

The multiplatform screen producer

Course Outline and Application Information

Application deadline 5pm, 26 February 2010.

Thank you for your interest in this course. Please read the following information carefully, and contact one of us if you have any questions. All the information you need in order to apply is included below.

Advanced Diploma Course Coordinators

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This training is funded by the NSW Government in partnership with the Australian Government.

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1. Course Summary

Metro Screen has designed this new accredited course to offer talented aspiring producers the opportunity to further hone their skills and take their careers to the next level. The information below provides a summary of all practical information while the overview in section 2 gives further information on the course content.

Course title:	The multiplatform screen producer
Qualification:	Advanced Diploma of Screen and Media [CUF60107]
Delivery mode:	Part-time for 30 weeks [three 10 week terms] plus 5 day full-time production intensive.
Duration:	390 hours [30 weeks x 12 hours plus one week x 30 hours]
Dates and times:	There will be two student groups, each following exactly the same course content and structure.

Applicants should indicate their availability for these options on the application form. Successful candidates will be placed in either Group 1 or Group 2 based on their nominated availabilities.

Group 1: two evenings and a full day on Saturday each week
Mon 6.15–9.15pm, Weds 6.15–9.15pm, Sat 9.30am–4.30pm

Term 1:	19/04/10 – 26/06/10
Term 2:	12/07/10 – 18/09/10
Production Intensive:	Weds 22/09 - Sun 26/09 [9.30am – 4.30pm]
Term 3	11/10/10 – 18/12/10

Group 2: Thursday and Friday full days each week
Thurs 9.30am–4.30pm, Fri 9.30am–4.30pm

Term 1:	22/04/10 – 25/06/10
Term 2:	15/07/10 – 17/09/10
Production Intensive:	Weds 29/09 - Sun 03/10 [9.30am – 4.30pm]
Term 3	14/10/10 – 17/12/10

Additional time commitment:	In addition to stated class times, participants will need to complete various tasks in their own time [average of 2 hrs per week].
Fees:	There are no course fees however there is a student administration fee of \$1,490 payable unless you are eligible for concession or fee waiver [see: www.tafensw.edu.au/about/fees2010.htm for details]. This course is valued at \$10,500 and is funded by the NSW Government in partnership with the Australian Government.
Entry process:	Selective entry. See selection criteria and application details in sections 6 and 7 below. Applications close: Friday Feb 26.
Places available:	30 [2 groups of 15 participants]

2. Overview

If you are an aspiring producer with a passion for bringing compelling stories to audiences, this accredited course is for you. Aimed at those with some prior industry experience as a producer, production manager, production coordinator or similar, it combines two key elements:

Strand A	general advanced-level learning for producers
Strand B	cutting-edge skills for the online environment

The course structure and focus reflects the fact that today's producer needs to be comfortable working across different platforms. These include 'traditional' platforms such as television and cinema as well the range of online platforms which are emerging with the uptake of 3G portable devices, the growth of social networking and the proliferation of Web 2.0 interactive destinations.

Strand A and Strand B classes will run concurrently. The breakdowns in sections 3 and 4 give detailed information on topic areas, practical projects and learning objectives.

Strand A

In Strand A, participants will have the opportunity to hone their above the line skills as well as improving their practical production know-how across online, TV and long-form. Before the course starts, participants will be asked to identify up to three concepts each that they are interested in developing. [Confidentiality agreements will be signed at this point to facilitate the sharing of ideas.] In the light of sessions on story telling and script development delivered by experienced writers and script advisors, participants will test and refine their concepts against the principles of storytelling presented [working alone or with writers they have on board]. Teaching will cover emerging Web 2.0 storytelling forms such as interactive narrative and virtual worlds.

With a great story as the central tenet of a viable production, multiplatform producers need to consider which platforms their concept best suits and build a business case for this in order to raise funds. A key aim of Strand A is to demystify this process and to provide participants with solid skills they can use to plan and make key decisions about financing, distribution, technical pathways and creative collaborators. By the end of the course, participants will have fully developed a concept in terms of story and business model to the point where it is ready to pitch to a group of industry experts at the end of the year.

