

FILM A102: THE BUSINESS OF FILM & TELEVISION

Item	Value
Curriculum Committee Approval Date	09/08/2021
Top Code	061220 - Film Production
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

An introduction course to the business of film and television. Students will get a comprehensive and practical look at each aspect of the industry, including careers in development, current programming, broadcast standards and practices, networks, studios, casting, and production for film and television. This class will also address career strategies for advancement within the film, television and new media industries. ADVISORY: FILM A110 and FILM A155. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Be able to identify both career levels and key opportunities within the film television industries.
2. Be able to apply theory, practical reasoning, and effective strategies for career advancement.
3. Be able to identify and write a professional entertainment industry resume and cover letter.

Course Objectives

- 1. Develop an understanding of the planning and production process of film and television programming.
- 2. Identify the top-level management in the film and television industry.
- 3. Recognize job and internship opportunities within Film and Television.
- 4. Demonstrate proper use of industry terminology.
- 5. Compare and contrast format standards of traditional, current and emerging technologies.
- 6. Identify other levels of labor market organizations and intersection with Film TV industries.
- 7. Identify styles and methods of script coverage standard to industry.
- 8. Participate in a "real-world" mock interview setting where they will be required to present a professional portfolio of their work.
- 9. Present themselves as if they were interviewing for a real position in the entertainment industry.

Lecture Content

1. Gate-Keepers of Film Television a. Categorize Gate-Keepers b. Gate-Keeper responsibilities
 2. Broadcast Standards and Practices a. Description b. Titles c. Duties d. Responsibilities e. FCC
 3. Current Programming a. Description b. Titles c. Duties d. Responsibilities
 4. Development a. Television development b. Titles c. Film development d. Pilots e. Testing
 5. Production a. Upper-Management job responsibilities b. Available positions c. Job Hierarchy
 6. Educational/Informational Children’s Programming
 7. Television Networks vs. Film Studios a. The Network Responsibility b. The Studio Responsibility
 8. Compare and contrast Television vs. Film media
 9. Career web sites and how to use them
 10. Internships a. Types of internships b. Advancement c. Differentiating yourself from others
 11. Entry Level Jobs a. Assistant b. Production Assistant c. Job responsibilities
 12. Above-the-Line Personnel a. Line Producer/UPM b. Executive Producer c. Show Runner d. Co-Producer e. Producer f. Director g. Writer
 13. Casting Directors a. The Audition Process b. Talent Files c. Talent Screening
 14. Unions and Guilds a. SAG b. AFTRA c. EQUITY d. IATSE e. IBEW
 15. Talent Agents a. Major talent agencies b. Large talent agencies vs. small agencies c. Locating an agent d. Agent responsibilities e. Client categories
 16. Promotions Department a. Purpose of Network Promos b. Purpose of Movie Promos c. Promo styles and length d. Network Branding
 17. Program Coordination a. Formatting shows for broadcast b. Scheduling shows and commercials to time
 18. New Media: a. Web based programming b. Small format programming
 19. Video Tape Department: a. Program playback b. Archives c. Digital conversion

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture Guest Lecture Practical examples One-on-one instruction Individual assignments Assignment critique Examinations

Reading Assignments

1. Job Search: Students are required to spend 1hr researching online job sources for future employment. 2. Script Coverage: Students are required to spend 3 to 4 hours reading, writing, analyzing, and critiquing coverage on a professional screenplay or TV script. 3. Definition Review: Students are required to spend 2 hours reviewing definition terms used in Hollywood for exam.

Writing Assignments

Student will be required to write one critical analysis of a television program. Proficiency will be demonstrated by satisfactorily completing assignments and participating in group and class discussions. Students will demonstrate critical thinking and problem-solving skills through their understanding of each job function in the film and television industry.

Out-of-class Assignments

1. Resume Writing: Students are required to spend 1 to 2 hours compiling and constructing a professional resume for employment in the entertainment industry reflecting their job selection. 2. Mock Interview Prep: Students are required to spend 1 hour a week for a total of 8 hours over an 8 week period preparing for a practical mock interview. 3. Cover Letter Writing: Students are required to spend 1 to 2 hours writing a professional cover letter reflecting their job selection.

Demonstration of Critical Thinking

Assignments Individual projects Examinations

Required Writing, Problem Solving, Skills Demonstration

Student will be required to write one critical analysis of a television program. Proficiency will be demonstrated by satisfactorily completing assignments and participating in group and class discussions. Students will demonstrate critical thinking and problem-solving skills through their understanding of each job function in the film and television industry.

Eligible Disciplines

Broadcasting technology (film making/video, media production, radio/TV): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.
Film studies: Master's degree in film, drama/theater arts, or mass communication OR bachelor's degree in any of the above AND master's degree in media studies, English, or communication OR the equivalent.
Master's degree required.

Textbooks Resources

1. Required Bloomenthal, H. J, Goodenough, O. This Business of Television, 4th ed. Watson-Guptill, 2006 Rationale: Legacy 2. Required Perebinosoff, P, Gross, B., Gross, L. Programming for TV, Radio, and the Internet, 2d ed. Focal Press, 2013 Rationale: . 3. Required Edwards, R, Skerbelis, M. "I Liked It, Didn't Love It" Screenplay Development from the Inside Out, ed. Edwards Skerbelis Entertainment, 2016 Rationale: . 4. Required Greenwald, S. R., Landry, P. This Business of Film: A Practical Guide to Achieving Success in the Film Industry, Latest ed. Lone Eagle, 2009 Rationale: . 5. Required Milner, S., Alonzo, M., McCluggage, K. Leveraging Up! the Key to Launching Your Entertainment Career, Latest ed. ET Books, 2010 Rationale: . 6. Required Norwalk, P., Stamm, H. The Hollywood Assistants Handbook: 86 Rules for Aspiring Power Players, Latest ed. Workman Publishing Company, 2008 Rationale: . 7. Required Kirschner, Carole M.. Hollywood Game Plan: How to Land a Job in Film, TV and Digital Entertainment, ed. Michael Wiese Productions, 2012 Rationale: Most recent edition. Approved by VPA office.

Other Resources

1. Handouts