

COURSE CONTENT

Course Code	DF3013
Course Title	Sustainable Producing for Film and Media
Pre-requisites	DF2000 Digital Film Production I
No of AUs	3
Contact Hours	39 hours contact

Course Aims

In this advanced level course, you will obtain a profound knowledge of the filmmaking process as a whole, from finding an idea, development, budgeting, scheduling, packaging, financing, production to marketing and distribution. In this course you will learn how to combine the best ways of telling a story with the economical and ecological needs and restrictions of physically making the film. The skills and knowledge acquired will be useful for more advanced sustainable production classes and Final Year Projects, as well as professional work after graduation. The course will focus on the environmental impact of audiovisual content production in each phase of the entire process of a film and series making with an emphasis on how to produce films and series more sustainable.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the responsibility and tasks of a film producer for overseeing all phases of an independent film production, creatively, financially, organizationally and ecologically.
2. Define the process of film producing from finding an idea, developing the script, scheduling, budgeting, packaging, financing, contractual documentation, production to marketing and distribution with an emphasis on a sustainable production nature.
3. Apply the knowledge of a sustainable production process including financing an independent film production with local and/or international talent and partners including all legal and contractual issues up to delivery of the picture.
4. Present a shooting schedule, budget, cash-flow plan, a post-production plan, cost statement and a marketing and distribution plan for a sustainable feature film production.
5. Develop and critically discuss the practical skills and knowledge by which you can accomplish your personal objectives as a sustainable producer, with reference to your own values and artistic visions.

Course Content

What does a sustainable Producer do?

The course begins with an overview of the role and responsibility of a sustainable producer. He/she oversees all stages of a motion-picture or television production, from the conception of the story to the delivery of the final product. The producer is the creative, financial, organizational and ecological force behind a project.

Development

Where do we find a story? How to evaluate the relevance and the market for a story and how to control it? The legal side: Optioning the material, obtaining the rights and negotiating all deals. The Sustainable Development: How to find the creative team and develop the script together with the writer and director? The specific role of the producer during this process will be discussed and analysed with an emphasis on a sustainable development.

Breakdown, Scheduling and Budgeting

Creating a script breakdown and transferring the data into a sustainable shooting schedule. Based

on the sustainable schedule creating a sustainable budget for a full length motion-picture will be demonstrated and exercised. The elementary role of the producer, director, line producer and first assistant director during this process will be discussed and analysed with an emphasis on a sustainable organizational planning.

Packaging and Financing

Creating a package for the project and an appropriate financing concept based on the script and budget will be demonstrated and exercised. A complete contractual compilation will be demonstrated. The dependency and adaptive interaction between the producer, director and key financing and production partners will be discussed and analysed with an emphasis on a sustainable package and financing.

Production

To share the knowledge of a sustainable producer overseeing the day-to-day operations during pre-production and shooting. Viewing dailies and providing consultation on them with the director, relevant head of departments and communicating feedback to all key financing and co-production partners. The fundamental role of a sustainable producer during the process of production will be discussed and analysed with an emphasis on a sustainable production.

Editing and Postproduction

Creating a detailed sustainable post-production plan based on the budget including full delivery of the picture. To share the knowledge of a sustainable producer in overseeing the editing, sound and image post production. Viewing varying cuts of them film and providing guidance on them to the director, editor and communicating back to all financing and co-production partners. The elementary role of the producer during the process of post-production will be discussed and analysed with an emphasis on a sustainable post-production.

Marketing and Distribution

Creating a sustainable marketing, distribution and festival strategy plan for the film will be demonstrated and exercised. If the film has no distribution partners attached earlier on it is now the time to approach them and find the appropriate partner for the film. The fundamental role of a sustainable producer and director actually thinking about their audience groups and working towards the multiple audience groups is crucial and should be started during the early development of the film.

Class Assignments

There will be four practical assignments designed to demonstrate skills in the key tasks of a sustainable producer, a class presentation of a sustainable production strategy concept, including Reporting, Energy, Waste, Education, Community and Sourcing. The final project will contain creating a complete sustainable documentation of schedule, budget, financing concept, contractual summary and marketing and distribution plan for a film.