In Strand A participants also gain a range of advanced-level practical skills required of producers and production managers in pre-production, production and post-production. The course revises core knowledge for each of these stages before analysing the differences between platforms and genres and the differing responsibilities for producers and production personnel [researchers, coordinators, unit etc]. Theory is combined with practice through a set of intensive practical workshops where participants are given a set of production tasks to deliver to deadline and a series of hypothetical time-critical challenges to overcome. As well as completing the workshops described above, participants will also produce all aspects of a multi-camera TV show to be streamed live online.

Strand B

Regardless of a producer's area of interest, a clear understanding of the rapidly evolving online world is crucial. There is also a relatively strong demand for online producers and this may be a good way for aspiring producers to become involved in high-profile projects and generate income. With both these facts in mind, this strand has been designed to provide participants with a range of conceptual and practical skills that will prove invaluable for any future project.

At the outset, this part of the course will analyse the complexities of Web 2.0 in all its forms as participants investigate the implications for traditional media production and opportunities the online world offers web-savvy producers. Through a focus on innovative multiplatform projects and best practice web destinations, the group will also gain a deep understanding of the technologies which underpin online content creation and audience engagement.

The course will build on participants' existing technical skills [we don't require participants to have specific technical skills for entry to the course] and we have designed the strand to cater for a range of abilities. As well as providing basic to intermediate training in a range of content management systems, plus Final Cut Pro, PhotoShop and Flash, industry tutors will facilitate more advanced learning for those with pre-existing skills.

Participants each receive a project brief to scope, design and build an interactive website, building on Strand A content relating to new storytelling forms made possible by Web 2.0. Each site will form part of a real or hypothetical multiplatform project and must meet certain specifications, targeting a given audience. Each segment in Strand B will contribute to this over-arching project, so that by the end of the course each participant will have developed a complete online work and will feel confident to fulfil the role of online producer.

3. Detailed breakdown for Strand A

		Topics and Project Work	Objectives By the end of the segment, participants will be able to:
Strand A	Introduction	<p>Multipatform production</p> <ul style="list-style-type: none"> • Overview of topics and project work • Overview of multipatform production <p><u>Development Project:</u> Review of participants' early-stage concepts [based on pre-course preparation]</p>	
	Segment 1A	<p>Principles of screen storytelling</p> <ul style="list-style-type: none"> • Essential ingredients of an engaging story • Narrative structure across genres • Matching concepts with platforms • Interpreting and analysing scripts <p><u>Development Project:</u> Participants test concepts and select one idea to continue developing.</p>	<ul style="list-style-type: none"> • define the crucial ingredients for a viable concept • analyse the strengths and weaknesses of concepts bearing in mind target audience • identify appropriate platforms for specific concept
	Segment 2A	<p>Script development</p> <ul style="list-style-type: none"> • Script acquisition • Funding script development • Working with screenwriters • Copyright and intellectual property <p><u>Development Project:</u> Participants receive 121 script or story feedback with expert. Participants identify sources of funding/financing</p>	<ul style="list-style-type: none"> • define the key steps in the process of script acquisition • identify available development funding in Australia and internationally • describe the core IP issues a producer should manage during development • participate effectively in the script development process
	Segment 3A	<p>Multipatform business models</p> <ul style="list-style-type: none"> • Financing methods, traditional to multipatform • Government funding and incentives • Commercial financing • Distribution and sales agreements • Attaching key cast • Initial marketing <p><u>Development Project:</u> Participants produce a business plan and pitch documentation for concept</p> <p>Participants pitch ideas to industry panel to gain feedback.</p>	<ul style="list-style-type: none"> • critically assess the key business models for multipatform production • prepare a draft business plan and appropriate pitch documents for a media project • outline the role and impact of media distributors and sales agents • describe the process of attaching key cast and the people involved
	Segment 4	<p>Below the line production skills</p> <p>Production theory, through a variety of case studies and focusing across platforms</p> <ul style="list-style-type: none"> • Principle differences between platforms – process, roles, technology. • Pre-production • Production • Post-production <p><u>Practical production activities:</u></p> <ul style="list-style-type: none"> • Pre-production for TV Live Streaming [see 1 week intensive below] • Technical workshops 	<ul style="list-style-type: none"> • discuss the critical stages of pre-production across a range of multipatform productions and assess feasibility of plans. • carry out pre-production activities according to brief and parametres given. • analyse all aspects of production across a range of multipatform productions and assess feasibility of plans. • prepare and complete a range of production documentation including budgets, schedules, contracts • define the critical stages of post-

