

2021 NYFA NEW YORK CATALOG ADDENDUM ONE

Item listed are published as of September 28, 2021. The policy updates and changes listed in this Addendum are in effect beginning September 28, 2021, for all currently enrolled New York Campus students.

Addendum One (1): List of the estimated additional book and/or production costs for all conservatory and community education workshops.

Addendum Two (2): Update to the Response to Public Health Emergency Immunization Policy.

Addendum Three (3): One Year Producing course title corrections.

Addendum Four (4): Update to One Year Producing and One Year Cinematography Spring 2022 semester dates.

Addendum Five (5): New dates for December 2021 Six-Week holiday Acting for Film and Filmmaking programs.



Explanation of Addendums

Addendum One (1): The 2021-2022 NYFA New York Catalog Volume One (1) did not include estimated additional book and/or production costs for the conservatory or community education programs. The costs are now listed in this addendum.

Addendum Two (2): The health and safety protocols are updated in response to the surge of the COVID-19 Delta variant.

Addendum Three (3): The courses titles for Producer's Craft and Entertainment Law were updated to remove the "I" and "II." The courses are taught over two (2) semesters. The course description for TV Producing and Developing the TV Show Bible was also updated. The course description of TV Producing and Developing the TV Pilot Treatment was removed.

Addendum Four (4): The Spring 2022 One Year Producing Program will run as two (2), sixteenweek semesters, instead of fifteen weeks with a one-week summer break. The Spring 2022 One Year Cinematography semester dates are added.

Addendum Five (5): Six (6) week Holiday Filmmaking and Acting dates have been updated to reflect the holiday break for these short term programs.

I, Elli Ventouras, Campus Dean of the New York Film Academy, New York, hereby certify that the information contained in this Catalog Addendum is true and correct in content and policy.

9/28/2021

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Addendum One (1)

ESTIMATED PRODUCTION COSTS

Program	Estimated Additional Book/Production Costs	
Two-Year Acting	\$1,000	
Two-Year Filmmaking	\$6,950	
Two-Year Photography	\$4,000	
Two-Year Musical Theatre	\$1,000	
One-Year 3d Animation & Visual Effects	\$500	
One-Year Acting for Film	\$500	
One Year Broadcast Journalism	\$400	
One-Year Cinematography	\$6,000 (If final is shot on film)	
	\$4,000 (If final is shot on digital)	
One Year Documentary Filmmaking	\$4,500 (If final is shot on film)	
	\$2,000 (If final is shot on digital)	
One Year Filmmaking	\$4,500 (If final is shot on film)	
	\$2,000 (If final is shot on digital)	
One-Year Musical Theatre	\$500	
One-Year Screenwriting for Film & TV	\$250	
One-Year Producing	\$250	
One-Year Photography	\$2,000	
Twelve-Week Evening Acting for Film	\$100	
Twelve-Week Evening Broadcast Journalism	\$200	
Twelve-Week Evening Digital Editing	\$305	
Twelve-Week Evening Filmmaking	\$1,200	
Twelve-Week Evening Photography	\$1,200	
Twelve-Week Evening Producing	\$250	
Twelve-Week Evening Screenwriting	\$150	
Twelve-Week Evening After Effects	\$500	
3D Animation Workshop (Twelve-Week	\$250.00	
Evening)		
Eight-Week Acting for Film	\$200	
Eight-Week Broadcast Journalism	\$200	
Eight-Week Filmmaking	\$1,200	

