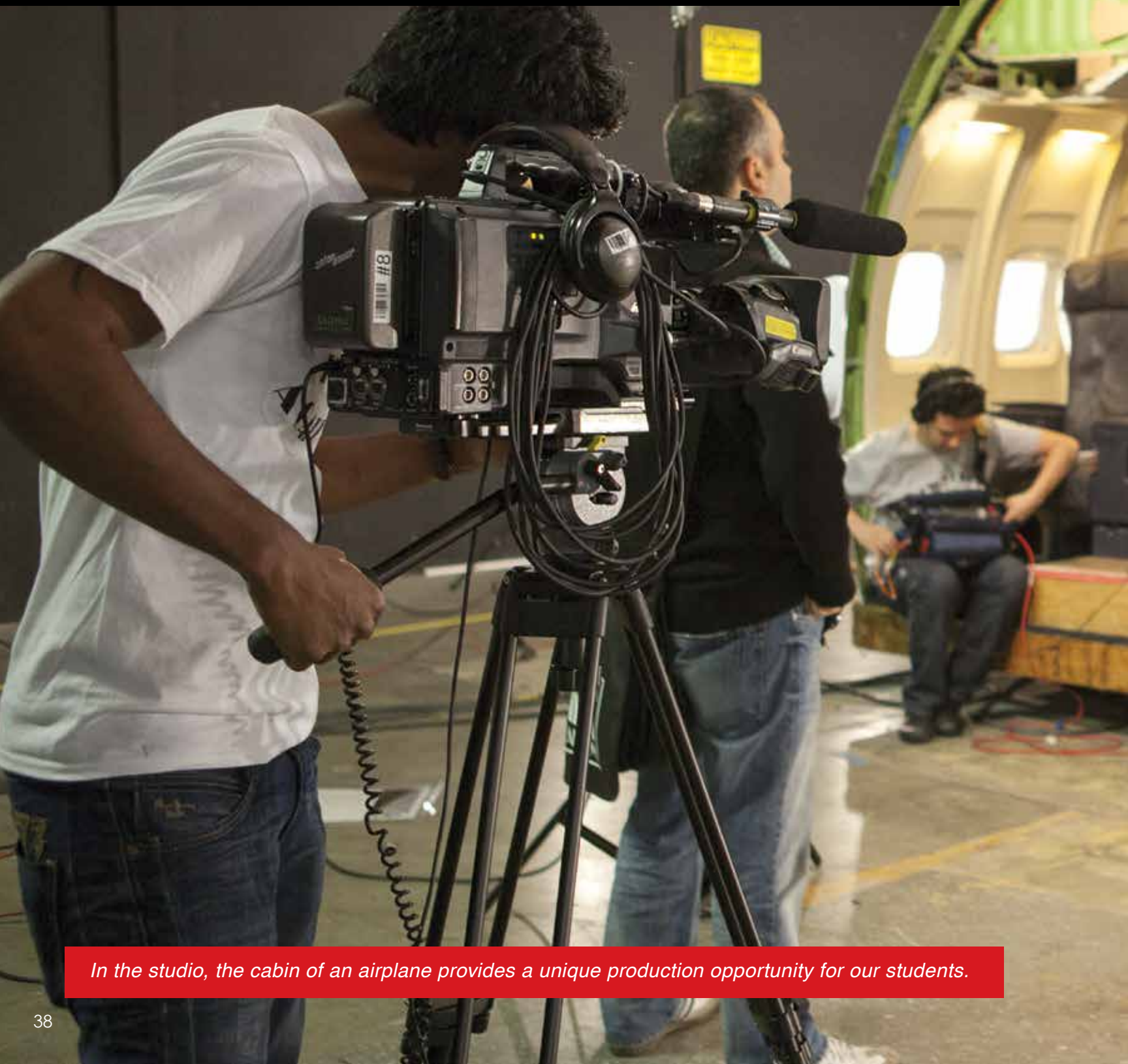
