

Master of Entertainment Industry Management

Course Information	<p>Production Management Course Number: 93.852 Credit Units: 6 Fall 2024 Saturday 9/7, 9/14, 9/21, 9/28, 10/5, 10/12 at 10:00 AM – 1:00 PM Instructors: Ed Lammi (edlammi@icloud.com) John Harrison (beanboy@earthlink.net)</p>						
Description	<p>This class examines the nuts and bolts of Film and Television production, specifically from the Studio, Network, and Line Production perspective.</p> <p>The syllabus follows the common practices and protocols of the Industry from Pre-Production, through Production and Post-Production, including discussion of the tangential marketing and distribution business sectors as they relate to Production Management.</p> <p>In addition to lecture and discussion format, the class will include participation by guest speakers to cover specific areas of domain expertise.</p> <p>Finally, the course will cover some of the best practices and personal development guidelines that relate to the unique business culture of entertainment, including some historical perspective.</p>						
Course Materials (Required Text)	<p>Sample TV budget to be distributed in class one</p> <p><i>CREEPSHOW TV SERIES: Episode Teleplay, Production Schedule, One Liner, Day Out of Days, Call Sheet</i></p>						
Evaluation Method	<p>Grading will be split between in-class participation and assignments.</p> <p>NOTE: Late assignments will result in a reduction of 1 full grade (e.g. A to B) for that assignment. Exceptions will be made for extenuating circumstances beyond the student’s control, but only with reasonable documentation and appropriate notice to at least one of the instructors.</p> <table border="1" data-bbox="354 1289 1308 1356" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">Take-home Budget Quiz</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">Due Saturday, November 4 at 9:00pm</td> </tr> <tr> <td style="text-align: center;">Final Essay</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">Due Saturday, November 4 at 9:00pm</td> </tr> </table>	Take-home Budget Quiz	50%	Due Saturday, November 4 at 9:00pm	Final Essay	50%	Due Saturday, November 4 at 9:00pm
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Assignments	<p>Assignments are designed to deepen the student’s experiential understanding of the concepts, and business culture practices covered in the course. The course will feature two major assignments.</p> <p><u>Assignment #1 – Take Home Exam</u></p> <ul style="list-style-type: none"> - Due two weeks after final class (Saturday, October 26th). - This assignment will be worth 50% of your grade. <p><u>Assignment #2 — Production Management Essay</u></p> <ul style="list-style-type: none"> - Due two weeks after final class (Saturday, October 26th). - 600 words maximum (No more than 2 pages, 12 point, New York or Times font). - This assignment will be worth 50% of your grade. - Details of the assignment will be given in class. 						

Learning/Course Objectives*	Skills and knowledge you want students to gain and how they will be assessed		
	Learning Objective		How Assessed
	Understand the roles of the studio/network executive, producer (creative, line, “executive”), department heads, technicians, artists and other crafts people in production positions, and how these positions contribute to the nuts-and-bolts production process;		Class discussion and Take-Home Exam
	Recognize the creative and business decision processes made during all production phases, and how those decisions can support or detract from a film. TV show or program’s success;		Class discussion and Production Management Essay/Final
	Develop awareness of the common practices and various influences that shape day-to-day production decisions and transactions within the Industry.		Class discussion and Take-Home Exam
	Identify the corporate structure of the Studio and Network system, and how it has evolved in relationship to the overall global marketplace for entertainment.		Production Management Essay/Final
Grading Scale*	A+	99.0-100%	Exceptional
	A	94.0-98.9%	Excellent
	A-	91.0-93.9%	Very Good
	B+	88.0-90.9%	Good
	B	84.0-87.9%	Acceptable
	B-	81.0-83.9%	Fair
	C+	78.0-80.9%	Poor
	C	74.0-77.9%	Very Poor
	C-	71.0-73.9%	Minimum Passing
	R	below 71 pts (< 71%)	Failing
Plagiarism and cheating notice	<p>Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another’s work as one’s own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in- class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School.</p> <p>Cheating includes, but is not limited to:</p> <ol style="list-style-type: none"> 1. Plagiarism (explained below); 2. Submission of work that is not the student’s own; 3. Submission or use of falsified data; 4. Unauthorized access to an exam or assignment; 5. Use of a stand-in for an exam; 6. Use of unauthorized material in the preparation of an assignment or during an examination; 7. Supplying or communicating unauthorized information to another student for use in an assignment or exam; 8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized; 9. Submission of the same work for credit in more than one course. <p>Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person’s work and is therefore equally subject to the rules on plagiarism and cheating as any other source material.</p>		

	<p>Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment. The essay in which the cheating occurs will not be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade. Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, up to and including expulsion from the Heinz School.</p> <p>Academic Dishonesty: Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e. plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.</p>
<p>Artificial Intelligence Policy</p>	<p>There will be a no AI in this class. Please do not record any of the class lectures or guest speakers.</p> <p>To best support your own learning, you should complete all graded assignments in this course yourself, without any use of generative artificial intelligence (AI). Please refrain from using AI tools to generate any content (text, video, audio, images, code, etc.) for an assignment or classroom exercise. Passing off any AI generated content as your own (e.g., cutting and pasting content into written assignments, or paraphrasing AI content) constitutes a violation of CMU's academic integrity policy. If you have any questions about using generative AI in this course, please email or talk to your professors.</p>

MEIM PRODUCTION MANAGEMENT CLASS Fall 2023
WEEKLY SCHEDULE – (subject to change)

Saturday, September 7 at 10 a.m. – 1:00 p.m.
Class 1

Course Overview / Introduction Syllabus > Ed / John

- Student / Instructor Introduction
- Introductory discussion of Business Affairs
- Discussion of development process to production
- How is a series sold?
- Pilot vs Series Production > John
- Scheduling / Budgeting > Ed/John
- Location & Financial Consideration > Ed / John
- Pilot review process: Studios, Nets, Up Fronts etc. > Ed/John
- Once ordered to series production – what’s next? > John
- Hand out sample budget

Saturday, September 14 at 10 a.m. – 1:00 p.m.
Class 2

Series Origination & Development > Ed / John

- Discuss deals/ guilds / money ranges
- Connect schedule to budget
- Talk about tax credits
- A sale leading to a Pilot or Season Order (The difference)
- The development process from script to pre-pro.
- Story Table – Series Development > John
- Key Team in Writers Room

Saturday, September 21 at 10 a.m. – 1:00 p.m.
Class 3

Production: John / Ed

- Day in the life of a Director
Prep/Casting/Crew/Revisions
- Key production documents discussion. Script, schedules, Call Sheets etc.

Saturday, September 28 at 10 a.m. – 1:00 p.m.
Class 4

Budget walk through Above the Line / Below the Line > Ed

- DGA, WGA, SAG
- IA
- Teamsters
- Staffing / Crewing
- Departments

Saturday, October 5 at 10 a.m. – 1:00 p.m.
Class 5

Continue budget walk-thru > Ed

Guest Speaker: Max Aronson (Apple TV Exec)

Saturday, October 12 at 10 a.m. – 1:00 p.m.
Class 6

Post Production: John / Ed

- All things Post
- WRAP UP: Evaluations/Final Multiple Choice and Essay