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NEW YORK FILM ACADEMY

COLLEGE OF VISUAL AND PERFORMING ARTS

Eight- Week Musical Theatre	\$200.00
Eight-Week Photography	\$1,200
Eight-Week Producing	\$650
Eight-Week Screenwriting	\$150
Eight-Week Cinematic Virtual Reality	\$650
Eight-Week Narrative Virtual Reality	\$1,240
Introduction to Virtual Reality	\$250
Introduction to Interactive Virtual Reality	\$600
Virtual Reality Game Design	\$300
Six-Week Acting for Film	\$100
Six-Week Documentary Filmmaking	\$700
Six-Week Filmmaking	\$1,200
Four-Week Acting For Film	\$100
Four-Week Broadcast Journalism	\$200
Four-Week Digital Editing	\$500
Four-Week Filmmaking	\$600
Four-Week Musical Theatre	\$100
Four-Week Photography	\$1,200
Four-Week Fashion Photography	\$800
Four-Week Producing	\$250
Four-Week Music Video	\$1,200
Animation and Title Design (Four-Week)	\$500
3D Animation Workshop (Four-Week)	\$100.00
One-Week Acting for Film	\$50
One-Week Filmmaking	\$315
One-Week Musical Theatre	\$100
One-Week Photography	\$0
Two-Week Photography	\$0
Two-Day Line Producing & Movie Magic	\$110

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Addendum Two (2)

RESPONSE TO PUBLIC HEALTH EMERGENCY IMMUNIZATION POLICY

COVID-19 VACCINATION REQUIREMENTS

To safeguard the health of our community and in compliance with directives issued by the American College Health Association (ACHA) in response to the COVID-19 global pandemic, NYFA is requiring faculty, staff, and students, enrolled in Short Term Workshops, One-Year, Two-Year, AFA, BA, BFA, MA and MFA programs, to be fully vaccinated against COVID-19. Students and employees are required to submit the following:

Proof of full immunization against COVID-19 through vaccination; NYFA strongly recommends that the COVID-19 vaccine received is FDA approved or approved for emergency use authorization by the Federal and Drug Administration (FDA) or the World Health Organization (WHO) and administered in compliance with its recommended dosing schedule. Records of the administration of COVID-19 vaccines approved for emergency use authorization by the drug regulatory agencies outside the U.S. will be accepted upon review and approval by NYFA's public health consultant.

In accordance with FDA and WHO guidelines and the recommendations of NYFA's public health consultant, students and employees will be considered fully vaccinated, according to the following criteria:

- Pfizer-BioNTech or Moderna: Fourteen (14) or more days have passed since the second dose
 was administered.
- **Johnson & Johnson/Janssen:** Fourteen (14) or more days have passed since the one dose of a single-dose vaccine was administered.
- Vaccines authorized for emergency use by the WHO: Fourteen (14) days or more have passed since the terminal dose of the authorized was administered.

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Students/employees receiving all required doses of vaccines not authorized for emergency use by either the FDA or the WHO, but approved by countries' drug regulatory agencies where the vaccine was administered, will be granted entry to campus and be permitted to participate in NYFA in person classes and NYFA-related activities if:

- 14 days have passed since the administration of the terminal required dose, and
- the student/employee agrees to follow all health and safety protocols for unvaccinated students
 as noted in the COVID Safety Plan until the vaccine received is granted by the FDA or WHO
 authorization for emergency use.

HOW TO COMPLY WITH THE RESPONSE TO PUBLIC HEALTH EMERGENCY NYFA IMMUNIZATION POLICY

STUDENT REQUIREMENTS

All students accepted to short-term and long-term programs are required to submit to the Student Applicant Portal of a record of full immunization against COVID-19.

All students are **required** to submit at least 15 days prior to Day One of Orientation Week (long-term students) or Orientation Day (short-term students) the following:

- Photo/PDF/Copy of COVID-19 Vaccination Record indicating student's name, name of vaccine administered, dates of the administration of dose(s), and location of vaccine administration.
- The COVID-19 Vaccination Record must document that the second dose of a two-dose authorized vaccine or the one dose of a single -dose authorized vaccine was administered at least 14 days prior to Day One of Orientation Week (long-term students) or Orientation Day (shortterm students).



FACULTY AND STAFF REQUIREMENTS

All employees are required to submit to PAYCOM by the date designated by HR, prior to fall semester or at day of hire, the following:

- Photo/PDF/Copy of COVID-19 Vaccination Record indicating employee's name, name of vaccine administered, dates of the administration of dose(s), and location of vaccine administration.
- The COVID-19 Vaccination Record must document that the second dose of an approved twodose vaccine or the one dose of an approved single-dose vaccine was administered at least 14 days prior to the first day of work.