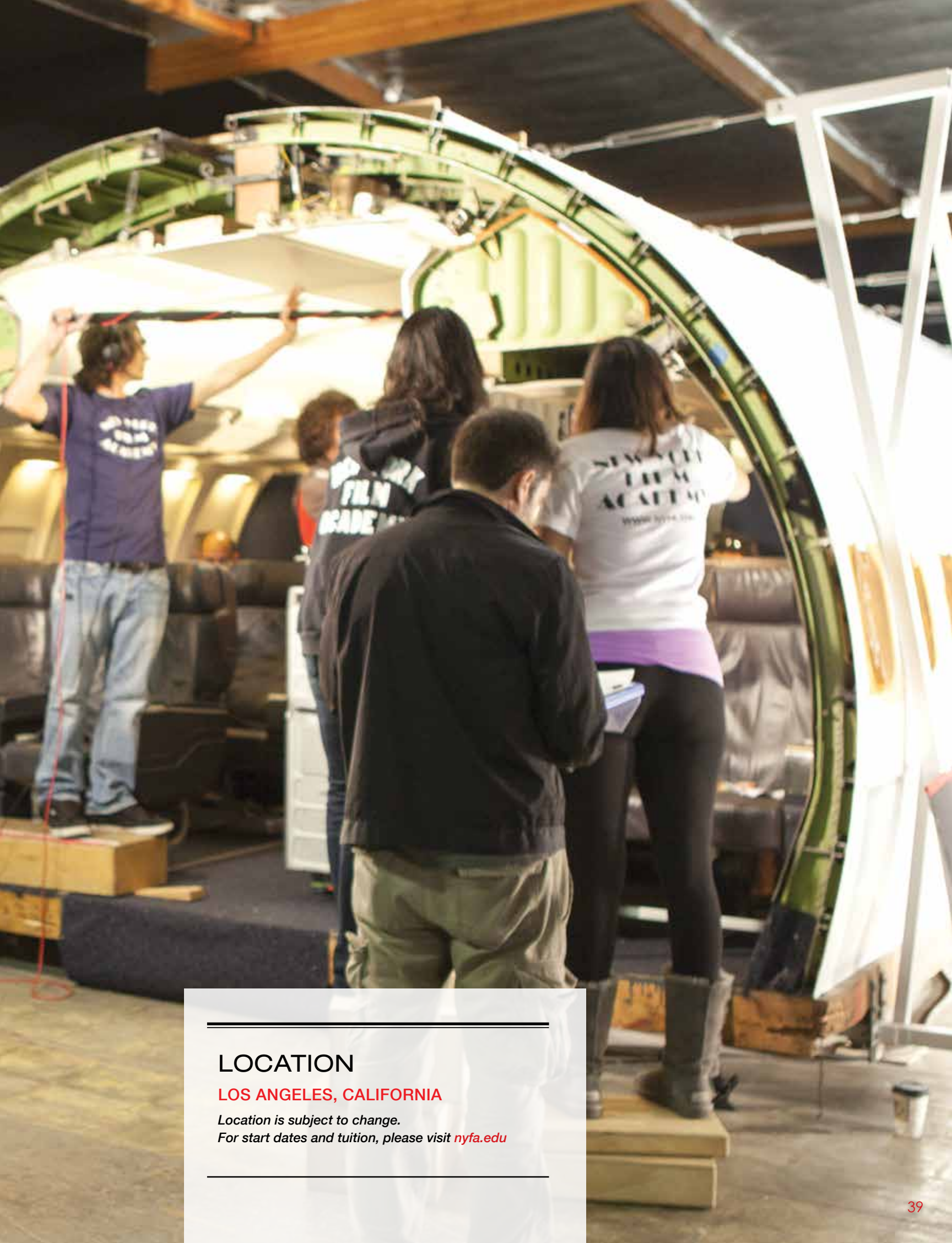


