



UNIVERSITI TEKNOLOGI MARA

CTS643: CREATIVE CONSULTANCY

Course Name (English)	CREATIVE CONSULTANCY APPROVED
Course Code	CTS643
MQF Credit	3
Course Description	The course exposes students to the ethics, purposes and professional tasks of creative consultancy in relation to the film and television industry. Various aspects of creative consultancy will be explored and trained; this includes analysis of the unique structures in the entertainment industry for organizing and managing creativity, film business procedures and distribution, the art and industry of the theatrical film, the movie business (from story concept to exhibition), publicity for cinema and television, the business of representation, developing and selling film and TV projects, and the world of television (from concept to air and everything in between). It is hoped that the exposure students get in this course will prepare them to be well-versed with the creative consultancy which revolves around the screen business and industry.
Transferable Skills	Management, Communication
Teaching Methodologies	Lectures, Field Trip, Practical Classes, Tutorial
CLO	<p>CLO1 Evaluate various roles and functions played by writers, agents, producers, marketing and publicity.</p> <p>CLO2 Serve the business and industrial aspects of film and television, from developing and selling ideas to exhibition.</p> <p>CLO3 Practice with confidence of tasks in relation to creative consultancy while dealing with the creative business and industry.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) Course outline throughout semester	
2. Characteristics of Effective Consultancy 2.1) Leadership skills	
3. Business Codes and Ethics 3.1) Business planning and strategies	
4. Knowing the Movie Business 4.1) Film Industry 4.2) Government 4.3) Societies 4.4) NGOs 4.5) Cinemas	
5. Organization Relating to Film Industry 5.1) Steps and Procedures on movie-making	
6. Presentation1 6.1) Group Discussion and Presentation on related topics	
7. Rules and Regulations of 'Wajib Tayang' and Finas 7.1) What is 'Wajib Tayang' and why local producers need 'Wajib Tayang'	
8. Realistic Production Budget 8.1) Cash-flow and overall Production Budget	
9. Differences between Malaysian and Foreign Film Industries 9.1) International Industry Comparison	

10. Promotion and Sponsorship Planning 10.1) Advertising & Promotion
11. Advertising and Publicity Planning 11.1) Budget allocated and creative approaches
12. Film Distribution 12.1) Final material - DCP 12.2) Cinema Trailer 12.3) Censorship Board 12.4) Cinemas 12.5) Logistics
13. Presentation 2 13.1) Group Presentation on Final Assignment
14. Presentation 3 14.1) Individual Idea Pitch 14.2) Movies / TV Series / TV Commercial

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation (Group work)	20%	CLO1 , CLO2 , CLO3
	Assignment	Essay	20%	CLO1 , CLO2 , CLO3
	Assignment	Report	20%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Atchity, K.J. 1997, <i>Writing treatments that sell: How to create and market your story ideas to the motion picture and TV industry</i>, Australian Film Television and Radio School. New South Wales • Silver, D. 1991, <i>How to pitch & sell your TV script.</i>, Writer's Digest Books. Ohio • Bronfield, S, 1984, <i>How to produce a film, Englewood Cliffs</i>, Prentice-Hall New Jersey. • Cleve, B, 1994, <i>Film production management</i>, Butterworth-Heinemann Boston • Ward, E and Silver, A 1983, <i>The film director's team</i>, Acro New York
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	