



Students in NYFA's AFA Producing program get hands-on experience during a 35mm shoot. Working on original scenes, they build their experience to become producers who really understand the requirements of production.

A photograph of two women in a studio or rehearsal space. The woman in the foreground is seen from the back, wearing a black t-shirt with 'NEW YORK ACADEMY' printed on it. She has long brown hair in a ponytail. The woman in the background is wearing a blue sleeveless top and is looking towards the camera. The setting includes a wooden floor, a black chair, and a green plaid cushion.

Two-Year Degree Program
ASSOCIATE OF FINE ARTS
in **PRODUCING**
FOR FILM & TV

LOCATION

LOS ANGELES, CALIFORNIA

Location is subject to change.

For start dates and tuition, please visit nyfa.edu

OVERVIEW

In understanding the many roles and positions that creating a film or television show requires, the producer is the glue that holds the entire production together. *It is the producer who ensures that all creative and business elements blend together seamlessly so that a production remains on schedule and within budget.*

However, overseeing the production is just one part of the process. *A producer is also the creative spark; the match that ignites passion in both the creative professionals and financial backers that can transform an idea into a feature-length film or television series.* Once all of the parts have been assembled and production is completed, the producer must then acquire distribution and marketing for the film or television show to ensure that it is seen and makes back its investment.

In short, a successful producer is a jack-of-all-trades, able to occupy many roles, often at the same time, to see a project through from beginning to end.

Needless to say, these are not a set of skills that come naturally to most people. To train the next generation of producers, the New York Film Academy offers a two-year, four-semester Associate of Fine Arts degree program that allows students to focus exclusively on mastering the craft of producing.

Please Note: curriculum and projects are subject to change and may vary depending on location. Students should consult the most recently published campus catalog for the most up to date course information.



Students getting hands-on experience on a professional set with the RED camera.

The New York Film Academy provides a creative setting with which to develop, challenge and inspire the talents of dedicated prospective producers in a total immersion, professional environment. By combining seminars, lectures, and intense hands-on film shoots, students acquire a sound understanding and appreciation of motion picture arts and learn to integrate knowledge and professional experience.

The AFA in Producing program at NYFA in Los Angeles was created to provide students interested in producing for film and television with the essential knowledge and hands-on experience to make the transition into the industry. By studying in the heart of Hollywood, students have countless opportunities to better understand the business of producing, from acquiring internships for themselves to attending lectures by successful producers as part of our guest speakers program.

The Academy's AFA in Producing program boasts a prestigious faculty of working professionals with decades of experience and knowledge working on both studio and independent film and television productions. What sets our faculty apart from other producing programs is that they all remain currently active in the field, which provides students with unparalleled insight into the latest trends and practices in the industry.

While the AFA in Producing program is offered exclusively at our Los Angeles campus, **QUALIFIED STUDENTS HAVE THE OPTION OF COMPLETING COURSE WORK AT THE NEW YORK FILM ACADEMY IN NEW YORK CITY IN A ONE-YEAR NON-DEGREE PROGRAM AND THEN APPLYING THEIR COURSE WORK TO BE ACCEPTED FOR ADVANCED STANDING IN THE AFA PRODUCING DEGREE PROGRAM.**

WHAT YOU WILL LEARN

- Understanding the roles and responsibilities of the creative producer in film, television and related industries.
- Learning the role of the line producer during the production of several projects in various media.
- Learning the various creative roles on a production as well as crew and set management.
- Gaining an understanding of finance, marketing and distribution strategies for film, television and other media.
- Learning treatment and screenplay structure in both feature films and television.
- Gaining a fundamental knowledge of entertainment law in the film and television industry.
- Learning about the industry's past and present innovators.
- Learning how to conduct yourself in a professional manner on and off set.
- Understanding how to pitch your projects and yourself in the professional world.

WHAT YOU WILL ACHIEVE

SEMESTER ONE

- In collaborative groups, students develop, prep, shoot and edit a short film on location.
- Students develop and present a reality television series proposal.
- Each student will write, prep, shoot and edit his or her own short narrative film.

SEMESTER TWO

- In collaborative groups, produce a short documentary or news segment.
- Produce a short narrative film for a NYFA filmmaker.
- Develop an effective pitch and feature film business plan or television show bible.