	<p>Following an initial skills audit and some participant self-assessment, some technical workshops will be developed to enhance participants' understanding of technical processes and the role of various crew members [eg]:</p> <ul style="list-style-type: none"> • Camera, lighting • Sound • Directing 	<p>production across a range of multiplatform productions and assess feasibility of plans</p>
Segment 5	<p>Project Management and Leadership</p> <ul style="list-style-type: none"> • Effective financial management • Leadership skills • Negotiation skills • Trouble-shooting and conflict resolution 	<ul style="list-style-type: none"> • describe critical elements of financial management • demonstrate effective negotiation and trouble-shooting skills • discuss concepts of leadership and own personal leadership style
Segment 6	<p>Marketing</p> <ul style="list-style-type: none"> • Multiplatform marketing approaches; engaging with audiences through social media • Elements of the marketing mix; creating a strategy • Advertising • PR • Cost-effective solutions for low-budget productions <p><u>Development Project</u> Participants present final concepts to high-profile industry panel.</p>	<ul style="list-style-type: none"> • analyse the role of marketing in the ability of productions to attract audiences • prepare a multiplatform production marketing plan • outline the role of advertising and PR in the marketing mix

	TOPIC AREAS	OBJECTIVES
ONE WEEK INTENSIVE	<p><u>Multi-cam TV</u> Live multi-cam TV production, streaming content to the web.</p> <p>Participants respond to a brief and prepare for shoot. In pre-production this involves</p> <ul style="list-style-type: none"> • research • identifying talent • liaison with technical crew <p>The show is then recorded and streamed live online with participants fulfilling a range of roles.</p> <p>The show is hosted on a website prepared by group in Strand B sessions, with content delivered in appropriate format.</p> <p><u>Practical Workshops:</u></p> <p>Multiplatform production workshops focusing on production roles for a variety of genres including long and short form drama, factual, children's content, lifestyle</p> <p>Production roles will include:</p> <ul style="list-style-type: none"> • producer • production manager / unit manager • production coordinator / assistant • researcher 	<ul style="list-style-type: none"> • undertake various production roles associated with live multi-cam TV production • competently carry out production roles on selected projects, including effective crew liaison and project management • reflect on key learning from production experience including crew communication and validity of technical pathways or choices. • Participate effectively in production showing full understanding of various production roles and responsibilities

