



Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

Thai Qualification Framework for Higher Education (TQF3) : Course Specification

Course Title : FPR1210 Film Production Management

Credit : 3(2-2-5)

Semester : 2

Academic Year : 2016

Curriculum : Bachelor of Fine Arts in Film Production (International Program)

Lecturer : Mr.Areerut Jaipadub

Suan Sunandha International School of Art (SISA)

Section 1. General Information

1. Code and Course Title: FPR1210 Film Production Management
2. Credit : 3(2-2-5)
3. Curriculum and Course Category:
This course offering, a part of the Bachelor of Fine Arts, Film Production Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Film Production Specific Course / Core Subject.
4. Lecturer : Mr.Areerut Jaipadub
E-mail: -
5. Semester / Year Level of Students: Semester 2 / 3rd Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : Building 31 Suan Sunandha International School of Art (SISA), Room: 3112A, Suan Sunandha Rajabhat University
9. Late Date for Preparing and Revising this Course: -

Section 2. Aims and Objectives

1. Objectives of Course
 - 1.1 Be able to take on a management role in a student project setting.
 - 1.2 Be able to breakdown a script in order to budget and schedule a motion picture.
 - 1.3 Be able to effectively scout for locations.
 - 1.4 Be able to manage the special needs of the Art Department.
 - 1.5 Be able to communicate professionally with crew in every department.
 - 1.6 Be able to work successfully as an office or set P.A.
2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. Course Outline

Film Production Management will introduce students to the theory and practice of managing motion picture production with an emphasis on the Hollywood industrial model. Topics covered will include budgeting, script breakdown, scheduling, location scouting, and crew procurement, among others.

2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Addition
2 hours per week	2 hours per week	5 hours per week	upon student request

3. Time Length per Week for Individual Academic Consulting and Guidance

- a. Lecturer will be available every Friday from 9:00 to 16.00 at
Suan Sunandha School of Art or an appointment can be made upon request.
- b. Lecturer can also be reached via e-mail for any short consultations:
teerapong.se@ssru.ac.th

Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals		
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and examination	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
2. Knowledge		

<ol style="list-style-type: none"> 1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production management 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators 	<ol style="list-style-type: none"> 1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by single and group working of film production management
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Learning Standard/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills		
<ol style="list-style-type: none"> 1. Can apply theoretical section and practical part to film production management 	<ol style="list-style-type: none"> 1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of single and group discussion and report 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
4. Interpersonal Skills and Responsibilities		
<ol style="list-style-type: none"> 1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4. Being leader and follower while working development 	<ol style="list-style-type: none"> 1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Group works assignment 3. Group presentation 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
5. Numerical Analysis, Communication and Information Technology Skills		

<ol style="list-style-type: none"> 1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film production such as information searching via internet. 	<ol style="list-style-type: none"> 1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing 2. In class discussion or playing of case studies games 3. Report presentation skill by using proper forms, tools and technology 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice
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Section 5. Lesson Plan and Assessment

1. Lesson Plan

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	- Course Orientation - Introduction to Film Production management	4	- Group Discussion	Mr.Mano Vanawearusit
2	-Management Theory, Work Ethics, & Skills for Success	4	- Group Discussion - Film Screening	Mr.Mano Vanawearusit
3	- The Division of Labor in Film Production	4	- Group Discussion - Film Screening	Mr.Mano Vanawearusit
4	- The Script as Blueprint: Breakdown & Scheduling	4	- Group Discussion	Mr.Mano Vanawearusit
5	- The Budget is the Film	4	- Group Discussion	Mr.Mano Vanawearusit
6	- Development & Preproduction	4	- Group Discussion	Mr.Mano Vanawearusit
7				
8	Midterm Examination Week			
9	- Location Scouting & Management	4	- Group Discussion	Mr.Mano

				Vanawearusit
10	- Art Department	4	- Group Discussion	Mr.Mano Vanawearusit
11	- Production Part 1: Office Management	4	- Group Discussion	Mr.Mano Vanawearusit
12	- Production Part 2: Set Management	4	- Group Discussion	Mr.Mano Vanawearusit
13	- Camera, Grip, Electric, & Sound	4	- Group Discussion	Mr.Mano Vanawearusit
14	- Job Seeking, Getting, and Keeping	4	- Group Discussion	Mr.Mano Vanawearusit
15	- Final project presentation	4	- final project presentation	Mr.Mano Vanawearusit
16				
17	Final Examination Week			
	Total Hours	52		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
2. Knowledge			

<ol style="list-style-type: none"> 1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for Film production management 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators 	<p>Single Assignment and Film production management final project</p>	<p>Week 2-15</p>	<p>Assignments 20%</p> <p>Final project 30%</p>
<p>3. Cognitive Skills</p>			
<ol style="list-style-type: none"> 1. Can apply theoretical section and practical part to Film production management 	<p>Single Assignment and Group Discussion</p>	<p>Week 2-14</p>	<p>Single and Group discussion 15%</p>
<p>4. Interpersonal Skills and Responsibilities</p>			
<ol style="list-style-type: none"> 1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4. Being leader and follower while working development 	<p>Class Participation</p>	<p>Every Week</p>	<p>Class Participation 10%</p>
<p>Learning Outcomes</p>	<p>Assessment Activities</p>	<p>Time Schedule</p>	<p>Proportion of Assessment (%)</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p>			

1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film study and research such as information searching via internet	Single Assignment and Analysis	Week 2-15	Single Assignment 15%
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Section 6. Learning and Teaching Resources

1. Major books and documents

Bastian Cleve. *Film Production management* . Oxford: focal press. 2005.

Deborah S Patz .*Film Production Management 101: The Ultimate Guide for Film and Television Production Management and Coordination (Michael Wiese Productions)* . Michael Wiese Productions . 2002.

2. Important document and information

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3. Suggested document and information

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Section 7. Course Evaluation and Improvement

1. Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

2. Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores
- 2.4 Evaluation of teaching by faculty's academic section

3. Teaching Revision

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4. Feedback for Achievement Standards

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

5. Methodology and Planning for Course Review and Improvement

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Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-