SEMESTER THREE

- Develop and write first draft feature screenplay.
- Develop and write a television pilot.
- Introduction to the production demands of web series, commercials and music videos.
- Develop and create an original piece of alternative media.
- Begin in-depth research and development of the AFA Thesis Project.

SEMESTER FOUR

- Successfully develop and present the AFA Thesis Project.

COURSE DESCRIPTIONS

YEAR ONE OVERVIEW

The Year One curriculum is extremely comprehensive, teaching students the creative aspects of producing, as well as the more technical side of line producing. Students gain a practical understanding of the entertainment industry and the tools needed to successfully navigate it.

SEMESTER ONE

PRODUCERS CRAFT I

This core introductory course outlines the essential roles, tasks, and obstacles faced by producers in the entertainment industry. Topics include navigating the studios, television networks and emerging media as well as the relationship between producers and the unions, guilds and talent agencies. From the producer's perspective, students will discuss and analyze their current projects in development or production. Students will be introduced to and trained on the industry standard software used by producers, including Movie Magic Scheduling and Movie Magic Budgeting.

DIRECTING FOR PRODUCERS I

Effective producers create a collaborative and artistic production environment that enhances each director's skills and provides the support needed to make the best possible project. Students will work in groups to develop and shoot a short film. Students will learn the basics of film directing and how to collaborate to tell a visual, narrative story. Students will learn film production standards and practices, working with basic production documents, working with actors and the fundamentals of telling a story through a camera.

CINEMATOGRAPHY, LIGHTING & EDITING

Students will learn the basics of live-action motion picture cinematography in a hands-on workshop environment. They will gain an overview of working with film and video cameras, lighting, image construction and composition. Students are instructed in the basic techniques of digital editing. They will learn the basics of motion picture editing and post-production techniques.

ENTERTAINMENT LAW & BUSINESS PRACTICES I

This course is an overview of contract law and how it impacts the entertainment industry. Producing students will study legal issues regarding television, films, recordings, live performances and other aspects of the entertainment business.

INTRODUCTION TO SCREENWRITING

Producing students will gain firsthand knowledge of fundamental screenwriting techniques and will develop strategies in communicating with the producer's key collaborator in story development: the screenwriter. Each student will develop and write a five page original narrative script to be produced in the Short Film Production I course.

PRODUCING REALITY TELEVISION

Students will learn the basics of producing for reality television, and the genre's relationship to other platforms and formats through the analysis of existing successful reality programming.

SHORT FILM PRODUCTION I

Producing students will develop, prep and shoot their own individual short films. Students will receive instruction in a workshop setting on the fundamentals of sound recording. Working in teams, students will function as crew on each other's productions.

SOUND FOR PRODUCERS

Motion picture sound is often overlooked and taken for granted. In this course, students will learn about the fundamentals of both production sound and post-production sound and gain an understanding of how sound can enhance their stories.

SEMESTER TWO

PRODUCERS CRAFT II

This course continues the study of the essential roles of and obstacles faced by film and television producers. Topics include optioning and developing material, film festivals, networks and ratings and analyzing U.S. and international tax incentive and rebate programs. Students develop professional-caliber résumés, cover letters and lists of references. They will formulate a plan to secure an internship and participate in a supervised internship for academic credit.

PITCHING, BUSINESS PLANS & TV SHOW BIBLES

Through in-class examples, students are introduced to effective pitching styles and instructed on how to pitch to investors and development executives. Students will develop a brief and effective pitch of the material they choose to pitch at the Producers Pitch Fest. Each student will practice and gain critical and fundamental pitching skills. Through lectures and analysis of case studies, students will learn the critical skills to develop effective feature film business plans and television show bibles. The feature business plan or television show bible developed in this course will be presented at the Producers Pitch Fest.

PRODUCING DOCUMENTARIES

This course offers producing students an introductory exposure to documentary storytelling and filmmaking. Working in small collaborative teams, students will pitch, develop, and shoot a short documentary.

WRITING THE TV PILOT TREATMENT

Students will revisit how the television industry operates and how television programs are pitched and developed. Each student will develop and write an original television pilot treatment.

