

Course outline: Certificate in Producing Your First Feature

Module 1 – Development

Why do you want to be a producer? How do you choose the right projects? What films work in the current marketplace? What stories are **you** passionate about? How do you source the best stories? How do you secure or option rights? (We work with an industry lawyer to make sure you understand how to do that contractually, to industry standard).

How do you develop those stories into saleable screenplays? How do you write effective loglines for your projects and hone your pitching skills? How do you develop your network and manage your relationships? How do you source development finance?

Module 2 – Packaging and Financing

The director's engagement. Creating an overall proposal. Key questions to ask before proceeding. Attaching cast and working with a casting director. Sales agents – researching them and finding out who is right for a project, and why. Distributors – the cornerstone of your financing? Which companies fit which projects and what are their criteria? We explore funding sources and finance plans, working our way through the spreadsheets in order to understand and be able to construct recoupment schedules and waterfalls, and understand collection agreements and contracts.

Module 3 – Production and post-production

Closing your finance plan and achieving greenlight. Essential agreements, rights and liabilities. What are your rights and responsibilities as producer? Crewing up; scheduling and budgeting. The pre-production countdown. How to manage production and ensure a smooth-running, efficient and enjoyable shoot. Editing and maintaining the vision of the film throughout post-production. We explore the key steps in this process, including technical post, music, and deliverables.

Module 4 – Distribution, Sales and Marketing

How to execute a distribution plan across all platforms and windows and How to develop a film festival strategy. You may have a distributor on board, but how do you ensure the best marketing and PR campaign for your film? And if you don't have a distributor or sales agent on board, how do you achieve this? Social media campaigns, artwork, awards. Managing the release, and maximising the audience. How to move on to the next film.