REPORTING VACCINATION STATUS

Photos/PDFs/Copies of COVID-19 Vaccination Records are to be uploaded to the privacy-secured Student Applicant Portal (students) or to a privacy-secured Employee Paycom Portal (employees).

Vaccination records will be securely filed in accordance with local and national privacy laws.

The duration of immunity conferred by the approved COVID-19 vaccines remains unknown. Although some infectious disease experts suggest that immunity may last for years, the large and reviewed studies, at this time, suggest that immunity derived from the authorized vaccines lasts at least 6 months; the need for booster vaccines or annual immunization is currently being investigated. NYFA may require updated COVID-19 vaccination records, when and if emerging science and public health experts determine that annual or booster vaccinations are needed to prevent transmission, infection or illness.

Only students and employees who are fully vaccinated against COVID-19 will be permitted to participate in NYFA in -person classes and activities.

EXEMPTIONS FROM COVID-19 VACCINATION REQUIREMENT

Medical Exemptions: If a licensed physician, physician's assistant, nurse practitioner, or midwife caring for a pregnant student/employee, certifies in writing that the student/employee has a health condition which is a valid contraindication to receiving a COVID-19 vaccine, then a standard or temporary (for resolvable conditions) exemption may be granted.

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To apply for a medical exemption, students/employees must submit a completed Request for Medical Exemption of Immunization Form via email to the appropriate campus department noted below at least 15 days prior to Orientation Day (students) or at least 15 days prior to the first day assigned to report to work. Incomplete forms and applications will not be reviewed and processed.

Students:

Los Angeles: <u>immunizationsla@nyfa.edu</u> New York: <u>immunizationsny@nyfa.edu</u> South Beach: <u>immunizationssb@nyfa.edu</u>

Employees:

LA, NY, SB: Human Resources Director, pankti.shah@nyfa.edu

All medical documentation submitted will be securely filed in accordance with all relevant privacy laws.

Approvals granted for medical exemptions are provisional and subject to change.

Religious Exemptions: A student/employee may be exempt from COVID-19 vaccination if the student/employee and/or the student's parent or legal guardian (for students younger than 18 years of age) holds and has maintained for period of time (more than one year) genuine and sincere religious beliefs which are contrary to the practice of immunization.

To apply for a religious exemption, students/employees must submit a completed Request for Religious Exemption of Immunization Form via email to the appropriate campus department noted below at least 15 days prior to Orientation Day (students) or at least 15 days prior to the first day assigned to report to work (employees). Incomplete forms and applications will not be reviewed and processed.

Students:

Los Angeles: <u>immunizationsla@nyfa.edu</u> New York: <u>immunizationsny@nyfa.edu</u> South Beach: <u>immunizationssb@nyfa.edu</u>

Employees:

LA, NY, SB: Human Resources Director, pankti.shah@nyfa.edu

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Approvals granted for religious exemptions are provisional and subject to change.

PLEASE CAREFULLY NOTE: All students/employees granted medical or religious exemptions will be required to participate in the existing NYFA health and safety protocols for unvaccinated individuals, as defined in the NYFA COVID Safety Plan. Failure to comply with the required health and safety protocols for unvaccinated students/employees may result in revocation of the exemption and/or disciplinary action.

WHERE TO GO TO GET VACCINATED AGAINST COVID -19

COVID-19 vaccines are offered at no cost to students and employees at locations near your campus region. Please arrive at any vaccination site with proof of age (passport, driver's license) and proof that you either live or work in your campus region (NYFA ID, utility bill, leasing agreement, etc).

Los Angeles Students/Employees:

Students may be vaccinated against COVID-19, at no cost, at multiple locations within LA County. For a list of vaccination sites, visit the LA County Vaccination Information Site.

South Beach Students/Employees:

Students can receive vaccinations on a walk-in basis at the Miami Convention Center, 1901 Convention Center Drive, Miami Beach, FL 33139. Hours: 8am to 7 pm.

