

Liverpool John Moores University

Title: THE PRODUCERS
Status: Definitive
Code: **5508MTE** (118549)
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Institute for Performing Arts

| Team | Leader |
|----------------|--------|
| Mike McCormack | Y |

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 56.00
Total Learning Hours: 240 **Private Study:** 184

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Workshop | 56.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|--|---------------|---------------|
| Presentation | Pitch | Individual presentation (pitch) | 10.0 | |
| Portfolio | Blog | Documentation and analysis (Blog) - Individual mark | 25.0 | |
| Practice | Production | Practice (Production) (podcast/video) - Group mark | 50.0 | |
| Reflection | Reflect | Critical reflection (5 minute individual presentation) | 15.0 | |

Aims

To introduce learners to the entrepreneurial world of the creative producer and develop their understanding of producing in a range of contexts within music, theatre and entertainment genres. It also aims to introduce a secondary skill in production for social media. Building on learners' existing knowledge of producing and drawing

on specialist genres as models of professional working practice; it specifically aims to develop creative and technical knowledge and a practical understanding of the profession of producer.

(Please note that we do not look at the music producer in the sense of an engineer responsible for recording, mixing and mastering processes but instead in the entrepreneurial and management sense of organising and scheduling people, production budget, resources etc.)

Learning Outcomes

After completing the module the student should be able to:

- LO1 Use initiative and creativity to initiate an idea focused on a target market and apply industry standard working methods to propose and promote it for production
- LO2 Apply an understanding of management working/production processes that enables the learner to plan a short production from conception to final product anticipating potential constraints (legal, ethical, practical, budgetary) and demonstrating awareness of current markets.
- LO3 Apply an understanding of working/production processes that enables the learner to realise a short production to final product in a suitable format using appropriate professional procedures, technologies and working practices and demonstrating awareness of current markets
- LO4 Examine the effectiveness of your contribution to this project comparing this with the standards necessary to gain and maintain work in the industry.

Learning Outcomes of Assessments

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

| | |
|----------------------------|---------|
| Individual presentation | LO1 |
| Documentation and analysis | LO2 LO3 |
| Practice (Production) | LO2 LO3 |
| Critical reflection | LO4 |

Outline Syllabus

- *Introduction to module; definitions of the producer*
- *Theatre: The Producer and the Production Manager*
- *Proposing Film and Television: the Pitch and the Paper Format*
- *The creative producer: engaging the creative team*
- *Television: Studio visit*
- *Film: The role of the film producer*
- *Film: pre-production, production, post production*
- *Radio: content, copyright and compliance*

- *Working with Entertainment Unions*
- *Social media in theory and practice*
- *Audio: Recording Studio Processes*
- *Audio: Using audio podcasting software*
- *Video: Input, edit and output a project using a Non Linear Editing (NLE) system*
- *Video: Operating equipment correctly, relating to theoretical principles*
- *Video: Vocabulary of shot description and basic camera techniques*
- *Audio/Video: Writing an outline/shooting script and treatment and develop storyboards, locations stills and animatics*
- *Recording the design and operational processes of the project*
- *Producing: Personal development and career planning*
- *Workshops: Using video*
- *Workshops: Using audio*

Learning Activities

The module will be delivered by utilising a range of teaching and learning strategies.

These will include:

- Whole group lectures examining theoretical approaches and practical methodologies
- Visits to industry workplaces and discussions with professional producers of theatre, audio and television and film
- Specialist sessions on the use of appropriate technology
- Workshops giving learners the opportunity to relate theoretical knowledge gained to hands on usage of equipment
- Group work developing and realising a creative idea
- Individual study, in line with guidance and direction from tutors.

Notes

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