Two-Year Accelerated
MASTER OF FINE ARTS
in **PRODUCING**
FOR FILM & TV



In the studio, the cabin of an airplane provides a unique production opportunity for our students.



LOCATION

LOS ANGELES, CALIFORNIA

Location is subject to change.

For start dates and tuition, please visit nyfa.edu

OVERVIEW



Whether it be a feature film, a television episode, or a web series, it is the producer who has the most to do with managing the creative, technical, and financial aspects of a production. Producers occupy a unique and powerful position within the entertainment industry. They possess both the creative and business skill sets needed to select the ideal creative talent for a production while also working hand in hand with film studios and TV networks to ensure that a production is both profitable and seen by the largest audience possible.

The producer can be seen as the leader of a production as no other single person is as involved with a project through every phase, including pre-production, production, and post-production. From the very beginning to the very end, the producer is in charge and nothing happens without the producer. But for one to succeed as a producer, she or he must possess both a passion for storytelling and business know-how that can harmonize both the creative and business requirements of a successful production. Students eager to control their own destiny in the business world of film, television, and new media flourish in our intensive hands-on graduate program.

In the New York Film Academy's Master of Fine Arts (MFA) Producing program, students take on the role of a producer from the first day of class and are treated as such for the duration of the program --four semesters over two years (Students also have the option to enroll in a paid fifth semester in which they will produce either a feature-length film or television show pilot). From day one, students develop film, TV, and web projects as they produce a series of challenging production projects advancing their knowledge and skills.

Through the Academy's MFA Producing program, aspiring producers will learn strong project management skills without having to attend business school. Our challenging and unique curriculum combines in-class lectures and instruction in the fundamentals of film and television producing with a continuous series of project-based assignments that give students extensive experience in dealing with the real-life challenges they will face as professional producers.

In addition, students study under professional film and television producers who remain active in the entertainment industry, providing students with unparalleled insight into the latest trends and developments in the industry.



Furthermore, the MFA Producing program encourages students to pursue internships with established TV and film production companies, which can be invaluable learning experiences in addition to helping students find a job upon graduation.

The MFA Producing degree program is offered at our Los Angeles campus near Warner Bros. Studios. **QUALIFIED STUDENTS HAVE THE OPTION OF COMPLETING A ONE-YEAR CONSERVATORY PRODUCING PROGRAM AT OUR NEW YORK CITY CAMPUS AND THEN APPLYING THEIR COURSEWORK TOWARDS ADVANCED STANDING IN THE MFA PROGRAM.**

Students must be prepared for full days of intensive work throughout the entire two academic years of study. They must be committed to a fast-paced, intensive learning and production schedule and willing to work collaboratively with Filmmaking, Screenwriting, and Acting students.

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.

WHAT YOU WILL LEARN

- Mastering the roles and responsibilities of the creative producer in film, television and related industries.
- Gaining a firm understanding of the roles and responsibilities of the line producer through the production and completion of several projects in various media.
- Mastering the art of set and crew management as well as gaining a firm understanding of the different creative roles on a production.
- Formulating creative financing models, and creating marketing and distribution strategies for film, television and related media.
- Mastering treatment and screenplay structure in both feature films and television and understanding the importance of the STORY.
- Gaining a firm understanding of entertainment law and business affairs as they pertain to film, television and related industries.
- Learning about the industry's innovators, past and present, and understanding how the past informs the present and future.
- Learning how to be the consummate professional on set and in related fields and conducting yourself in the best way possible.
- Mastering the art of the pitch and the art of presenting yourself and your work to others.

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.
- 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 MFA Thesis Project.

SEMESTER FOUR

- Successfully develop and present the MFA 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. To be effective producers, they will become immersed in all areas of film and television production.

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. Students will be introduced to and trained on the industry standard software used by producers.

