

Liverpool John Moores University

Title: RESEARCH AND PITCHING TECHNIQUES FOR TV PRODUCTION
Status: Definitive
Code: **5003TVPROD** (115428)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Stockport College

Team	Leader
Alex Irving	Y

Academic Level: FHEQ5 **Credit Value:** 12.00 **Total Delivered Hours:** 30.00
Total Learning Hours: 120 **Private Study:** 90

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10.000
Practical	1.000
Seminar	4.000
Tutorial	15.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS2	Proposal and structure	40.0	
Portfolio	AS1	Portfolio of production research	30.0	
Presentation	AS3	Personal Presentation	30.0	

Aims

Allows the student to originate, develop and pitch a programme idea to a given brief.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify suitable televisual subject matter.
- 2 Demonstrate production research techniques.
- 3 Select from research and structure a programme proposal.
- 4 'Pitch' a programme idea.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Proposal and structure	1	3
Portfolio	2	
Personal Presentation	4	

Outline Syllabus

Researching: techniques and methods; organisation, persuasion.

Programme Design: subject selection and development, structure, key points, target audience, documentary structure; analysis of existing models, the job of the director in a documentary situation, question design for interviews related to programme structure, analysis of style for chosen format; comparison to existing professional examples.

The Commissioning Process: Industrial guidelines and codes of practice, legal signoffs, budget, pitching.

Learning Activities

Formal lectures and supported seminar-based programme-development sessions.
Pitching sessions - both supportive and challenging (with specialists from industry).

References

Course Material	Book
Author	Baker, M. and Darlow, M.
Publishing Year	2003
Title	Documentary in the Digital Age
Subtitle	
Edition	
Publisher	Focal Press
ISBN	

Course Material	Book
Author	Dancyger, K.
Publishing Year	1991
Title	Broadcast Writing
Subtitle	
Edition	
Publisher	Focal Press
ISBN	

Course Material	Book
Author	Hampe, B.
Publishing Year	1997
Title	Making Documentary Films and Reality Videos
Subtitle	A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events
Edition	
Publisher	Owl Books
ISBN	

Course Material	Book
Author	Lyver, D. and Kelsey, G.
Publishing Year	1995
Title	Writing for Television
Subtitle	
Edition	2nd Edition
Publisher	A & C Black
ISBN	

Course Material	Book
Author	Rabiger, M.
Publishing Year	1997
Title	Directing the Documentary
Subtitle	
Edition	3rd Edition
Publisher	Focal Press
ISBN	

Course Material	Book
Author	Rosenthal, A.
Publishing Year	2002
Title	Writing, Directing, and Producing Documentary Films and Videos
Subtitle	
Edition	3rd Edition
Publisher	Southern Illinois University Press
ISBN	

Course Material	Book
Author	Smethurst, W.
Publishing Year	1998
Title	Writing for Television
Subtitle	How to Create and Sell Successful TV Scripts
Edition	3rd Edition
Publisher	How to Books
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.ofcom.org.uk/tv/ifi/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.bbc.co.uk/guidelines/editorialguidelines/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.bbc.co.uk/guidelines/delivering quality/tv.shtml
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.bbc.co.uk/commissioning/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
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Author	
Publishing Year	
Title	http://www.itv.com/page.asp?partID=1099 (Producer Guidelines)
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.ideasfactory.tv Excellent Channel 4 training and access site, with sections on Film and Television, Writing, New Media, Music and Sound. Many useful links.
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The opportunity to develop in-depth research into a 'broadcastable' product of some substance and get the programme 'commissioned' is the aim of every television programme-maker. In this instance, the anticipated factual product is a documentary to suit a mainstream established broadcast 'slot' on a commercial television channel. This enables the student to deal with wider issues of responsibility - both to target audience and to advertiser and channel - and embed these into the design and structure of what they research, propose and pitch.