

Module code	SCR517	Level	5
Module title	The Creative Producer	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Screenwriting and Producing	Teaching Period	Autumn

1. Module description

This module will introduce you to the world of the Creative Independent Producer. The module will explore script analysis, IP, adapting for the screen and packaging projects for the market. Assignments will combine the creative skills of the writer with those of the business focused production professional.

The module also requires you to attend a film festival, following which you will research a participating film and produce a short case study in order to contextualise your own future filmmaking ambitions.

A key element of the module is the development of team-working, presentation and listening skills: in particular, your ability to put forward logical arguments to support individual perspectives and to consider and reflect analytically upon the opinions expressed by others.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 05)

Further develop your communication skills (both oral and written) to showcase a sophisticated understanding of well-defined industry practices

Digital Data and Tools (MLO 06)

Analyse the effectiveness of digital tools to broaden your knowledge of industry practice and further develop your understanding of audience and genre trends

Human & Environmental Impact (MLO 10)

Analyse the human and environmental impact of the film / TV industry when considering production

3. Learning and teaching methods

The teaching and learning experience will incorporate a variety of activities including micro-lectures, individual and group presentations, discussions, debates and briefings.

You will have the opportunity to attend a film festival where you will experience a professional film market, meet with film professionals and explore the potential for your own final year project.

Learning hours	
Directed learning	72
Workshops/classes and tutorial supervision (the distribution will depend on the needs of the project)	72
Guided/Self-guided learning	128 hours
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1: Other: Script Analysis

Weight (%): 50

Word Count or Equivalent: 2,000 words

You will write a synopsis, script analysis and short script editor's report on a feature film script written to industry standard as if to be shared with the filmmakers.

Assessment 2: Other: Crowd Funding Campaign

Weight (%): 50

Word Count or Equivalent: 1,000-word pitch and 3-5 minute video accompaniment

You will devise an online campaign for an original film comprising a short, filmed pitch for raising finance along with supporting information and strategy.

As a part of this campaign you will demonstrate an understanding of the human and environmental impact of your proposed production.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO5	MLO6	MLO10
Script Analysis	x	x	
Campaign	x	x	x

5. Indicative resources

Bang, J. (2022) *Script Analysis: Deconstructing Screenplay Fundamentals*. Routledge

Catmull, E. (2014). *Creativity Inc.* London: Bantam Press

Davis, F. (2012). *Intellectual Property Law* (4th Edition). Oxford: Oxford University Press

Geiger, J. and Rutsky, R. L. (Eds.) (2005). *Film Analysis: A Norton Reader*. Essex: University of Essex.

Longman, S. (2004). *Page and Stage: An Approach to Script Analysis*. Boston: Allyn and Bacon.

Rose, N. (2020) *Rewards Crowdfunding: The Kickstarter & Indiegogo Guide For Campaign Creators (Alternative Finance Series)*. Stonepine Publishing