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(Fall 2013)

CS&TO 0924 at Loop Campus  
(W 1:30 PM – 4:45PM)

# DC 389

## The Big Picture: the Entertainment Industry

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Assistant Professor: Tim Peterne  
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### Course Description

This course introduces students to vital information about the industry in which they will work. Students will learn industrial analysis of production, distribution, and exhibition sectors, including mastering concepts of revenue streams, constructing deals (gross points and net point participation), copyright, marketing, and box office analysis. Students will also study the structure of organizations and groups crucial to the entertainment industry: studios, talent, agents, and exhibition (markets: theatrical, virtual and ancillary). There will be an emphasis on global industry.  
**Prerequisite: DC 205**

### Course Goals

The purpose of this class is to introduce the student to how the Hollywood film business operates, focusing on the following key objectives for the quarter:

1. Students will be able to analyze studio distribution reports for the purpose of understanding how film revenues are allocated.
2. Students will study the origins of the entertainment industry to the current market place, focusing on the founding moguls and present day leaders of the business.
3. Students will be able to analyze how films are marketed and released with a focus on the 5 distribution windows a film goes through.
4. Students will be able to master the concepts of backend participation such as Net Points, Gross points, box office bumps, and deferrals.
5. Students will analyze the international film market and understand how foreign pre-sales is utilized in non-studio financed films.

## Class Schedule

Note: This schedule is subject to change.

### Week 1

Introduction to Big Picture course and each other. Review syllabus and class requirements.

Lecture: The Moguls & The Studio System: Edison, Zucker, and the visionary Disney.

*Reading: The Big Picture Chapter 1,2.*

### Week 2

Students Trades Discussions

Lecture: The Rise of the New Moguls – Morita, Ross, Murdoch, Redstone, Wasserman.

*Reading: The Big Picture – Chapters 3,21.*

### Week 3

Students Trades discussions

Lecture: Today's Studio Conglomerate -The Chiefs, Divisions, & Talent First Look Deals.

Lecture 2: The Midas Formula, Billion Dollar Club, Star Wars Franchise

\*Students Research Presentation #1

*Reading: The Big Picture – Chapter 4,5.*

### Week 4

Students Trades discussions

Lecture: The Clearinghouse Concept, Analyzing Distribution Reports, The Box Office.

\*Students Research Presentation #2

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

## **Week 5**

MIDTERMS QUIZ

Students Trades discussions

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

\* Students Research Presentation #3

*Reading: The Big Picture – Chapters 24,25. Class Handouts.*

## **Week 6**

Weekly Students Trades discussions

Lecture: The Agencies, Agents, Talent and types of deals. ("20 against 20 deals, "CB Zero").

\* Students Research Presentation #4

*Reading: Handouts.*

## **Week 7**

Students Trades discussions

Lecture: The Foreign Sales Mode & How To Finance Your Indie Film (equity, soft money, Gap).

\* Students Research Presentation #5

*Reading: The Big Picture – Chapter 18.*

## **Week 8**

Students Trades discussions

Lecture: The Television Boom !

\* Students Research Presentation #6

*Reading: Class Handouts.*

## Week 9

Students Trades discussions

Lecture: The Digital Revolution, Netflix, and Piracy.

\* Students Research Presentation #7

*Reading: Class Handouts.*

## Week 10

Weekly Students Trades discussions

**Big Picture Project Presentations**

## Week 11

**FINALS QUIZ --- 2:45 pm**

### Evaluation

Students Trades Discussions	10%
Midterm Quiz	20%
Research Presentation	20%
Big Picture Project Presentation	20%
Finals Quiz	20%
Class Participation	10%

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.

### Textbooks

**Required Text / Kindle Digital Edition**

The Big Picture, Edward Jay Epstein

## **Recommended Text / Kindle Digital Edition**

The Hollywood Economist 2.0, Digital Edition, Edward Jay Epstein

## **Recommended Websites**

Deadline Hollywood

Hollywood Reporter

Box Office Mojo

## **Course Policies**

Attendance: Classroom attendance is MANDATORY. More than one “excused” absence (doctor’s note, Bears game, etc) will result in a lowering of grade per each absence.

Deadlines: Strict Adherence to deadlines is expected. Materials presented or posted late will result in a negative grade for the particular assignment.

Other: Screenings, script readings, and handouts as assigned by the instructor TBD per class.

### **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