WRITING THE FEATURE TREATMENT

Through in-class instruction and critique, students will develop storytelling skills within the industry standard format of the film treatment. In a workshop setting, each student will develop and write a detailed feature film treatment. Students will also have the option of beginning the screenplay writing process in the last part of this course.

BUSINESS AFFAIRS

Students analyze and discuss legal topics such as contract negotiations, marketing projects to financiers and distributors, and audience and research testing.



SHORT FILM PRODUCTION II

Students will further develop critical line producing skills. Working with NYFA filmmaking students, producing students will line produce a filmmaker's Year One Film.

INDUSTRY SPEAKER SERIES

These informative sessions feature discussions with producers and other industry professionals. Each session includes a Q&A, providing each student access to first-hand impressions of real world circumstances faced by working industry professionals.

YEAR TWO OVERVIEW

AFA in Producing candidates must complete a series of advanced classes and deliver a completed and well-executed Thesis Project in order to successfully complete the program and graduate with an Associate of Fine Arts in Producing. Students are required to pursue one of two thesis options for the remainder of the degree program. While the thesis options differ in length of time for completion, they are equivalent in scope and content.



SEMESTER THREE

THESIS DEVELOPMENT WORKSHOP I

Students begin to conceptualize and develop their Thesis Projects. Topics include executive summary, logline, synopsis, story and character development, researching and analyzing comparable films or television shows and developing effective comparisons. Students will view and critique sample teasers for creative style and effectiveness. Through lectures and examples, students will learn the critical skills to develop effective feature film business plans and television show bibles.

WRITING THE FEATURE SCREENPLAY

In a workshop setting, each student will develop and write a first draft screenplay. Structure, style, character development, and arcs are some of the topics that will be discussed and put into practice throughout this course.

WRITING THE TV PILOT SCREENPLAY

In a collaborative workshop setting, each producing student will develop an original drama or situational comedy pilot.

PRODUCING ALTERNATIVE MEDIA

It is essential for the producer to keep abreast of evolutions in new media technology and the many new outlets for distribution that continually emerge on an increasingly rapid basis. Webcasts, iPods, the dynamic possibilities of multimedia tie-ins and Alternate Reality Games, and the anti-piracy aspirations of digital 3D projection are a sampling of topics presented. In this course, students will pitch, develop, and create an original piece of new media.

BUDGETING & ENTERTAINMENT ACCOUNTING

This course provides an overview of production budgeting and financial, cost, and managerial accounting functions specific to the film industry, with application to other areas of media production, including television. Students analyze techniques and control procedures for accurate preparation and presentation of budgets and financial statements. Topics include budgeting, cost reporting, and film accounting terminology.

INTRODUCTION TO FILM

Through screenings and discussion, this class charts the 120-year history of the medium, from early silent shorts, through various international movements, the rise and fall of the Hollywood Golden Age, to the birth of the modern cinema. In the process, students discover where their own work fits in the history of the art form.

SEMESTER FOUR

THESIS DEVELOPMENT WORKSHOP II

Students continue to refine and finalize their Thesis Projects. Option A candidates will prepare for their production green lights, while Option B candidates will finalize multiple components of their required thesis documents. Students will participate in a supervised internship for academic credit, benefiting from real-world application of their proposed Thesis Projects.

ENTERTAINMENT LAW & BUSINESS PRACTICES II

This course offers a deeper analysis of contract law and critical issues raised in contract negotiations. Copyright law and the protection of intellectual property are further analyzed. Focusing on domestic, international, and independent finance, marketing and distribution, and using case studies of actual campaigns, this course elaborates on successful strategies for each of these vital aspects of producing.

ADVANCED PITCHING WORKSHOP

This course exposes students to a variety of successful pitch styles and formats in a workshop setting. Students will acquire advanced techniques in developing and executing effective pitches and they will develop and master an effective written pitch.

DIRECTING FOR PRODUCERS II

Through in-class exercises, students will gain a deeper understanding of the director's integral creative role and directing craft. In a workshop setting, students learn advanced camera techniques, lighting concepts, and production sound. Working with the Thesis Option A equipment package and through a series of exercises, students will develop a deeper understanding of cinematography, lighting, and sound needs and how to creatively meet those needs.

ACTING FOR PRODUCERS

In a workshop setting, students will develop a critical understanding of the acting process and what each actor brings to the collaborative process of filmmaking.