EMB 460-001: Producing Seminar
SPRING 2016, Sec. #: 001
WEDNESDAY – 6:15 – 9:00 p.m., Griffin Hall 349

Professor: Tracy Songer
Office: E-mail: songert1@nku.edu
Office Hours: After class or by appointment

Phone: 859.572.5435

Required Texts:

Needed Software:
Microsoft excel (NOT 2008), some kind of Word program (Microsoft or Mac Pages) and Adobe Acrobat Reader or InDesign. All of these are available in the Labs in Griffin Hall. Please note that many of your assignments have to be done on these specific programs and may need to be done in Griffin Hall at NKU. Please be aware that we will learn Excel but background knowledge is very helpful. Also, please be familiar with and able to access InDesign or Adobe Acrobat Reader (Also in the labs at Griffin Hall).

Course Description:
Money! Money! Money! Crew! Crew! Crew! LUNCH!!! Being a producer means knowing everything there is to know about the production process. Producers initiate, co-ordinate, supervise and control many aspects of production, such as fund raising, budgeting and hiring the entire crew to implement your product. Bottom line, from pre to post, producers are responsible for it all! During this course; including readings from the text, lectures, guest speakers and in - class discussion, we will look at what it takes to successfully produce everything from film to new media. You will learn the overall tenants of what it takes to be a producer. We will explore different avenues of producing that can be incorporated into, film, commercials, corporate, documentary and non-profit.

Student Learning Outcomes
Through the mid-term exam, quizzes, final production book, location scout book, the development of a budget, implementation of a budget, in-class discussion and activities, students that successfully complete this course will:

- Understand that this is an expensive business! You will be able to develop a realistic budget for the appropriate project as well as implement a budget with AICP Line Items.
- Understand the different positions needed to implement a successful production.
- Understand that an organized producer is a successful producer.
- Recognize the differences between the many types of production and how producers adapt according to project.
- Understand the producer’s role as the liaison between agency or client and production crew.
- Understand that producers are key in implementing an idea; from the ground up!

**Graded Assignments:**  *Total Possible: 1000 points*

Your grade will be determined as follows:

- **Lecture Quizzes**  
  (4 @ 25 points each)  
  100 pts. ___________

- **Midterm Exam**  
  200 pts. ___________

- **Location Scout Book**  
  100 pts. ___________

- **AICP Budget Project**  
  200 pts. ___________

- **PO Book (you create)**  
  100 pts. ___________

- **Production Book (Final Project)**  
  250 pts. ___________

- **In class participation**  
  50 pts. ___________

**Note:**  *Please record your scores above.*

**Overall Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>930 - 1000</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.99</td>
<td>900 - 929</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99</td>
<td>870 - 899</td>
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<tr>
<td>B</td>
<td>83-86.99</td>
<td>830 - 869</td>
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<tr>
<td>B-</td>
<td>80-82.99</td>
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<tr>
<td>C+</td>
<td>77-79.99</td>
<td>770 - 799</td>
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<tr>
<td>C</td>
<td>73-76.99</td>
<td>730 - 769</td>
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<tr>
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<tr>
<td>D+</td>
<td>67-69.99</td>
<td>670 - 699</td>
</tr>
<tr>
<td>D</td>
<td>63-66.99</td>
<td>630 - 669</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>Below 600</td>
</tr>
</tbody>
</table>

**LATE PROJECTS THAT ARE NOT DEEMED EXCUSED** (i.e. medical emergency with doctors note or death in the family) WILL LOOSE 20% OF POINTS FOR EACH DAY IT’S LATE (this does NOT mean class period). IF YOU MISS YOUR TEST, YOU WILL RECEIVE 0 POINTS.