New York Students/Employees:

Students may be vaccinated against COVID-19, at no cost, at multiple locations throughout New York City.

For a list of vaccination sites, visit the <u>NYC Vaccination Command Center</u> or the <u>NYC Vaccine</u> Finder.



CONSEQUENCES OF NONCOMPLIANCE WITH THE NYFA IMMUNIZATION POLICY

To complete enrollment (students) and finalize hire (employees) and participate in in-person classes and activities on and off-campus, students and employees are required to have received all required doses of an approved COVID-19 vaccine.

In accordance with public health guidelines, students and employees will be considered fully vaccinated when:

- Two weeks or more have passed since receiving the second dose in a 2-dose vaccine series of a vaccine that is FDA approved or authorized for emergency use by the FDA or the WHO; or
- Two weeks or more have passed since receiving one dose of a single-dose vaccine that is FDA approved or authorized by the FDA or WHO for emergency use.

Students who are not fully vaccinated and students who have not been granted by the institution an exemption, and, hence, do not meet the requirements of NYFA Public Health Emergency Immunization Policy will not be permitted to participate in in-person instruction or activities and may be withdrawn from their programs.

Matters of employee non compliance with this policy will be addressed by NYFA Human Resources in accordance with HR policies and procedures.



Addendum Three (3)

ONE YEAR PRODUCING

TOTAL CLOCK HOURS:

912

PROGRAM OVERVIEW

The New York Film Academy One-Year Producing Program is a full time, two-term program designed to provide students with an in-depth knowledge of the contemporary realities of producing works for film and television with an emphasis on creative thinking and strategic leadership skills. Students undergo a thorough regimen of class work and film production that lays the groundwork for a professional life in the film and TV industry. The 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.

Students are treated as producers throughout the duration of the course, and are challenged each step of the way. Upon entry into the program, students are encouraged but not required to bring a piece of intellectual property — adaptation projects which might consist of: a book of fiction, magazine article, newspaper article, biography, autobiography, or original idea (if deemed appropriate — to serve as the foundation for their thesis project. Students take this project through the various stages of development: pitch, treatment, script, talent search, budget, schedule, and plans for marketing and distribution. Students learn the real-word strategies for successful producing and are encouraged to develop the professional network needed within the film and television industry.

This program is geared toward students with little or no experience in producing, but who recognize that an intensive and demanding program, much like the job of producing itself, will provide them with the knowledge they seek. Students must be prepared for full days of intensive work throughout the entire year. They must be committed to a fast-paced, intensive learning and production schedule, and willing to work collaboratively with our filmmaking, screenwriting, and acting students.

PROGRAM OBJECTIVES

TERM ONE

Producers are confronted with a number of visual, dramatic, financial, legal, logistical, managerial and technical challenges. From the first day of class, students are immersed in a hands-on education on how to work through these challenges. Through an intensive sequence of classes and workshops, and

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with encouragement from their instructors, students rapidly learn the fundamental creative and technical skills they need to produce film and television.

TERM TWO

The second term challenges students to develop their production abilities artistically and technically. Producing students are instructed in the craft of writing and championing dramatic treatments; in pitching story ideas to a variety of audiences; and presenting industry-standard written proposals in support of the feasibility of their projects. This term culminates in each student pitching and presenting a film or television project at the NYFA Producers Pitch Fest.

EXPECTED LEARNING OUTCOMES

TERM ONE LEARNING GOALS

- Introduction to the roles, tasks, and obstacles faced by film and television producers.
- Gain understanding of the physical and post-production processes.
- Master storytelling concepts of elements, conventions, structure and style.
- Understand basic principles of entertainment law.
- Introduction to filmmaking from the perspective of the screenwriter, director, actor and cinematographer.

TERM ONE PRODUCTION GOALS

- In collaborative groups, students develop, prep, shoot and edit a short film and a reality television project.
- Breakdown, budget, and schedule a film from scratch.
- Each student will write, prep, shoot and edit his or her own short film.
- Each student collaborates on multiple short films.
- Each student develops a feature length narrative film, feature length documentary or television project.

