

January 7, 2020
Pre-Production Workshop
CP_323 (423)_801_1045
Winter 2020
5:45-9:00
14 E Jackson
Room 210

Instructor: Eddie Linker
Office Hours in classroom 5:15-5:45 or by appointment
elinker@depaul.edu or Text

<https://offices.depaul.edu/aaa/academic-calendar/Pages/Full-Year-2017-2018.aspx>

Why this class?

In 2013, looking into their crystal ball, George Lucas and Steven Spielberg predicted the imminent arrival of a radically different entertainment landscape, including pricey movie tickets, a vast migration of content to video-on-demand and even programmable dreams. Fast forward to 2020, and the crystal ball seems fairly accurate with the new landscape including 'franchise' movies as the norm and star driven vehicles a thing of the past. Series seem to be driving content with binge watching the new norm. Should films be geared towards the home viewer?

There are no easy answers. The film industry is going through a massive transformation. Quality content is essential to the success of any project. Delivering that content, obtaining financing and selling your project are skills that need to be addressed from inception. This class will provide you with the tools to bring your project from idea to market.

We are going to go through the whole process of financing and making a short film. We are going to explore what it's like trying to raise money for a short film, selecting the best project and ultimately make a sort. The project doesn't stop there, because we then must market it, attempt to get it into a festival, and make a name for the filmmakers.

We will have a production budget of \$3,000. You will be competing with your fellow classmates to prove your project is worthy of the stipend. The class doesn't end once the project is picked. The entire class then has to work together as the crew on the project.

Text

"Producer to Producer", Maureen A. Ryan, 2017

Class Organization

The class is designed to be run by the student. We are going to go through the process of producing an independent short film culminating in making the film and ultimately attempting to have the film shown at a festival. The student will need to obtain a script, work on promotional materials and pitches, create a budget, lookbook, sizzle reel, start a crowd-funding appeal, and ultimately pitch their project to a panel for the selection. Will the best story ultimately be the one chosen? We would hope so, but sometimes it's not the best project, but the best vision

Week 1 Jan 7, 2020
Chapter 1

Introductions
Team Pairings
Simple financial terms
Project discussions
Independent film history
Technology
Roles and Goals
Obtaining Scripts
Talent
Lookbook examples
Guest Speakers: Amelia Delios and Eric Anderson
Writers *Oriole Park* and have one several pitches including 'The Pitch' at Chicago
International Film Festival

Week 2 January 13

Chapter 2 Budgeting

Budgeting

Guest Speaker: JJ Ingram

What must be in the budget

Over forms of funding

Returns on investments

Do we need contracts?

What about copyrights

Proposed projects due including 2-minute elevator pitch description

Week 3 January 20,2020

Making Low budget films

Guest speaker **Filmmaker Frank V. Ross**: Working on ultra-low budgets

Casting

Call Sheets

UPM

Music rights

Post

Sound

Budgets due

Week 4 January 27, 2020

Guest Speaker Alex Thompson

Look Books Due

What is a sizzle reel

Alex Thompson

What makes a good Pitch

How do you engage the audience?

Week 5 The Pitch February 3, 2020

Sizzle Reels Due

Short Selected

Pre-production begins after February 3.

Planned shoot is a max of 5 days

I will serve as Executive Producer

If we can shoot over a weekend, then editing can begin before class reconvenes in the spring

Projects

Proposal and Elevator Pitch	10%
Budget	10%
Lookbook	15%
Sizzle Reel	15%
Contracts	5%
Final/Pitch	30%
Class Participation	15%

Class Participation

Being an active participant in this class is essential. It is important for you to attend every class. We are going to have guest speakers throughout the quarter, and your interaction with them is essential to the value of the session.

Class participation will be graded on a 4-point scale.

4-- The student comes to class prepared; contributes readily to the conversation, but doesn't dominate it. Comments are thoughtful and advance the conversation.

3-- The student comes to class prepared and makes thoughtful comments when called upon, contributes occasionally without prompting, and builds on others comments.

2-- This student comes to class prepared but does not voluntarily participate in discussions, and only gives minimal responses to questions or topics. This student is an attentive, takes notes and shows interest in the topics covered.

1-- This student does not come to class prepared, does not voluntarily contribute to discussions and has nothing to add when called upon.

You must be in class to receive participation. This class only meets once per week. Absences will be excused at the discretion of the instructor.

Final

We will hold a 'Pitch Session' for your project. I'll bring in people to judge the pitch and a winner will be selected based on the pitch, project and economic viability (whether someone will invest.). Winning the pitch does not reflect your grade. The grade is based on how well you present your project. It's possible that you can have a great pitch, but the judges aren't interested in the project.

Lookbook

Picture representation of the look and feel of the movie. Included will be script synopsis, Director bio, potential stars, and relevant comparable movies. I will show examples in class.

Sizzle Reel

Sizzle reels--also known in some circles as demo reels, show reels, media highlight reels, public relations videos, video pitches, electronic press kit videos, promo videos, or teasers--are 3- to 5-minute videos that combine visuals, audio and messaging to create a fast-paced, stylized overview of a product, service, initiative or brand.

Budgeting

We will bring in producer JJ Ingram to go over the budgeting process using Movie Magic. Students will then need to block time to use this software. I will help anyone in class requiring assistance to setup reservations.

Guest Speakers

There will be an array of guest speakers coming to this class. Everyone we have speak will address some of the topics we are covering.

Reading assignments will be given during class and posted on Blackboard.

Grade Scale

94-100	A
90-93	A-
87-90	B+
83-86	B
78-82	C+
71-77	C
61-70	D
60 or below	F

No LATE ASSIGNMENTS