- **Midterm Exam (200 points):** There will be one midterm exam in this course. The exam will cover text, lecture, guest lecturers, additional readings and materials discussed during in-class activities. The exam contains multiple choice, short answer and short essays. You will have the full class period to take the exams. Students arriving late WILL NOT have additional time to complete their exams.
• **Class Participation (50 points):** Production thrives on discussion. Your class participation, worth 50 points, will be measured on: (a) you verbal participation in EVERY class, (b) attendance, and (c) class citizenship. Each tenant is described below:

(a) **In-class involvement:** Your contribution to this class is vital to its success. I want to hear comments, questions, and life-examples. Active participation during class applications is a large part of your participation grade. Remember, this is a Communication course! If I don’t hear from you unless I call on you, your participation grade will suffer.

(b) **Attendance:** Roll will be taken at the beginning of each class. I will not differentiate between “excused” and “unexcused” absences. Since this class only meets once a week, you are allowed 1 absence without penalty. After this absence, you class participation will be affected as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Class Participation Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Highest possible class participation score: 40</td>
</tr>
<tr>
<td>3</td>
<td>Highest possible class participation score: 30</td>
</tr>
<tr>
<td>4</td>
<td>Class participation score will be 0</td>
</tr>
<tr>
<td>5</td>
<td>FAIL THE COURSE</td>
</tr>
</tbody>
</table>

(c) **Class citizenship:** If you are chronically late to class, tune out during lectures, or are impolite to your fellow students (or me!) your class participation grade will suffer.

• **Reading Quizzes (Check class schedule for exact dates):** The quizzes are designed to assure me that you understood the reading for that class. They are worth 25 points each and will help me understand what we need to spend more time on during lecture.

• **Location Scout Book - (100 points):** This project will be a concrete example of what you prepare for a location scout. The location manager is sort of a mini-producer and is often considered a stepping – stone job if you want to produce. In my opinion, this is one of the hardest jobs in production!! In fact, given the slim budgets in today’s world of production, producers are their own location managers 🙂. You’re project should incorporate what you’ve learned from the text, lectures and in-class examples of location scout books. You will create a photo Gallery in Drop Box or “deck” in Mac Pages or Power Point. Bottom line, you can really use anything electronic to create a good looking book – just clear it with me first.

• **AICP Budget (you implement):** (200 points): You will be given a shooting budget to implement a commercial. Basically, you will follow an assignment sheet that outlines how much money you spent on the project and record it in the AICP budget. **This is a very tough project and takes a TON OF TIME** – but it is the bottom line in every production and not something you should start the night before. As I said, It will take a lot of time to do and most likely a few tries before it’s perfect. There will be a separate assignment sheet for this project.
• **Purchase Order E-Book (100 points):** You will turn in a purchase order book that will eventually go into your final project. There will also be a separate assignment sheet for this project.

• **Production Book: (250 points):** You will create a production book (Pre-pro, Production & Wrap) that will guide your production staff and your client through a commercial shoot and edit. You will develop call sheets with the crew as well as assemble previous assignments into this book. Again – this is a **VERY TIME CONUMING PROJECT**! You will collect things throughout the semester – so don’t get rid of anything!!

**CREDIT HOUR POLICY**

In accordance with federal policy, NKU defines a credit hour as the amount of work represented in the achievement of student learning outcomes (verified by evidence of student achievement) that reasonably approximates one hour (50 minutes) of classroom instruction and a minimum of two hours of out-of-class student work. For every course credit hour, a typical student should expect to spend at least three hours per week of concentrated attention on course-related work including, but not limited to, class meeting time, reading, reviewing, organizing notes, studying and completing assignments. At least an equivalent amount of time is expected for other academic activities such as online courses, laboratory work, internships, practica, studio work and other academic work leading to the award of credit hours.

Estimates of the time required for a typical student to complete course expectations are as follows:

- **Location Scout Book:** 12 hours
- **AICP Project:** 20 hours
- **PO Book:** 12 hours
- **Production Book:** 30 hours
- **Reading & Class Preparation:** 15 chapters X 1 hour each = 15 hours
- **Preparation for Quizzes and Midterm:** 5 hours
- **In Class:** 1 day x 165 minutes x 15 weeks = 41.25 hours (2475 minutes)

Total: 135.5 hours

**Class Policies:**

• **Responsibility for missed information:** If you miss a class, you are responsible for obtaining any and all information presented during that session (including lecture, assignments and videos). Please consult a classmate for this information. I will happily send you power points from the missed lecture if it applies.
• **Late / Make-up work:** AGAIN – LATE PROJECTS THAT ARE NOT DEEMED EXCUSED (i.e. medical emergency or death in the family) WILL LOOSE 20% FOR EACH DAY (NOT CLASS PERIOD) THAT THEY ARE LATE. Exams must be made or taken on the due date – if you miss it, you get a 0. Look – I said this again, meaning I’m very serious about this policy.

• **Technology:** During some of the lectures, it will be good to practice on excel while I explain how to use budgets. I expect e-mail copies of your budgets and bid proposals. Please turn off all cell phones and DO NOT text, use the internet (especially any social media) during class. I know this will be a temptation as we are working in a lab so know I will be watching for this. When sending an e-mail message, please using a subject heading and identify yourself clearly. Each of your files needs to be named with YOUR name and project. Example: songer_final_budget.xls

• **Weather policy:** If NKU is open, class will be held. Please check the NKU web site for closing information. I will post announcements on the Blackboard site if class is cancelled. Assume that whatever was due on the date of a cancelled class will be due at the session when the class reconvenes.

• **Students With Disabilities:** Northern Kentucky University is committed to providing reasonable accommodations for all persons with disabilities. The syllabus is available in alternate formats upon request. Students with disabilities: If you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Disability Programs and Services Office in SU 303. To receive academic accommodations for this class, please obtain the proper DPS forms and meet with me at the beginning of the semester. More information on Disability Services can be found at [http://disability.nku.edu](http://disability.nku.edu).

• **Honor Code:** This Student Honor Code [the "Honor Code"] is a commitment by students of Northern Kentucky University, through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the students of Northern Kentucky University will not lie, cheat, or plagiarize to gain an academic advantage over fellow students or avoid academic requirements.

The purpose of the Honor Code is to establish standards of academic conduct for students at Northern Kentucky University and to provide a procedure that offers basic assurances of fundamental fairness to any person accused of violations of these rules. Each Northern Kentucky University student is bound by the provisions of the Honor Code and is presumed to be familiar with all of its provisions. Students also should aspire to conduct themselves in a manner that is consistent with the highest degree of ethical integrity in all matters, whether covered in the Honor Code or not. The success of this commitment begins in the diligence with which students uphold the letter and the spirit of the Honor Code. Students may view the complete honor code at [http://deanofstudents.nku.edu/policies/student-rights.html](http://deanofstudents.nku.edu/policies/student-rights.html).
• **Syllabus Changes:** The syllabus is subject to change at the instructor’s discretion. Students will be informed immediately of any changes made. Changes will benefit the student, not the instructor. This will also lend to the SLO... If you are in production, you are constantly and I mean CONSTANTLY adjusting your schedule!

• **Student Evaluation of Instructor and Course**
Northern Kentucky University takes Instructor and Course Evaluations very seriously as an important means of gathering information for the enhancement of learning opportunities for its students. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks* prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments.

Student evaluations of courses and instructors are regarded as strictly confidential. They are not available to the instructor until after final grades are submitted, and extensive precautions are taken to prevent your comments from being identified as coming from you. Students who complete an evaluation for a particular course (or opt out of doing so in the evaluation) will be rewarded for their participation by having access to their course grade as soon as that grade is submitted by the instructor. On the other hand, any student who does not complete the course evaluation (or opt out of doing so in the evaluation) should expect to incur a two-week delay in access to his or her course grade beyond the university's official date for grade availability. To complete online evaluations go to [http://eval.nku.edu](http://eval.nku.edu). Click on "student login" and use the same USERNAME and PASSWORD as used on campus.