TERM TWO LEARNING GOALS

- Continue to analyze and master key elements of effective producer's craft.
- Develop and write original film and television pilot treatments.
- Introduction and practice of effective pitching skills.
- Learn critical elements of effective feature film business plans and television show bibles.



TERM TWO PRODUCTION GOALS

- Produce a short film for a New York Film Academy filmmaker.
- Prepare and rehearse effective pitching presentations. Final pitches are presented to a professional panel.
- Continue to develop the feature length narrative film, feature length documentary or television series and business plan.

GRADUATION REQUIREMENTS

The One-Year Producing Program requires successful completion of the following creative projects in partial fulfillment of the graduation requirements:

- Develop and produce a short film as a collaborative group.
- Develop and produce a short reality television project as a collaborative group.
- Develop and produce an original web series.
- Develop and produce a commercial.
- Develop an effective pitch and business plan or TV show bible.

In order to graduate and receive a Certificate of Completion, students must also successfully complete every course of study with a passing grade or better and adhere to the New York Film Academy's Attendance Policy and Code of Conduct. Additionally, students must fulfill all financial obligations to the New York Film Academy.

The One-Year Producing Program is an accelerated full-time study program and does not provide for multiple tracks of study. All classes are mandatory. This is a highly specialized program, and there are no majors or minors. Classes are lecture, seminar, and/or studio based. Lab and practicum instructional hours are treated as studio hours. The program may not be completed in less than two terms.

The New York Film Academy's Registrar's Office ensures that the student has fulfilled all academic requirements for the entire program, as well as all financial obligations to the school. Student transcripts showing the awarding of the One-Year Certificate of Completion will be withheld until the student meets all academic and financial obligations.



COURSE HOURS BREAKDOWN

COURSE	NUMBER	HOURS
Producer's Craft	PROD100N	40
Line Producing	PROD110N	35
Essentials		
Entertainment	PROD120N	21
Law		
Pitching	PROD130N	21
Roundtable	PROD140N	30
Film Analysis	PROD150N	24
for Producers		
Editing	PROD160N	22
Editing Lab	PROD170N	60
Special Topics	PROD180N	27
Industry	PROD190N	6
Speaker Series		
Introduction to	PROD105N	30
Screenwriting		
Directing for	PROD115N	30
Producers		
Cinematography	PROD125N	37.5
for Producers		
Developing the	PROD135N	24
Feature Film		
Treatment		
Acting for	PROD145N	22.5
Producers		
Producing	PROD155N	22.5
Reality TV		
Producing Short	PROD165N	22.5
Films		
Producer's Craft	PROD200N	40
Line Producing	PROD210N	35
Essentials		
Entertainment	PROD220N	24
Law		

Pitching	PROD230N	24
Roundtable	PROD240N	30
Film Analysis	PROD250N	18
for Producers		
Editing	PROD260N	18
Editing Lab	PROD270N	75
Special Topics	PROD280N	30
Industry	PROD290N	6
Speaker Series		
Screenwriting	PROD205N	20
Fundamentals		
Finance	PROD275N	18
TV Producing	PROD285N	45
and Developing		
the TV Show		
Bible		
Producing	PROD255N	22.5
Commercials		
Producing	PROD265N	22.5
Webseries		
Film and TV	PROD295N	9
Industry		
Employment		
Preparation		
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COURSE DESCRIPTIONS

PRODUCER'S CRAFT

Producer's Craft introduces students to the language and practice of producing and filmmaking. Through lecture, discussion of industry developments, handouts, and individual research assignments, this core course lays the groundwork for a profession as a creative producer. Students explore the initial phases of the producing process including development and packaging. This course covers but is not limited to these topics: development of ideas and securing rights; working with writers, script analysis, and coverage; development of budgets, packaging, pitching, financing, marketing/distribution; and feature film budgeting/scheduling, production and delivery. Students are given a midterm and a final exam on content.

In the second semester the course continues the study of the essential roles and obstacles faced by film and television producers started in the first semester. Students are required to read trade papers and consumer press industry articles on a regular basis. The exploration of the producing process continues through the financing, production, marketing, and distribution phases. Students are given a midterm and a final exam on content.

