

## **COMM350 - Producing for Film and Digital Media Spring 2023**

Thursdays, 7-9:30pm – School of Communications, Room 013

Instructor: John Otterbacher

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Office hours: One hour before class or by appointment

TEXT: No formal text book for this class. Online readings will be assigned on Sakai.

### **COURSE DESCRIPTION:**

Producing for Film and Digital Media will bring students into the world of the producer, both practical and creative. Producing roles and processes will be explored through assignments, guests, and exercises. This course is a theoretical and hands-on introduction to film and digital media producing. During the semester, students will both work on films in producer type roles as well as develop their own projects and materials to support those projects for future production.

### **LEARNING OUTCOME:**

Student will be able to demonstrate an understanding of what different types of producers do and to perform a variety of technical and creative processes. This will be achieved by helping to producing an inter-class Loyola film and developing and presenting their own creative project.

### **LEARNING OBJECTIVES:**

Upon completion of this course students should be able to:

1. Understand the roles and responsibilities of producers.
2. Develop a project using the essential concepts of cinematic storytelling.
3. Recognize and practice a variety of producing tasks, processes and documentation.
4. Create a deck and other supporting media to pitch creative projects.
5. Effectively pitch projects developed.

### **EQUIPMENT & SOFTWARE REQUIREMENTS**

Access to a computer or tablet capable of running spreadsheet, word processing, and basic design software.

Recommended Software options:

EP Movie Magic Budgeting, Excel, or equivalent

EP Movie Magic Scheduling, Celtx, Studio Binder, Excel, or equivalent

Adobe InDesign, PowerPoint, Adobe Photoshop, or equivalent

EP Movie Magic, Final Draft, Celtx, Studio Binder, or equivalent

GRADING:

Assignments	Percentage of final grade
Coverage	10%
Producing Role	5%
Contracts	5%
Production Journal	10%
3 Loglines	5%
Breakdown	5%
Schedule/Stripboard	5%
Budget	10%
Comps	5%
Film Festival Strategy	5%
Professionalism	10%
Rough Deck	5%
Final Presentation	20%

Professionalism, you ask? Show up on time, participate, always inform the professor and/or team members when you will be missing, late, or need to leave early.

Sakai Gradebook will be used – you should be able to see your grade standing throughout the term.

Assignment descriptions on Sakai.

ASSIGNMENT AND FINAL GRADE SCALE:

Grade Criteria	Letter Grade	Points
Performs at the highest level and demonstrates full and uncompromised commitment and effort. Delivers all assignments with 100% requirements fulfilled	A	100 – 94
	A-	93 – 90
Performs at a high level and demonstrates consistent and effective achievement in meeting course and assignment requirements	B+	89 – 87

achievement in meeting course and assignment requirements	B	86 – 84
	B-	83 – 80
Meets the basic requirements of the course and the assignments	C+	79 – 77
	C	76 – 74
	C-	73 – 70
Performs at a level sub-par to basic requirements, though meeting some minimum standards.	D+	69 – 67
	D	66 – 60
Fails to meet minimum course requirements	F	59 or less

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

### Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

### ACADEMIC INTEGRITY:

#### School of Communication Statement on Academic Integrity:

A basic mission of a university is to search for and to communicate the truth, as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes the following:

- Submitting as one's own material copied from a published source, such as print, Internet, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty; any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at: <http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the chairperson of the department involved, and to the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them.

The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml)

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. \*The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.

#### STUDENTS IN NEED OF ACCOMMODATIONS:

Any student that needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

#### Managing Life Crises and Finding Support:

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – please email me or talk to me after class.

To learn more about the Office of the Dean of Students, please find their websites at LUC.edu/dos or LUC.edu/csaa. Or you may contact them directly at 773-508-8840 and at deanofstudents@luc.edu

#### ADDITIONAL CLASS POLICIES:

- Students are expected to be actively engaged in class discussions
- Late assignments will be accepted for one week following the original due date. For each day late the grade will be reduced 5%, until passing day seven, at which time the grade will be a ZERO.
- Please turn off cellphones when live in a class session.

### **Course Calendar**

Week One:

Jan 19  
Course Intro – What is Producing?  
Meet and greet  
Loyola Collaborative Films  
Script Coverage

Week Two:

Jan 26  
Intellectual Property  
Loglines  
Breakdown  
Due: Coverage

Week Three:

Feb 2  
Pitching  
Scheduling  
Due: 3 Loglines  
Due: Breakdown

Week Four:

Feb 9  
Casting and SAG  
Pitches for LCFs  
Due: Schedule

Week Five:

Feb 16  
Permits and the City  
DOODs & Budgeting

Week Six:

Feb 23  
AD Department  
Production Meetings  
Production Documents

Week Seven:

Mar 2  
Film Festivals  
**Due: Budgets**

MAR 9 - SPRING BREAK - NO CLASS

Week Eight:

Mar 16  
Market Research and Comps  
LCF updates  
Due: Producing Role

Week Nine:

Mar 23  
Financing  
LCF updates

Week Ten:

Mar 30  
Pitch Deck  
Development Materials

Week Eleven:

April 6  
Corporate Structure  
Insurance  
Due: Contracts

Week Twelve:

April 13  
Sales Agents & Markets  
Distribution I  
Due: Film Festival Strategy

Week Thirteen:

April 20  
Distribution II  
Due: Rough Deck

Week Fourteen:

April 27  
**Final Pitch Preparation**  
**Due: Production Journal**

Week Fifteen:

May 4  
Final Pitch  
Due: Pitch Deck and other Presentation Materials

**COURSE CALENDAR IS SUBJECT TO CHANGE WITH NOTIFICATION**