

FLTV60002 The Business of Producing

Credit Points:	25
Level:	6 (Graduate/Postgraduate)
Dates & Locations:	2010, Southbank This subject commences in the following study period/s: Semester 1, Southbank - Taught on campus.
Time Commitment:	Contact Hours: 4 hours x 12 weeks (Semester 1) Total Time Commitment: 48 hours plus private study
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Mr Nigel Odell
Contact:	Student and Academic Services, Faculty of the Victorian College of the Arts, 234 St Kilda Road, Southbank Vic 3006 Tel: 9685 9419
Subject Overview:	Through lectures, guest speakers, workshops and exercises, students will be introduced to the key aspects of the business side of producing film and television product. Students will be exposed to areas such as working with government funding bodies, entertainment law, negotiating deals and small company business skills.
Objectives:	On completion of this subject students should have: <ul style="list-style-type: none"> • extended their creative abilities and business skills • developed a sound understanding of the structure of the Australian Film, Television and allied industries • demonstration the capacity to produce a short creative project
Assessment:	Dealing with government bodies research report (1,500 words) (30%); Production company exercise (2,000 words) (30%); Entertainment Law Research Paper (2,500 words) (40%)
Prescribed Texts:	None
Recommended Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On completion of this subject the student should be able to: <ul style="list-style-type: none"> # confidently communicate in oral and written form for a wide variety of audience # exhibit a capacity to design, conduct and present research outcomes # demonstrate sound budgeting and finance skills # exhibit the skills to interpret, analyse, problem solve and negotiate

	<ul style="list-style-type: none"># demonstrate the skills necessary to establish a small business# understand issues related to intellectual property management and exploitation and the legal aspects of Producing.# demonstrate an entrepreneurial approach coupled with strategic planning skills and the knowledge to engage with key industry players
Related Course(s):	Postgraduate Diploma in Film and Television (Producing)