments	30%
Script	20%
Papers	20%
Final Notebook/Prospectus	10%
Attendance	10%
Class Participation	10%

Course Grade:	A	93 - 100	A-	90 - 92.9	B+	87 - 89.9
	B	83 - 86.9	B-	80 - 82.9	C+	77 - 79.9
	C	73 - 76.9	C-	70 - 72.9	D+	67 - 69.9
	D	63 - 66.9	F	0 - 62.9		

Grades of I (Incomplete)

At my discretion, a temporary grade of “I” may be given when, *due to extraordinary circumstances*, you will be unable to complete all required course work by the end of the semester. This assumes you have made a consistent and persistent effort past the end of the withdrawal period and up to the point the when the “circumstances” occur. You must meet with me to prepare the “Agreement for Incomplete Grade” form, which is then signed by both of us and the Department Chair. The form will then be sent to enrollment services. Then, you must complete the remaining course work by the mid-point of the semester following receipt of the “I” grade. Any grade of “I” that is not resolved by the middle of the next term automatically becomes an “F.”

Attendance:

Attendance in class and labs is mandatory and required as stated in the College Catalog:

- * **More than 2 unexcused absences will result in an “F” for the class.**
- * 3 Consecutive missed classes will result in an automatic AF.
- * For every two instances of a **late arrival** or **early departure**, the student will receive an unexcused absence.
- * No work missed due to an unexcused absence may be made up. Work missed due to an excused absence may be submitted within one week of the absence. If a quiz is missed, you will be allowed to make it up the following week only.

NOTE: All tasks must be completed when due – any tasks not done by due date will be graded on their level of completion and the student will move on to the next task.

Response Time (Regarding Emails)

Throughout the semester, there will be times when you may have questions or need clarification. When issues arise, please do not hesitate to email me at:

cnorman@smccme.edu

Emails will generally be responded to within a 24-hour time period, with the exception of those received over the weekend. Any emails arriving after 5pm on weekdays will be answered the following morning. Any emails received over the weekend will be responded to Monday morning.

Personal Technology

If you need a laptop, tablet, or any other device for taking notes or otherwise participating in class, that's fine. However, please do not use a personal device for any purpose unrelated to our class. All devices should be silenced. Cell phones should be put away, except in the rare instance that I ask you to use them for an activity. I recommend that you power them down. If there is a serious need to leave your cell phone on, such as a family emergency, please put it on vibrate and let me know. If you leave the classroom to take a call, I'll understand why. Students found violating this policy will receive an **unexcused absence** for the date of their transgression.

SMCC Pay-for-Print Policy

Per Page Costs

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The cost varies depending upon page size and whether printing is done in black and white or color.

- a. There is a \$0.10 per page fee for standard 8.5" by 11" black and white documents.
- b. The reverse sides of duplex (double-sided) documents are free.
- c. There is a \$.50 per page fee for standard 8.5" by 11" color documents.
- d. There is a \$.20 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) black and white documents.
- e. There is a \$1.00 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) color documents.

Duplex charges (printing on both sides of a page) work in the following fashion: One page is \$0.10, two pages are \$0.10, three pages are \$0.20, and four pages are \$0.20, etc. The flipsides are free, but another sheet of paper is \$0.10. Please be aware that a document with any color at all (when printed to a color printer) will by default be printed in color. You are responsible for setting the print job to print black and white if you do not need color. For directions, please go to the IT Help tab in My SMCC.

How does it work?

The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, the Academic Achievement Center, Noisy Lounge and technology labs). Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner

of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up.

Refunds

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Why is SMCC charging for printing?

The pay-for-print system is an effort to control escalating printing costs. Charging for printing helps offset the increasing cost of supplies and encourages students to conserve resources. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an email to helpdesk@smccme.edu.

Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account.

ADA (Americans with Disabilities Act):

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call [207-741-5798](tel:207-741-5798). **If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923.** Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation “W” will appear on the transcript after a student has officially withdrawn. A course withdrawal is an uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

Plagiarism Statement

Adherence to ethical academic standards is obligatory. Cheating is a serious offense, whether it consists of taking credit for work done by another person or doing work for which another person will receive credit. Taking and using the ideas or writings of another person without clearly and fully crediting the source is plagiarism and violates the academic code as well as the Student Code of Conduct. If it is suspected that a student in any course in which s/he is enrolled has knowingly committed such a violation, the faculty member should refer the matter to the College’s Disciplinary Officer and appropriate action will be taken under the Student Code of Conduct. Sanctions may include suspension from the course and a failing grade in the course. Students have the right to appeal these actions to the Disciplinary Committee under the terms outlined in the Student Code of Conduct.

