COURSE DESCRIPTION

In today’s entertainment industry, aspiring Producers, Executives and Filmmakers need to have an in-depth understanding of the business issues that influence creative decisions. In particular it is important to understand why certain movies and television shows ultimately get made and why others do not.

Each week during the course, we will focus on different areas of the entertainment industry and students will learn about the business issues involved in creative producing. We will also learn how industry-wide changes such as globalization and advancing technology are influencing studios, networks, producers and filmmakers and in turn affecting the job market. The goal is for students to gain an understanding of the important issues they need to consider as they start their careers.

1. Course Requirements

Course work consists of attending and participating in weekly class meetings, completing homework assignments, completing a midterm paper, and a final paper.

Assignments and papers are due at the date and time specified below or in class. Late submission of assignments will impact your grade negatively. Attendance is required of all students in all class sessions. Unexcused absences and more than one excused absence will impact your grade negatively.

2. Homework Assignments and Class Discussions

Homework Assignments will include: reading scripts, writing standard studio script coverage, viewing trailers and promos for upcoming films and television series, reading articles and studies about industry-wide trends and writing a research paper.

Class Discussions: We will discuss the business decisions involved in Creative Producing, we will evaluate new scripts and discuss whether they have the potential to become successful movies or television shows, and we will evaluate creative and business decisions regarding upcoming Hollywood movies and television shows.

Students are expected to participate in class discussions about the homework assignments and important industry topics. The ability to express an opinion intelligently and efficiently is one of the most important skills that young people in this industry must
develop, and an important goal is for everyone to come out of the course with an improved ability to express their opinion in a sometimes adversarial environment.

3. **Midterm Paper**

For the midterm, students will write Script Notes on a script that will be assigned.

4. **Final Paper**

For the final project, students will be assigned to write a paper on Hollywood’s problems with a lack of racial and cultural diversity and/or Hollywood’s problems with gender equality. This topic will be discussed throughout the course.

5. **Grading**

33%--Participation in Class Discussions  
33%--Script Notes  
33%--Final Paper

**UCLA STATEMENT OF ACADEMIC INTEGRITY AND INFORMATION ON STUDENT CONDUCT:**

With its status as a world-class research institution, it is critical that the University uphold the highest standards of integrity both inside and outside the classroom. As a student and member of the UCLA community, you are expected to demonstrate integrity in all of your academic endeavors.

Accordingly, when accusations of academic dishonesty occur, The Office of the Dean of Students is charged with investigating and adjudicating suspected violations. Academic dishonesty, includes, but is not limited to, cheating, fabrication, plagiarism, multiple submissions or facilitating academic misconduct. Plagiarism is a serious offense. It is the presentation of another author’s words or ideas as if they were your own.

If you have any questions about documentation, quotations, and related matters, please do not hesitate to ask your instructor before submitting your work. Please also refer to the UCLA Rules of Student Conduct at the below website:

http://www.deanofstudents.ucla.edu/Student-Conduct
UCLA Department of Film, Television and Digital Media  
FTV 183a: Introduction to Producing  

LECTURE AND DISCUSSION TOPICS  

Class One: Introduction and Overview  

- Introduction  
- Policies  
- Assignments and Grading  
- The Importance of Opinions  
- Professional Internships  
- Overview of the Course  
- The Importance of Development  
- The Spec Market  
- Script Coverage  
- Career Questions  
- Assignment  

Students will be assigned to write Script Coverage, due before the next class starts.

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Class Two: Script Development  

- Homework Discussion  
- The Purpose of Weekend Read  
- The Studio Development Process  
- Studio Rewrites  
- Basic Elements of Story Structure  
- Story Notes  
- Summary of Script Development  
- Assignment  
- Guest Speakers  

Students will be assigned to read scripts in anticipation of a Weekend Read-style discussion to take place during the following class.

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Class Three: Weekend Read  

- Weekend Read Meeting  
- Assignment  

Students will be assigned to watch trailers for upcoming Studio films which will be discussed in the next class.
Class Four: Studio Structure and The Greenlight Process

- Homework Discussion
- Weekend Read Assessment
- Overview of The Greenlight Process
- The Greenlight Committee
- Physical Production
- Marketing
- Domestic Distribution
- Foreign Sales
- Home Entertainment
- The Greenlight Decision
- Assignment
- Guest Speakers

Students will be assigned to read scripts in anticipation of a Weekend Read-style discussion to take place during the following class.

Class Five: Weekend Read

- Weekend Read Meeting
- Assignment

Students will be assigned to read articles concerning the Globalization of Hollywood and how this has affected the Business of Creative Producing.
Class Six: The Globalization of Hollywood

- Homework Discussion
- Overview of Globalization
- Top Foreign Markets
- Basic Statistics and Comparisons
- Hollywood and Foreign Audiences
- Hollywood and Foreign Film Industries
- Hollywood and Foreign Governments
- How Globalization Is Changing the Business of Creative Producing
- Hollywood and Global Responsibility
- Assignment
- Midway Point Questions

Students will be assigned to read scripts in anticipation of a Weekend Read-style discussion to take place during the following class.

Class Seven: Weekend Read

- Weekend Read Meeting
- Assignment

Students will be assigned to write Script Notes for the Midterm Assignment.

Class Eight: Independent Cinema

- Homework Discussion
- Overview of Independent Cinema
- How Independent Films Get Made
- How Independent Films Get Distributed
- The Excitement and Challenges of an Independent Producing Career
- Assignment
- Guest Speakers

Students will be assigned to read articles about the upcoming Fall Television Season and watch trailers for upcoming Fall Television Series which will be discussed in the next class.
Class Nine: The Business of Television

- Homework Discussion
- The Business of Television
- The Different Kinds of Networks
- How Business Goals Impact the TV Development Mandate
- The Golden Era of TV or the Era of ‘Too Much Television’?
- Assignment
- Guest Speakers

Students will be assigned to read scripts for produced and unproduced Television Pilots.

Class Ten: Producing Television

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- Homework Discussion
- Overview of Television Development & Production
- Broadcast Network Television
- Basic Cable
- Premium Cable
- Broadband Networks
- Assignment
- Guest Speakers

Students will be assigned to read Articles and Reports about Hollywood’s issues with Racial Diversity and Gender Inequality which will be discussed in the next class.

Class Eleven: Racial Diversity & Gender Inequality

- Homework Discussion
- Hollywood and Issues of Racial Diversity & Gender Inequality
- Audiences and Multiculturalism
- Underrepresentation of People of Color on Screen
- Underrepresentation of Women on Screen
- Business As Usual vs. The Desire For Change
- Assignment: Final Paper

Students will be assigned to write a paper on Hollywood’s issues with Racial Diversity and Gender Inequality.
Class Twelve: Your Hollywood Career

• Internship Summary
• Career Questions
• Non-Career Questions
• Summation of the Course
• Plans for your Future