4. Detailed breakdown for Strand B

	Topics and Project Work	Objectives By the end of the segment, participants will be able to:	
Strand B	Introduction	<p>Producing content for the web</p> <ul style="list-style-type: none"> • Overview of Web 1.0 and 2.0, job roles • Introduction to practical project • Examples Web 2.0 Applications and capabilities • Review of Web Design language, CSS, HTML, coding • The impact of online upon traditional platforms <p><u>Online project</u> Participants to create initial online presence</p>	<ul style="list-style-type: none"> • identify examples of Web 2.0 applications which facilitate interactive information sharing, inter-operability and user-centred design • operate within the Web 2.0 platform by creating an online presence/portfolio
	Segment 1B	<p>Online content analysis</p> <ul style="list-style-type: none"> • Tour of best practice sites • Detailed breakdown of role of the web producer • Initiating creative concept development • Challenges in the online world- [e.g.; content consumption and overload] <p><u>Online project</u> Participants carry out creative concept development for project</p>	<ul style="list-style-type: none"> • analyse the impact and possibilities of Web 2.0 on the media production landscape • describe key responsibilities of a online producer and the skills and knowledge needed for the role • identify creative and technical characteristics of innovative and engaging online content and sites
	Segment 2B	<p>Web design theory</p> <ul style="list-style-type: none"> • Impact of social networking • Best practice sites - technology explained • Overview of Information architecture [IA] • Virtual reality and the impact of gaming, [immersive, narrative games, DLC Producers, [WOW] <p><u>Online project</u> Participants:</p> <ul style="list-style-type: none"> • prepare initial web design plans for project • create site map, wireframes and overview of target users • complete user surveys on websites and Web 2.0 platforms to determine their usability and advantages and disadvantages to users 	<ul style="list-style-type: none"> • describe key stages in web design and creation process and the roles of all those involved creatively, technically and at management level • define information architecture and create a simple IA plan including site map and wireframes • interpret web language/jargon eg. define CSS, HTML, CMS
	Segment 3B	<p>Technical skills: Building on participants' existing skills which may be at basic / intermediate levels:</p> <ul style="list-style-type: none"> • PhotoShop [RPL available] • Final Cut Pro • Flash <p><u>Online project</u> Participants:</p> <ul style="list-style-type: none"> • create banners and graphics using Photoshop • edit video content in FCP • create animations and embed video content using Flash 	<ul style="list-style-type: none"> • operate graphics-based software at an intermediate level including Photoshop, Flash and non-linear editing systems such as FCP
	Segment 4B	<p>Project Management for Online</p> <ul style="list-style-type: none"> • Initial planning and response to a brief • Budgets and timelines • Working with designers / programmers on larger projects <p><u>Online project</u></p>	<ul style="list-style-type: none"> • describe how to deliver a project on time and on budget • define the roles and responsibilities of designers and programmers, across a range of project types

	<p>Participants:</p> <ul style="list-style-type: none"> Analyse and respond to a project brief Create a top line budget to brief Create a timeline and planning docs 	<ul style="list-style-type: none"> identify elements of project briefs communicate effectively with team members such as designers and programmers to achieve desired outcomes
Segment 5B	<p>Web design practical</p> <ul style="list-style-type: none"> Types of content management systems [CMS] and how to manage one CMS or HTML editor? The pros and cons. CMS - structural limitations and how to customise Creating a specialised CSS template for your CMS How to import customised graphics and banners into CMS <p><u>Online project</u> Participants:</p> <ul style="list-style-type: none"> Create a website to project brief using a CMS Customise your CMS using CSS templates and personalised banners and graphics created in Segment 4B Manage own project ensuring website is complete on time and on budget 	<ul style="list-style-type: none"> understand the purpose and functionality of CMS identify a range of CMS available from beginner level user friendly CMS to more complex CMS describe key responsibilities of a CMS manager
Segment 6B	<p>Video for the web</p> <ul style="list-style-type: none"> Production overview [related back to relevant topics in Strand A] Content delivery- downloading, live streaming and file formats e.g. flash video, MPEG, QuickTime, Real Media Embedding content Planning web pages for TV live streaming [skins / bandwidth etc] <p>See 1 week intensive above for Live Streaming activity.</p> <p><u>Online project</u> Participants:</p> <ul style="list-style-type: none"> create content [video assets] prepare and upload content for on demand viewing i.e. content hosted on CMS and available for user download 	<ul style="list-style-type: none"> define the producers role in creating video content for web identify file formats, bandwidth capabilities and the process of hosting a live streaming event create content for mobile devices define various file formats and the process of embedding content for download
Segment 7B	<p>Writing for web</p> <ul style="list-style-type: none"> How to present information on the web Copywriting fundamentals – hooks, effective language, brevity Writing headlines, titles How to write for interactive content and interactive narrative projects Editing user-generated content [UGC] <p><u>Online project</u> Participants:</p> <ol style="list-style-type: none"> draft and edit copy for their own projects design and write copy for a forum or UGC feature Copy uploaded via CMS 	<ul style="list-style-type: none"> identify techniques for writing content for web understand copywriting requirements of interactive narrative and UGC feature create effective copy to meet specific online objectives

[Please note that Metro Screen reserves the right to vary course content.]

5. Assessment Information

This course is designed so that participants who successfully complete assessment requirements will receive an Advanced Diploma of Screen and Media [CUF60107].

This is the highest level screen industry vocational qualification. To achieve the qualification, participants must obtain 16 units of competency; 2 core and 14 elective.

The selected units for this course are:

Core units	
Creative thinking	
BSBCRT501A	Originate and develop concepts
CUFCRT07A	Research and apply concepts and theories of creativity
Elective units	
Compliance	
CUFCMP501A	Manage and exploit copyright arrangements
Digital content and imaging	
CUFDIG502A	Design web environments
CUFDIG505A	Design information architecture
CUFDIG507A	Design interaction
Financial management	
BSBFIM601A	Manage finances
BSBPUB503A	Manage fundraising and sponsorship activities
Innovation	
BSBINN502A	Build and sustain an innovative work environment
International trade	
BSBREL502A	Build international business networks
Management	
BSBPMG510A	Manage projects
Marketing	
BSBMKG605B	Evaluate international marketing opportunities
BSBMKG608A	Develop organisational marketing objectives
Strategic management	
BSBMGT616A	Develop and implement strategic plans
Writing	
BSBWRT501A	Write persuasive copy
CUFWRT501A	Develop storylines and treatments

Assessment will be conducted throughout the course in a variety of ways. Assessable activities will be directly relevant to the course objectives and may include:

- treatments and synopses
- written and verbal pitches
- business planning documents
- observation of practical production work
- portfolio of online content
- briefs for web developers
- written or verbal industry briefings

Recognition of Prior Learning [RPL] will be available for this course. This means that should you already be able to demonstrated required skills and knowledge in relation to some elements of the course content you may choose to provide evidence of this rather than attend classes and complete set assessment tasks. RPL arrangements will be discussed with successful applicants.

6. How to apply

Read this course outline and application information carefully. Check that you are eligible to apply and that you can demonstrate your suitability for the course with reference to the selection criteria. If you have any questions please contact us:

Advanced Diploma Course Coordinators

Bethany Bruce
b.bruce@metroscreen.org.au
02 9356 1824

Liz Cooper
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Prepare the following documents and post three copies of each **to arrive by 5pm, 26 February 2010** to:

Advanced Diploma Application
Metro Screen
PO Box 299
Paddington
NSW 2021

Early applications are welcome. We will email you upon receipt of your application.

Documents to submit:

- A fully completed application form [blank form is below in section 8];
- A cover letter which addresses each of the selection criteria below, demonstrating your suitability for the course;
- A resume which includes detailed information of your screen and media experience.

Please do not submit additional material.

Selection process

30 people will be selected to join this course in the following process:

- All applications will be assessed with reference to eligibility and the selection criteria by a panel of Metro Screen staff.
- A shortlist will be invited to interview either over the phone or at Metro Screen. At this point we may ask for references.

All applicants will be notified on the outcome of their application.

7. Eligibility and selection criteria

Eligibility

The eligibility points below are in place to ensure Metro Screen allocates NSW Department of Education and Training [DET]'s funding as required. These points are covered in the application form, therefore please ensure you fully complete the form.

In order to be eligible to apply, applicants:

- must be either an Australian citizen, a permanent resident of Australia or a Humanitarian Refugee
- must be at least 18 years of age [there is no upper age limit]
- must live and/or work in NSW
- must not be enrolled in other secondary or tertiary education or training during this course
- must be familiar with Mac computers and operating systems
- must be familiar with basic features of the internet: [browsers, social networking sites]
- must meet the definition of Existing Worker below.

Definition of an Existing Worker [NSW DET]:

An Existing Worker means someone who is a NSW resident and works in NSW and is:

- a person 20 years of age or older who has been in paid employment for more than one hour in the week prior to commencement of training,
- OR*
- a person 15-19 years of age who is not formally enrolled in school and has been in paid employment for more than 15 hours in the week prior to commencement of training.

Selection criteria

Please reference each of these criteria in your cover letter and demonstrate your suitability for the course.

- Demonstrated commitment to screen production as a career.
Describe your career goals and the types of productions you want to work on
- High levels of interest in course content
Describe why you want to do the course with reference to strand A and B
- Demonstrated commitment to completing the entire course.
For many reasons, it is very important to Metro Screen that those we select will complete the course. Describe your commitments in 2010 and in reference to the course hours, outline the steps you would take to ensure you could complete the course.
- Prior production experience
Describe in detail your production experience to date. Relevant experience includes work as a producer, production manager, researcher, production coordinator, assistant etc.

Where you mention productions you've worked on, give details of your credit and the format, length, budget, platform [TV / online / short film] and dates. Where you mention your role within an organisation, give details of your job title and your main responsibilities. You may wish to include the URLs for relevant online information about productions or online content. Please do not submit DVDs.

8. Application Form



METRO SCREEN TRAINING

Scholarship Application Form

COURSE TITLE:	<i>Advanced Diploma in Screen and Media</i>		STARTING DATE:	<i>April 2010</i>
FIRST NAME:			SURNAME:	
STREET ADDRESS [no PO Boxes]:				
SUBURB:				
STATE:			POSTCODE:	
EMAIL:				
MOBILE:			HOME PHONE:	
AGE:	DATE OF BIRTH:	FEMALE / MALE		
WHICH GROUPS ARE YOU APPLYING FOR? [see section 1]: Group 1 <input type="checkbox"/> Group 2 <input type="checkbox"/> Either <input type="checkbox"/>				
ELIGIBILITY + FURTHER INFORMATION SECTIONS:				
Please note that Metro Screen requires participants to complete these sections in order to fulfil its reporting requirements to the NSW Department of Education and Training.				
We will keep all your details securely and we won't share your information with anyone apart from NSW DET.				
ELIGIBILITY DECLARATION				
Please read these statements carefully, and sign <u>only</u> if you agree.				
1] I declare that I am either an Australian citizen or permanent Australian resident or Humanitarian Refugee.				
2] I will not be enrolled in any other secondary or tertiary education or training for the duration of this course.				
3] I meet the definition of Existing Worker described in section 7 above. Please also tick whichever of the following applies to you:				
<ul style="list-style-type: none"> • 3a] I am aged 20 or above, and I declare that I will be in paid employment for more than one hour in the week prior to commencement of this course. • 3b] I am aged under 20 and I declare that I will have been in paid employment for more than 15 hours in the week prior to commencement of this course. 				
Date: _____ Signature: _____				
[Signatures maybe created electronically]				
WHERE DID YOU HEAR ABOUT METRO SCREEN?				
<input type="checkbox"/> Metro Screen Guide booklet <input type="checkbox"/> Metro Screen website <input type="checkbox"/> Metro Screen eNews <input type="checkbox"/> External newsletter source [please specify]: _____ <input type="checkbox"/> Online search, what key words did you use? _____ <input type="checkbox"/> Newspaper / Magazine [please specify]: _____ <input type="checkbox"/> Radio [please specify]: _____ <input type="checkbox"/> TV [please specify]: _____ <input type="checkbox"/> Word of mouth [please specify]: _____ <input type="checkbox"/> Other [please specify]: _____				
Would you like to subscribe to Metro Screen's weekly eNews? Yes <input type="checkbox"/> No <input type="checkbox"/>				
I have already subscribed <input type="checkbox"/>				