This course will provide students with an understanding of how films, from blockbusters to micro-budgets, are developed, financed, marketed and distributed both inside and outside established circuits of audiovisual trade.

Requisites
Prerequisites:
COMM 1154 Minimum Grade: C
Corequisites:

Contact Information

Instructor: Deon Kay
Office: HU 148
email: dkay@westga.edu

Office Hours (ALL VIRTUAL): Tues/Thurs 1:30pm-3:00pm
Mon/Wed 10:00am-11:00am & by appointment

It is best to set up an appointment via email ahead of time, but you can also send me an email during these times and I will respond with a google chat invitation.

Meeting Times

Tues/Thurs 3:30-4:45, CAMPUS BALLROOM 108.1

Materials

The Movie Business Book
Author: Jason E Squire
Publisher: Routledge
Edition: 4th
ISBN: 1138656291
Availability: bookstore

Other readings and screenings to be assigned via Courseden

Outcomes

Student Learning Outcomes:
1. Understand the core function, activity and operations of film as a Collaborative, Artful, Technologically-Driven, Global and Capital-intensive Business.
2. Understand the phases of film production.
3. Analyze trends to be able to evaluate the alignment and viability of audio-visual media with matching distribution channels (e.g. streamers, film festivals, VOD, etc).
4. Align and relate the multifaceted profit-driven, business aspects of the Film Industry with the aspirational elements of artistic expression and the introductory job market.
5. Identify their own personal ambitions and assess them realistically in order to create a career path within the broad infrastructure of the Film Business.
6. Reconsider the media they consume within BOTH the context of film as commodity to be bought and sold and as creators of social standards and cultural meaning.

My Hopes For You, A Year After The Class Is Over:

1. Continue to consider the Film Industry as a rich and ever changing research subject by monitoring trade, academic and creative publications.
2. Continue to develop your sense of how the film industry operates and where they would like to see themselves in it.
3. Continue to critically evaluate the audio-visual material that you encounter according to the business AND representational aspects we learn in this class.

✔️ Evaluation

Breakdown

20%  Multiple Choice Quizzes (based on in-class chats, notes and presentations).
25%  Guided and Self-guided Reading responses.
15%  Assignment on Diversity and Representation.
25%  Film Festival Assignment and Preparation.
15%  Final Project (multiple options to make something/explore something/do something).

📅 Schedule

Here is a link (https://docs.google.com/document/d/e/2PACX-1vRKV1a3_5iuySx217c77WbhQcjLTK205qA1nMsFL4- lYSytHcQW00kXkexR_uCR5G3CJpZxLimiMovmRU/pub) to the live schedule for the class

🌟 Course Policies and Resources

**COMMUNICATION:** My primary mode of communication is through Courseden Announcements.

It is the student’s responsibility to ensure that they are receiving and reading email notifications, and to check their email frequently for class, department, and University information. Not checking your email is no excuse for not completing work on time.

**CELL PHONE POLICY:** There will be no cell-phone use in the classroom, and no multi-taking.

Knowing the appropriate time to use (and not use) your mobile device is a professional skill, and we will hold to a professional standard.

*If there is something pressing you need to deal with, inform me at the start of class, and leave the room to deal with the matter. And you may obviously use your phone to authenticate logging into courseden.*
COVID POLICIES: Masks are to be worn properly at all times without exception - not just when the instructor is in the room (that means your nose, mouth and chin are to remain covered). We have to protect each other, and our friends and families.

COVID RELATED ACCOMMODATIONS: If you are unwell, or even unsure, don't come to class. Accommodations will gladly be made when accompanied by official documentation, obtained via this link (https://www.westga.edu/myuwg/student-covid-19-reporting-form.php).

MATURE CONTENT: Some examples used in this course may be explicit and therefore offensive to some. If you anticipate having an issue with this at any point in this semester, please speak with me privately so we can address your concerns.

LATE ASSIGNMENTS: If you need a little extra time, that is usually fine, unless your classmates are relying on your participation. If you are unsure, check with me. Late work that is rushed and/or incomplete and/or not excellent will not be considered for credit.

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College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

**Invested Teaching**

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

**Experiential Learning**

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

**Connectedness**

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

**ACEJMC Professional Values and Competencies**: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC’s 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or ACEJMC - Standard 2. Curriculum and Instruction (http://www.acejmc.org/policies-process/nine-standards/).

**6 X 6 MASS COMM SUCCESS**
Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The Center for Academic Success (http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The University Writing Center (https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students’ privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities
beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online (https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares (http://www.westga.edu/UWGCares/) site. Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook (https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)

Mental Health Support
If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

**ELL Resources**

If you are a student having difficulty with English language skills, and/or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

**COVID-19**

**Proctored Exams/Online Instruction:** Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student’s personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

**Face Coverings:** Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

**Student FAQs:** For more information about UWG COVID-19 guidance for students visit the Student FAQ webpage (https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php).

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**Additional Items**