



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.

Please consult the web for updates that may occur during the year.

Description: Production Management

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MMS	1013	91012	2, 2009	ONC	1.00	Springfield

Academic group:	FOART
Academic org:	FOA005
Student contribution band:	1
ASCED code:	100703

STAFFING

Examiner: Ashley Jones

Moderator: Daryl Sparkes

SYNOPSIS

This course will explore the management skills needed for the pre-production stage of a media production. All aspects of pre-production will be examined including identifying and generating story idea, proposal development, project pitching, production budget, schedule, legal, insurance and time management. During the course students will be taken through the different categories of a production budget and will prepare a sample budget in accordance with industry standards and practice. The principles learned in this course may be applied to both multi and single camera video and television production styles.

OBJECTIVES

On successful completion of this course students will be able to:

1. understand the role of the Production Department;
2. confidently deliver a "pitch" session;
3. develop media ideas into workable, credible and marketable production proposals;
4. understand and apply basic financial management principles as they apply to the media industry;
5. identify and apply legal issues as they apply to the media industry;
6. identify and prepare budgets and scheduling breakdown.

TOPICS

	Description	Weighting (%)
1.	Pitching	10.00
2.	Basic financial mangement	20.00
3.	Budget	20.00

4.	Scheduling	20.00
5.	Legal Issues	10.00
6.	Insurance	10.00
7.	Time Management	10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

There are no set texts for this course.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Cury, I 2002, *Directing and producing for television: a format approach*, 2nd edn, Focal Press, Boston.

Gates, R 1999, *Production management for film and video*, 3rd edn, Focal Press, Boston.

Lyver, D 2001, *Basics of the video production diary*, Focal Press, Boston.

Patz, D S 2002, *Film production management 101: the ultimate guide for film and television production management and coordination*, Michael Wiese Productions, California.

Ward, P 2000, *Multiskilling for television production*, Focal Press, Boston.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	76.00
Lectures	26.00
Private Study	50.00
Tutorials	13.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
PITCH (VERBAL PRESENTATION)	100.00	20.00	15 Aug 2009 (see note 1)
DEVELOPING YOUR PROPOSAL	100.00	20.00	29 Aug 2009 (see note 2)
VIDEO PROJECT	100.00	50.00	31 Oct 2009 (see note 3)
JOURNAL	100.00	10.00	31 Oct 2009 (see note 4)

NOTES

1. This assessment item is aligned with Objectives 1 and 2.
2. This assessment item is aligned with Objectives 3 and 4.
3. This assessment item is aligned with Objectives 4, 5 and 6.
4. This assessment item is aligned with all Objectives.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. For this course, normal class attendance consists of one 1 hour lecture and one 2 hour tutorial.
- 2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the submission box at the Springfield Campus no later than 12.000 noon on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (d). Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
- 10 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.