

DePaul University

DC 389 - THE BIG PICTURE: THE ENTERTAINMENT INDUSTRY

Assistant Professor Timothy Peternel

Office: 471

Winter 2012 – 2013

Class number: 25004

Section number: 501

Tuesday 10:00 AM - 1:15 pm

CS&T0 0924 Loop Campus

Office Hours: Tuesday 2:30 pm – 5:30 pm or by appointment

THIS SYLLABUS IS SUBJECT TO CHANGE

COURSE OVERVIEW: The purpose of this class is to introduce the student to how the Hollywood film business operates. The class will cover all aspects of the entertainment business, from the origins of the industry to the current market place and conditions, to the digital revolution and future industry trends.

COURSE OBJECTIVES – By the end of the course the student will have a solid understanding of how the movie business works. They will understand the “Big Picture” of the entertainment business in regards to how the studios function and profit, the historical and future trends in the box office and home entertainment marketplace, and the seismic changes occurring in today’s film community with the digital revolution.

COURSE POLICIES: Attendance: Class attendance is mandatory. Participation in class is essential. You are permitted two unexcused absences. More than two absences and excessive late arrivals will affect your course participation grade.

Texts

Required Text / Kindle Digital Edition

The Big Picture, Edward Jay Epstein

Recommended Text / Kindle Digital Edition

The Hollywood Economist, Digital Edition, Edward Jay Epstein

Required Screenings

Paul Merton's Birth Of Hollywood:

<http://www.youtube.com/watch?v=BDgfKIW2rFc>

Frontline: Murdoch's Scandal

<http://www.pbs.org/wgbh/pages/frontline/murdochs-scandal/>

Billion Dollar Hippie <http://www.youtube.com/watch?v=OC3qFtgeogE>

The Last Mogul – Netflix

TBD as course proceeds.

Recommended Screenings

Hollywood Reporter Oscar Interviews

TBD

Recommended Websites

Deadline Hollywood

Hollywood Reporter

Box Office Mojo

Grading

Class Assignments	20%
Midterm Exam (Notes will be posted for test prep)	25%
<u>Variety</u> or <u>Deadline Hollywood</u> Summary	10%
Final Exam	25%
Class Participation and Personal Growth	20%

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D indicates unsatisfactory work, and F is a failure to demonstrate an understanding of course concepts.

BIG PICTURE CLASS SCHEDULE

Tuesday January 8TH

Introduction to Big Picture Course and each other.

Discussion: The Trades, Box Office Mojo, The Role of The Producer.

Lecture: A Brief History of the Film Buiz – Edison, Zucker, and Disney.

Reading: The Big Picture - Chapter 1, 2.

Assignment: Screen a film from the “Golden Era.” Research the history of the film in regards to the talent involved (director, stars, writer,), the studio who released the picture, and how the film was received by the public and the box office.

Screening: **Paul Merton’s Birth Of Hollywood:**

<http://www.youtube.com/watch?v=BDgfKIW2rFc>

WEEKLY CLASS SCHEDULE

Tuesday, January 15th

Trades weekly update.

Lecture: The New Moguls – Morita, Ross, Murdoch, Redstone, and Jobs.

Reading: The Big Picture – Chapters 3, 4,5.

Assignment: Screen Frontline “Murdoch’s Scandal” for class discussion.

Tuesday, January 22

Trades weekly update.

Lecture: Studios – The Corporate Conglomerate, Clearinghouse Concept, and “The Midas Formula”.

Reading: The Big Picture – Chapter 21.

Assignment: Pick one of your favorite films that you feel fits the “Midas Formula” and email me a detailed explanation why.

Assignment: Screen “The Last Mogul” for class discussion.

Tuesday January 29th

Trades weekly update.

Disney, Lucas, & The Billion Dollar Club, Analyzing Studio Distribution Reports.

Reading: The Hollywood Economist – Part 2 Star Culture.

Tuesday, February 5th

Trades weekly update.

Lecture: The Agents – Morris, Wasserman, Ovitz, Emmanuel, The Role of Agents – The Big Four Agencies, Fees, Packaging TV, Today's A-List - "20 against 20 deals, "CB Zero".

Lecture: Talent 101 –Assignment: Research your favorite movie stars' box office record of their past 5 films for class discussion. Do they bring value to a picture?

Tuesday February 12th.

Midterms!!!!

Reading: The Big Picture Chapter 12,13,14.

Tuesday February 19^h

Trades weekly update.

Lecture: Film Marketing & Release – Audience Creation, The Drive, D Day, The Rise of Social Media marketing.

Reading: The Hollywood Economist Part 1 – The Popcorn Economy.

Assignment: Analyze the strategy of the marketing campaign for a film you viewed recently.

Tuesday February 26th.

Lecture: Movie Theaters buiz – Popcorn Economy, NRG.

Reading: The Big Picture – Chapter 18

Tuesday March 5th

Trades weekly update.

Lecture: The Indie Film Buiz – Weinsteins, Lions Gate, Foreign Sales Model. – How To Finance an Indie Film, Soft Money, Product Placement.

Reading: The Hollywood Economist – Part III Hollywood's Invisible Money Machine.

Assignment: Pick a hit indie film you like and research how the film was put together and acquired for distribution.

Tuesday March 12th

Trades weekly update

Lecture: Film festivals & the AFM market. Piracy, The Oscar Deception, & Can Indie Films Survive?

Reading: The Big Picture – Chapters 12, 13, & 14.

Tuesday March 19th

Final Exam

School policies:

Online Instructor Evaluation

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are

sent periodic reminders over two weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online at <https://mycti.cti.depaul.edu/mycti>

Email

Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at [CampusConnect](#) is correct.

Academic Integrity Policy

This course will be subject to the academic integrity policy passed by faculty. More information can be found at <http://academicintegrity.depaul.edu/>

Plagiarism

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

Incomplete

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

Resources for Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: Student Center, LPC, Suite #370 Phone number: (773)325.1677 Fax: (773)325.3720 TTY: (773)325.7296