In addition, you should be aware of:
  - Evaluations can affect changes in courses. Evaluations without comments are less valuable and less credible than those filled out thoughtfully. Comments that are expressed well are more effective than those that are not.
  - Positive feedback is just as important as criticism. Moreover, negative evaluations without any explanation and specifics are not especially useful.
  - Once grades are submitted, all evaluations are read not only by the instructor, but also by the instructor’s department chairperson.
  - Evaluations not only provide feedback to your instructor, but also provide information to the department chair for use in performance evaluations. This information affects reappointments, promotions, salaries, and teaching assignments.

• **NON ATTENDANCE POLICY**
*Faculty may report students who do not attend the first class meeting of the semester/session as non-attending if they have not contacted the faculty member. Faculty are compelled to report students who fail to attend the first two classes as non-attending if they have not...*
contacted the faculty member. All non-attendance for the full semester must be reported by the end of the add/drop period on Tuesday, January 19 but should be reported as soon as two classes are missed. For online classes, faculty are compelled to report students who do not log into Blackboard during the first week of class as non-attending.

- **Mid-term Grade Policy**
  Mid-term grades will be posted in myNKU by the deadline established in the Academic Calendar ([http://registrar.nku.edu/academiccalendar.html](http://registrar.nku.edu/academiccalendar.html)).

Note: For those few courses with an exception to the mid-term grade policy (as approved by the department chair and the college dean), there should be an indication that a mid-term grade will not be provided and but suggest other ways in which feedback will be provided.

**TENTATIVE SCHEDULE: (NOTE: Readings are due on the date they are listed!)**

Please note: There will be applications activities within these class periods. They will take the topics learned through lecture and apply them to the production process.

**W 1.13** Syllabus and Class Introductions  
*What do you want to know??*  
Discuss Location Scout Project - Assigned

**W 1.20** Location Scout Guest Speaker TBD  
Create Photo Gallery in Drop Box  
*1.19 Last Day to drop with 100% tuition adjustment*

**W 1.27** Pre-production - *Who is your crew – and What do they do??*  
Readings (Lecture): *Chapters 1, 2, 11, 18 – 20*

**W 2.3** Pre-Production – *Money, Money.. and did I mention Money?*  
Readings (Lecture): *Chapters 3, 5, 7*  
*AICP Project Assigned*  
*Location Scout Book Due via e-mail or drop box by 11:59 pm*  
*2.1 Last day to drop with 50% tuition adjustment & no grade on transcript*

**W 2.10** Pre-Production – *Better Prep = Better Shoot = And did you check the budget? Again??*  
Readings (Lecture): *Chapters 4, 6 & 12 – 14*  
In Class work for AICP Budget

**W 2.17** *QUIZ #1 (Pre-Production)*  
Lab Class for AICP Budget
W 2.24  Production – *Shoot days & Clearances, Script Notes*
Readings (Lecture): *Chapters 8, 15 – 16*
Final Touches for AICP Budget
Midterm Review
AICP Budget Project via e-mail by 11:59 pm

W 3.2  **MID-TERM EXAM**

W 3.9  **Spring Break**

W 3.16  Production - How to propose for documentary / non-profit production
Screening: Documentary *Coming Together Around Military Families*
Screening: PLF Peruvian Documentary
Purchase Order Book Project Assigned

W 3.23  More Production!!  What does a producer do during Principal Photography anyway?

W 3.30  **READING QUIZ #2 (Production) – Given via Black Board**
Purchase Order Book – Due by 11:59 pm

W 4.6  Post Production
Readings (Lecture): *Chapter 21-22, 23 & 30*
TBD, editor, colorist – Guest Speaker

W 4.13  That’s a Wrap!!  *WRAP DIS!*
Reading: *Chapter 29*
*Final Project Assigned*

W 4.20  **Reading Quiz #3 (Post Production and Wrap)**
Class time to work on Production Books

W 4.27  Class time to work on Production Books
**READING QUIZ #4 (Reflection)**

W 5.4  **Final Project: Production Books Due by 11:59 PM**