



UNIVERSITI TEKNOLOGI MARA

FMP661: FILM PRODUCTION MANAGEMENT CREATIVE PROJECT

Course Name (English)	FILM PRODUCTION MANAGEMENT CREATIVE PROJECT APPROVED
Course Code	FMP661
MQF Credit	20
Course Description	This course provides students with the opportunity to engage and learn directly from the creative industries. Students are introduced and inducted by industrial practitioners (such as mentors, etc.) of the field. Also known as work-based learning or apprenticeship, the course is designed to allow students to prepare for the work environment especially in areas that require immediate and skilled talent. Students are attached to the workplace for the duration of a semester and are expected to gain as much knowledge and experience to allow them to perform within a daily work setting. This notion of experiential learning allows students to develop much needed skills for the 21st century workforce. Throughout the duration of the term, students are under the patronage of respective mentors. Emphasis of the course is on the students' ability to adapt to the working environment and contribute to their respective employers in a professional manner as they learn the trade. Students are expected to perform and contribute whole-heartedly to the companies or organizations they are attached to ensure that the full engagement is experienced. This experience allows students to develop their portfolios and rapport with the industry.
Transferable Skills	Analytical/ Logical Thinking Skills Critical Thinking Skills Creative Thinking Skills Problem Solving Skills Decision-making Skills Organizational Skills Planning Skills Adaptability skills Interpersonal Skills Leadership/ Supervising Skills Mediation Skills
Teaching Methodologies	Industrial Training, Problem Based Learning (PBL), Self-directed Learning, Supervision, Performance
CLO	CLO1 Conform to ethical values and professionalism in completing assigned tasks. CLO2 Initiate effective communication, leadership and teamwork skills in completing assigned tasks. CLO3 Practice research skills in identifying and addressing relevant problems and their possible resolutions. CLO4 Demonstrate the ability of managing information independently and acquiring lifelong learning skills. CLO5 Master managerial and entrepreneurial skills required in working for the creative industries.
Pre-Requisite Courses	No course recommendations
Topics	
1. Industry-based Learning / Work-based Learning a. Pre-Production Phase • Introduction to the creative industries personnel and workplace standards. 1.1) n/a	
2. a. Pre-Production Phase • Introduction to the company / firm / organization procedures. 2.1) n/a	
3. a. Pre-Production Phase • Etiquette in professional communication. 3.1) n/a	

4. a. Pre-Production Phase ? Project Scope: i. Pre-production planning. 4.1) n/a
5. a. Pre-Production Phase ? Project Scope: ii. Production application. 5.1) n/a
6. b. Production Phase • Organizing and Leading the production including: i. Role and responsibilities. 6.1) n/a
7. b. Production Phase • Organizing and Leading the production including: ii. Familiarizing the workplace arrangement (working hours, rest breaks, holidays, etc.). 7.1) n/a
8. b. Production Phase • Organizing and Leading the production including: iii. Health and safety requirements. 8.1) n/a
9. b. Production Phase • Organizing and Leading the production including: iv. Understanding work contracts. 9.1) n/a
10. b. Production Phase • Organizing and Leading the production including: v. Benefitting the production in major working aspects. 10.1) n/a
11. c. Post-production Phase ? Reporting and reflect both production and learning values in journal essay. 11.1) n/a
12. c. Post-production Phase ? Developing curriculum vitae and portfolios. 12.1) n/a
13. c. Post-production Phase ? Project Scope: i. Advertising and Promotion Application and responding to Promotion reality and Theory. 13.1) n/a
14. c. Post-production Phase ? Project Scope: ii. Distribution Application and responding to Marketing reality and Theory. 14.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Reflective Journal Writing- 5 Pages of Reflective Journal (2000 words)	10%	CLO1
	Internship Report	Employer's Assessment Report (Internship Report).	40%	CLO5
	Portfolio/Log Book	Log Book Report- Student must record their weekly task assigned to them.	10%	CLO4
	Portfolio/Log Book	Portfolio 1- Continuous Draft- Student must compile their creative works from earlier drafts to production stage (preproduction, production). Each work must be separated with a short introduction or synopsis of project assigned to student.	20%	CLO2
	Portfolio/Log Book	Portfolio 2- Final Draft- Student must compile their final drafts.	20%	CLO3

Reading List	Recommended Text	
		<ul style="list-style-type: none"> • Honthaner, Eve L. 2010, <i>The Complete Film Production Handbook and Hollywood Drive</i>, 4th. ed. Ed., Focal Press USA [ISBN: 978-024081150] • Ulin, Jeffrey C 2013, <i>The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents)</i>., 2nd. ed. Ed., Focal Press UK [ISBN: 978-024082423] • Izod, John 2006, <i>Screen, Culture, Psyche: A Post-Jungian Approach To Working With The Audience.</i>, 1st. ed. Ed., Routledge UK [ISBN: 978-041538017]
	Reference Book Resources	
	<ul style="list-style-type: none"> • Wolk, Alan 2015, <i>Over the Top: How the Internet is (Slowly but Surely) Changing the Television Industry.</i>, CreateSpace Independent Publishing Platform. USA [ISBN: 978-151413901] • Wolff, Michael 2017, <i>Television is the New Television: The Unexpected Triumph of Old Media in the Digital Age</i>, Portfolio USA [ISBN: 978-014310892] • Donaldson, Michael C. 2014, <i>Clearance and Copyright</i>, 4th. ed. Ed., Silman-James Press W. Hollywood [ISBN: 978-193524712] • Mark Litwak 2014, <i>Contracts for the Film & Television Industry</i>, 3rd. ed. Ed., Silman-James W. Hollywood [ISBN: 9781935247074] • Curtin, Michael 2014, <i>Distribution Revolution. Conversations About The Digital Future of Film and Television</i>, University of California Press. CA [ISBN: 978-052028325] • Moor, Schuyler M 2011, <i>The Biz: The Basic Business, Legal and Financial Aspect of the Film Industry</i>, 4th. ed. Ed., Silman-James Press W.Hollywood [ISBN: 978-193524704] • Lee Jr, John. 2010, <i>The Producer's Business Handbook: The Roadmap for Balanced Film Producer (American Fil Market Presents)</i>, 3rd. ed. Ed., Focal Press UK [ISBN: 978-024081463] • Ryan, Maureen 2010, <i>Producer to Producer. A Step-by-Step Guide to Low-Budgets Independent Film Producing</i>, Michael Wiese Productions USA [ISBN: 978-161593266] • Litwak, Mark 2009, <i>Deal Making in the Film & Television Industry: From Negotiations to Final Contracts</i>, 3rd. ed. Ed., Silman-James Press W.Hollywood [ISBN: 978-193524716] 	
Article/Paper List	This Course does not have any article/paper resources	

Other References

- Website Health and Safety Executive 2016, *Health and safety in the film, theatre and broadcasting industries* , Health and Safety Executive, UK
<http://www.hse.gov.uk/entertainment/theatre-tv/index.htm>
- Website Department of Occupational Safety and Health 2016, *Occupational Safety and Health*, Ministry of Human Resources Malaysia, Malaysia
<http://www.dosh.gov.my/index.php/en/>
- Website Kementerian Komunikasi dan Multimedia Malaysia 2016, *National Film Development Corporation (FINAS)* , Kementerian Komunikasi dan Multimedia Malaysia, Cyberjaya
<http://www.finas.gov.my/en/>