

FEATURE FILM DEVELOPMENT

Fall, 2009, MON 10:00-1:00am, Dodge Hall

Prof. Anne Carey : 646-732-3514, ac@thisisthatmail.com (email is best)

Office hours: appointments available upon appointment

Class #	Date	Subject of Lecture (10-11:30am)	Workshop (11:45-1 pm)
1	9/8	NO CLASS – AC at Toronto Film Festival	Sample Pitches
2	9/15	Introduction – Fundamentals of Pitching	Pitching Sessions
3	9/22	Expectations of Agents/Representation	Pitching Sessions
4	9//29	Option Deals, Copyrights and Chain of Title	Pitching Sessions
5	10/6	When is your script ready/The notes process	Pitching Sessions
6	10/13	Taking on Partners to get your film made	Repeat Pitching Sessions
7	10/20	Your script in the marketplace-what happens?	Repeat Pitching Sessions
8	10/27	Using Film Festivals and Markets	Repeat Pitching Sessions
*	11/3	NO CLASS – ELECTION WEEK	
9	11/10	Equity,Pre-Sales, Distribution Deals	Repeat Pitching Sessions
10	11/17	Case Study – The Writer	Strategy Sessions
11	11/24	Case Study – (TBD)	Strategy Sessions
12	12/1	Make-up class	Strategy Sessions
13	12/8	Wrap-up	Strategy Sessions

Course Requirements: You must complete both the pitching project and strategy project in order to get credit for the course.

Project: Each student will pick a feature film project (either real or speculative) on which to base their semester-long project. Starting in the 2nd session, each student will pitch their project to the class, as if we were potential financiers, co-producers or other potential participants. Feedback and class discussion will follow each pitch. Based on the feedback, the students should refine their pitch and be prepared to re-pitch it to the class starting in the 6th session.

Finally, starting in the 10th session, each student will give an oral presentation of their business strategy for the film they've been pitching. You should include an analysis of the type of film you would like it to be, your priorities from a creative perspective, packaging issues, the type of budget necessary, and therefore why you believe the film will get made! Also, try to anticipate any difficulties you expect to encounter due to the material, and your answers to those issues. This is an individual project!

Grading: Grades will be Pass or Fail for Arts students and letter grades for those from other schools. Incompletes and CPs will not be given except under dire circumstances.

Required Reading:

- *Weekly Variety* available every Sunday on most newsstands or by home delivery
- *Adventures in the Screen Trade*, by William Goldman
- *Clearance & Copyright : Everything the Independent Filmmaker Needs to Know* by Michael C. Donaldson
- *The Independent Film Producer's Survival Guide* by Gunnar Erickson, Harris Tulchin and Mark Halloran
- *Picture*, by Lillian Ross