



**UNIVERSITI TEKNOLOGI MARA**

**CTM325: SCREEN PRODUCTION MANAGEMENT**

<b>Course Name (English)</b>	SCREEN PRODUCTION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	CTM325
<b>MQF Credit</b>	3
<b>Course Description</b>	Students will be exposed to the theory and practice of screen management. Students will be trained in the business of production management which entails planning a production, running a production, rentals equipment, props, wardrobe and others. With intensive skills and exposures, it is hoped that students can be prepared to execute for screen production. Such an exposure is essential in managing a production in a more systematic way once they embark in the actual world of production.
<b>Transferable Skills</b>	1. Demonstrate ability to communicate clearly and confidently, and listen critically. 2. Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Practical Classes, Supervision
<b>CLO</b>	CLO1 Able to learn basic production management in a film or video production. CLO2 Understand the concept, scope and production structure in a systematic manner. CLO3 To function as production manager in managing a production.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Definition of Production Management in Screen</b> 1.1) What is production management in screen?	
<b>2. Production Hierarchy.</b> 2.1) Format and styles for production.	
<b>3. Production Personnel.</b> 3.1) Production personnel and responsibilities. (Above and below the line).	
<b>4. Camera, Equipment and Screen Stock.</b> 4.1) The equipments (Sponsor, rental and purchase).	
<b>5. Quiz</b> 5.1) Students quiz.	
<b>6. Script Breakdown.</b> 6.1) Breakdown of working script or screenplay.	
<b>7. Casting and Talent.</b> 7.1) Casting, audition and searching for right casts.	
<b>8. Arts Direction.</b> 8.1) What is arts direction?	
<b>9. Logistics.</b> 9.1) What is the important of logistic in production.	
<b>10. Budget.</b> 10.1) How to prepare a production budget?	

<b>11. Planning and Predicaments in a Production.</b> 11.1) What is planning and predicaments in a production.
<b>12. Test.</b> 12.1) Students test.
<b>13. Post Production.</b> 13.1) What is post production?
<b>14. Distribution/Exhibition</b> 14.1) How to manage distribution/exhibition.

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	10%	CLO1
	Group Project	The paper should be 10-15 pages, double spaced (not including cover, table of contents, bibliography and appendix). Criteria for the oral presentation will be based upon: 1. Clarity of facts and expression 2. Presentation method (and creativity)	30%	CLO1 , CLO2 , CLO3
	Quiz	Sporadically, students will be given quizzes based upon lecture notes given. However, quiz dates will not be announced in advance nor will make-ups be permitted. This being the case, attendance at all classes IS required. Failure to do so may result in marks deduction. Students who are absent from class, without just reason, will have 2 marks deducted from their overall marks. No marks will be returned due to absenteeism.	10%	CLO1 , CLO2
	Test	Test	10%	CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Deborah Patz 2010, <i>Film Production Management 101-2nd edition: Management &amp; Coordination in a Digital Age</i>, 2nd Ed., Micheal Wiese Productions US</li> <li>• Maureen Ryan 2015, <i>Film And Video Budgets</i>, 6th Ed., Micheal Wiese Productions US</li> <li>• John.J.Lee Jr and Anne Marie Gillen 2011, <i>The Producer's Business Handbook: The Roadmap of The Balanced Film Producer</i>, 3rd Ed., Elsevier Inc UK</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Linda Stradling 2010, <i>Production Management For TV Film, The Professional's Guide</i>, Mithuen Drama London</li> <li>• Eve Light Honthamer 2010, <i>The Complete Film Production Handbook</i>, 4th Ed., Elsevier Inc UK</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	