# Course Outline

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| **Course title: Film and Television Production** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 54** |

## Course Description:

This course is designed for 3rd Year Information and Communication students who are interested in learning the fundamentals of film and television production. The course will provide students with an in-depth understanding of the creative and technical aspects of producing films and television shows.  
  
Throughout the course, students will learn about the different stages of production, including pre-production, production, and post-production. They will also learn about the roles and responsibilities of various crew members, such as the director, producer, cinematographer, and editor.  
  
In addition, students will gain hands-on experience in the production process by working on various projects, including short films, documentaries, and television shows. They will learn how to develop a concept, write a script, storyboard, cast actors, shoot and edit footage, and create a final product.  
  
The course will also cover the business side of film and television production, including budgeting, financing, distribution, and marketing. Students will learn how to pitch their ideas to potential investors and how to navigate the complex world of film and television production.  
  
By the end of the course, students will have a comprehensive understanding of the film and television production process and will have developed the skills necessary to produce their own projects. They will also have gained valuable experience working in a team and collaborating with others to bring their creative vision to life.

## Course Learning Outcomes (CLOs)

* Demonstrate an understanding of the stages of film and television production: pre-production, production, and post-production.
* Identify and explain the roles and responsibilities of key crew members in film and television production.
* Develop and execute a production plan for short films, documentaries, and television shows, including concept development, scriptwriting, casting, shooting, and editing.
* Apply knowledge of budgeting, financing, distribution, and marketing to film and television projects.
* Effectively pitch film and television project ideas to potential investors.
* Collaborate with peers to produce a final film or television project, demonstrating teamwork and communication skills.

## Topics / Modules and Intended Learning Outcomes

1. Introduction to Film and Television Production

* Describe the overall process of film and television production, including key stages and crew roles.
* Analyze the impact of production choices on the final film or television project.

1. Pre-production Planning

* Create a comprehensive production plan, including concept development, scriptwriting, and storyboarding.
* Plan the logistics of a production, including budgeting, scheduling, and location scouting.

1. Production Techniques

* Execute various shooting techniques, understanding the role of the cinematographer and director.
* Organize and conduct a production shoot, managing actors and crew effectively.

1. Post-production and Editing

* Edit footage to create a cohesive and engaging narrative, using appropriate editing software.
* Apply sound design and color correction techniques to enhance the final project.

1. The Business of Film and Television Production

* Develop a marketing and distribution plan for film and television projects.
* Prepare and deliver a pitch to potential investors, demonstrating an understanding of the project's marketability.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1 | **Introduction to Film and Television Production** | Lecture on the history and evolution of film and television production. Introduction to the course structure and objectives. | Students will write a reflection paper on how film and television production has evolved over the years. | Reflection paper grading rubric |
| Week 2-3 | **Pre-production Planning** | Workshops on scriptwriting and storyboarding. Students will form groups and select a concept for their project. | Each group will submit a project concept, script, and storyboard for their proposed short film or documentary. | Project proposal rubric |
| Week 4-6 | **Production Techniques** | Practical sessions on camera work, lighting, and directing. Groups will begin shooting their projects. | Raw footage of the group's project. | Footage review checklist |
| Week 7-9 | **Post-production and Editing** | Editing workshops using software like Adobe Premiere Pro or Final Cut Pro. Groups will edit their projects. | A rough cut of the group's film or documentary. | Editing project rubric |
| Week 10-12 | **The Business of Film and Television Production** | Lectures on marketing, distribution, and pitching. Groups will prepare a pitch for their project. | A marketing and distribution plan, and a recorded pitch presentation. | Pitch presentation grading rubric |
| Week 13-17 | **Project Finalization and Presentation** | Final editing and post-production work. Preparation for the final presentation of projects to the class and invited guests. | Final version of the group's film or documentary and a live pitch presentation. | Final project and presentation rubric |
| Week 18 | **Course Wrap-up and Reflection** | Reflection session on the learning experience and group feedback. Discussion on potential improvements and future project ideas. | Individual reflection papers on the learning experience and group feedback. | Reflection paper grading rubric |

## References

*Bordwell, D., & Thompson, K. (2010). Film art: An introduction. McGraw-Hill.*  
Link:

*Seger, L. (2010). Making a good script great. Silman-James Press.*  
Link:

*Brown, B. (2012). Cinematography: Theory and practice: Image making for cinematographers and directors. Focal Press.*  
Link:

*Dancyger, K. (2011). The technique of film and video editing: History, theory, and practice. Focal Press.*  
Link:

*Litwak, M. (2013). Dealmaking in the film & television industry: From negotiations to final contracts. Silman-James Press.*  
Link: