

**ADVANCED DEVELOPMENT & FINANCE SEMINAR FOR PRODUCER - Syllabus****Spring, 2006, THURS. 6:00-9:00pm, Room 504 (conference room), Dodge Hall**

Prof. Ira Deutchman, o) (212) 245-6767 or (646) 831-2909, id3@columbia.edu

Office hours: appointments available before class or through phone #s above

<b>Class #</b>	<b>Date</b>	<b>Subject of Lecture (6-8pm)</b>	<b>Workshop (8-9 pm)</b>
1	1/19	Introduction- The Development Process	Sample Pitches
2	1/26	Fundamentals of Pitching	Sample Pitches
3	2/2	Option Deals, Copyrights and Chain of Title	Pitching Sessions
4	2/9	Attaching Elements, Packaging, Dealing With the Agencies	Pitching Sessions
5	2/16	Rights Pre-Sales, Distribution Deals	Pitching Sessions
6	2/23	Studio Deals, Net Profits	Pitching Sessions
*	3/2	<b>NO CLASS</b>	
7	3/9	Equity Investment	Repeat Pitching Sessions
*	3/16	<b>NO CLASS – Spring Break</b>	
8	3/23	The Selling Process – Presales	Repeat Pitching Sessions
9	3/30	Finished Film Sales	Repeat Pitching Sessions
10	4/6	Foreign Financing, Co-Productions	Strategy Sessions
*	4/13	<b>NO CLASS – Passover</b>	
11	4/20	Sponsorship and Grant Writing	Strategy Sessions
12	4/27	Working in Television	Strategy Sessions
13	5/4	Possible make-up session/ Wrap up	Strategy Sessions

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

**Project:** Each student will pick a project (either real or speculative) to base their semester-long project on. Starting in the 3<sup>rd</sup> 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 7<sup>th</sup> session.

Finally, starting in the 10<sup>th</sup> session, each student will give a 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

*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