Unit 1 - Project Development

WEEK 1 (8/31/17)

Course review, syllabus, lab policies

Maine Mayhem Screening

Reading: Preparing for Take Off Ch. 1 – The Film Life Cycle

WEEK 2 (9/7/17)

The Life Cycle of a Film

What Does a Producer Do?

Streamlining Your Pitch

Story Idea Pitches

Each student will pitch for 60 seconds, with a class feedback session to follow

Reading: Save The Cat: Ch 1 – What Is It? (Handout)

WEEK 3 (9/14/17)

Introduction to Celtx

Script Writing Structure

Streamlined Pitch Presentation

Due: Assignment #1 - Synopsis / Pitch

Reading: Save The Cat: Ch 2 – Give Me the Same Thing....Only Different

Reading: Save The Cat: Ch 3 – It's About a Guy Who (Handouts)

WEEK 4 (9/21/17)

Understanding Your Characters

Breaking Down Barriers: Non-Traditional Approaches to Script Writing

How to Create a Character Profile

Reading: Exploring Celtx Wiki (Online)

Reading: Preparing for Take Off Ch. 3 – Preparing Your Business

Due: Assignment #2 – Character Profile #1

Due: Paper #1 – What is a Producer? (3 pages)

Unit 2 - Project Breakdown

WEEK 5 (9/28/17)

Why Form a Business

Script Writing Workshop

Round Table

Breaking Down Barriers 2: Non-Traditional Approaches to Script Writing

Due: Assignment #3 – Character Profile #2

Due: Assignment #4 – Script Outline

WEEK 6 (10/5/17)

You Have a Script, What Next?

Understanding Pre-Production

Reading: Preparing for Take Off Ch. 2 – Fixing the Script

Due: Rough Drafts of Scripts (20 pages)

WEEK 7 (10/12/17)

Scheduled One-on-One Script Reviews with Instructor

Reading: Preparing for Take Off Ch. 2 – Fixing the Script

Reading: Preparing for Take Off Ch. 4– Working with Other People

WEEK 8 (10/19/17)

Locations and Location Scouting

The Shooting Script

Due: Final Scripts (15-20 pages)

Reading: Preparing for Take Off Ch. 9 – Breaking Down the Script

Reading: Preparing for Take Off Ch. 10 – Budget

Unit 3 – Budgets and Funding

WEEK 9 (10/26/17)

The Schedule

Due: Assignment #5 – Location Scout #1

Reading: Preparing for Take Off Ch. 11 – Thinking Strategically

Reading: Preparing for Take Off Ch. 12 – Vendors, Equipment and Negotiations

WEEK 10 (11/2/17)

Budgets 101

What Gear Does It Take to Make a Movie?

Due: Assignment – The Schedule

WEEK 11 (11/9/17)

Talent – The Casting Call

Talent - Understanding SAG

How to Write a Casting Call

DUE: Paper #2 – Camera Research paper (3 Cameras, compare / contrast)

DUE: Assignment #6- Budget

Reading: Preparing for Take Off Ch. 14 – Rights & Copyright

Guest Speaker: Daniel Noel (Professional Actor)

WEEK 12 (11/16/17)

Funding Your Film / Crowd Sourcing

Kickstarter & Indie Go Go / Funding Teasers

Copyrights & Contracts

Due: Assignment #7 – Write a Casting Call

Due: Assignment #8 – Develop 2 sets of Character Sides

Guest Speaker: TBD

Unit 4 – The Bigger Picture

WEEK 13 (11/23/17)

NO CLASS – THANKSGIVING

Reading: Preparing for Take Off Ch. 5 – Marketing

WEEK 14 (11/30/17)

Kickstarter Promo Video Presentations

What is a Prospectus

Reading: Preparing for Take Off Ch. 13 – Unions, Guilds and States

Reading: Preparing for Take Off Ch. 16 – Hiring The Crew

Due: Assignment #8A - 1st Cut of Kickstarter Promo Videos

WEEK 15 (12/7/17)

How Unions Work

Guest Speaker: Erik Matheson (Professional Set Designer, IATSE Rep)

Due: Assignment #8B – 2nd Cut of Kickstarter Promo Videos

Due: Revised Script

Due: Revised Budget

WEEK 16 (12/14/17)

Final Project Presentation to a Panel of Professionals