DIRECTING FOR PRODUCERS

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. This introduction to directing gives students the understanding a producer needs to work with a director. Students will learn film production standards and practices, working in groups with basic production documents, 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 also instructed in the basic techniques of digital editing. These skills and knowledge will empower students as producers.

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 industry. Students will be introduced to finance, marketing, and distribution models for both studio and independent films.

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. Students will develop, create and pitch an original reality television proposal.

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 and what they need to know about sound as producers.

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, lists of references, and a plan to secure an internship.

PITCHING, BUSINESS PLANS & TV SHOW BIBLES

Through in-class examples, students are introduced to successful 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.

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.

BUSINESS AFFAIRS

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

Our students shoot on interior sets they create on the studio sound stage for class projects.

SHORT FILM PRODUCTION 2

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

MFA candidates must complete a series of highly specialized classes and deliver a completed and well-executed Thesis Project in order to graduate with a Master of Fine Arts in Producing. Students are required to pursue one of three thesis options and those who select Thesis Option C will also be required to enroll in a fifth semester to complete their project.



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. 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 developments in new media technology and the many new outlets for distribution that continually emerge on an increasingly rapid basis. iPods, webcasts, 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.

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.

POST FOR PRODUCERS

This course will explore the entire post-production workflow for both film and digital formats. In addition to the technical aspects of physical post-production, the artistic and managerial aspects will also be addressed along with post-production for all current exhibition venues, including theatrical, DVD, satellite, and streaming. Students will also learn post production sound techniques and learn to apply them to their projects.

CINEMA STUDIES

Cinema Studies introduces students to the evolution of the motion picture art form as a visual storytelling medium and the motion picture industry from their inceptions. Students will be given a thorough creative, technological, and industrial view of the filmmaking art.

SEMESTER FOUR

THESIS DEVELOPMENT WORKSHOP II

Students continue to refine and finalize their Thesis projects. They 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 highlights 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 acquire advanced techniques in developing and executing effective pitches as they develop and master an effective written pitch. They will pitch these alongside their feature film business plans and television show bibles at Producers Pitch Fest.

ADVANCED DIRECTING WORKSHOP

Through in-class exercises, students will gain a deeper understanding of the director's integral creative role and craft. In a workshop setting, students learn advanced camera techniques, lighting concepts, and production sound. Students 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 develop a critical understanding of the acting process and what each actor brings to the collaborative process of filmmaking. This experience is invaluable to them as film producers.

“Spare no expense to make everything as economical as possible.”

- Samuel Goldwyn

SEMESTER FIVE

THESIS OPTION C

Through in-class study and critique, MFA students wrap the final stage of project development and prepare for the pre-production phase of their projects. Topics include a critical review of prep/shoot/post calendars; set up and review of spending procedures, required documentation and cash flow; and script, schedule, and budget lock.

FEATURE PREP

MFA students undertake casting, hiring crew, securing locations, and preparing and executing all pertinent agreements, contracts, and other documentation required to receive a green light to shoot their feature films.

FEATURE PRODUCTION

Over a supervised production period, MFA students begin and complete principal photography of their feature films. Through on-set visits and consultations, students undertake the daily shooting schedule, troubleshoot delays on set, work with actors, and maintain open communication with department heads regarding footage shot and budget adherence.

FEATURE POST-PRODUCTION

Students undertake and complete post-production on their feature films. Post deliverables include raw footage and two rough cut reviews; ADR prep and completion; final sound mix, picture lock and color correction; music score; and main and end titles.

FEATURE MARKETING & DISTRIBUTION

Through examples and in-class discussions, students prepare and execute the initial steps of their marketing campaign. Marketing deliverables include a detailed marketing calendar including festival deadlines and materials, prep deadlines and regular uploads, and updates on the film's production company website. Financial deliverables for distribution preparation include a reconciliation of petty cash expenses, trial balance with outstanding deposits, and a final cost report detailing remaining amounts still to spend.