LINE PRODUCING ESSENTIALS

In a hands-on lab course, students are instructed in the use of Entertainment Partners (EP) Scheduling and EP Budgeting software programs, including established scheduling and budgeting techniques. EP Budgeting/Scheduling is the industry standard in budgeting and scheduling software. The budgeting format allows students and producers to create and edit comprehensive budgets of all sizes for all types of productions, and by automating the scheduling strip board process EP Scheduling has improved the production scheduling process. Producers, production managers, and assistant directors use this script breakdown and scheduling software. In this course, students also learn about the line producer's responsibilities, covering aspects of budgeting, hiring crew, scheduling, scouting, prepping shoot, and post, as well as managing relationships with the director, crew, and studio/financiers. The line producer is responsible for the physical production of a film from pre-production till the end of production. Special attention will be paid to the duties and relationships within the production team (line producer, UPM (unit production manager), assistant directors, and accountant) and to the balance that the line producer has to strike between accountability to the studio/investors and to the director's vision.

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ENTERTAINMENT LAW

This course is an overview of the contract law and how it impacts the entertainment industry. Students study the legal issues regarding television, films, recordings, live performances and other aspects of the entertainment industry. Topics include contracts, copyright law, compensation, celebrity status (including privacy and publicity rights), First Amendment, intellectual property, and talent representation. This course addresses legal issues to preserve, protect, and actualize the intellectual, entertainment, and technological property of people working in the entertainment industry. Students survey legal issues pertaining to contract negotiation and conflict resolution in the entertainment industry. Students develop contract negotiation and contract drafting skills through mock negotiations and contract drafting exercises. Finally, students are afforded an historical analysis of entertainment industry culture, including the rise of modern mass mediated culture and cyber culture. Students explore the link between entertainment culture and the categories of aesthetics, politics, culture, identity, ethics, and value. The course explores various perspectives on ethical decision-making and ethical business practices specific to the entertainment industry.

PITCHING

In this course, through in-class examples students are exposed to effective pitching styles and instructed on how to develop basic pitching skills. Students are instructed in the process and honing of pitching skills for narrative features, sitcoms, dramatic television content, reality TV, and/or feature length documentaries. Students develop a brief and effective pitch that they then pitch in a final presentation for the faculty. In this course students practice and gain critical and fundamental pitching skills.

PRODUCER'S ROUNDTABLE

Producer's Roundtable guides the student through the creation of a thesis project in the form of a fully developed film package. Students will identify a project, work with writers to develop a screenplay, and learn about various package elements. Requirements for the project include a development package and final pitch. The development package is comprised of the following: a logline; synopsis of the project; a ten page treatment; an executive summary; a studio, independent, or documentary film overview; a partial spec script (consisting of the first 10 pages); a business plan, including risk statements, and paperwork associated with the formation of an LLC, a financing plan, a basic marketing plan, a basic distribution plan, a festival strategy, a shoot schedule, two budgets, a top sheet, and potential attachment of a director and principle actors, as well as all related business documentation for investors.

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In the second term, this course continues the creation of the thesis project package begun in the first semester. Students develop a schedule and budget, financial plan, marketing plan, distribution plan, and a look book.

FILM ANALYSIS FOR PRODUCERS

The best producers are the ones who are well versed in cinema as a language and are aware of the history of film, the various genres and how the art has evolved and changed over time. Using twelve culturally or economically significant films as texts, this course looks at the films critically and uses them to explore film as a significant art. The course also explores ways that the crafts of directing (particularly shot construction), cinematography, acting, and editing have developed. Through screenings and discussions, students grow to understand how filmmakers have approached the great challenge of telling stories with moving images from silent films to the digital age.

EDITING

In this course, students are instructed in the basic techniques of digital editing. Students learn the basics of motion picture editing and post production techniques in a hands-on workshop environment. Students gain an overview of non-linear editing, post-production audio, basic visual effects, and professional post-production workflow. Films are shot digitally and edited with Avid Media Composer on Apple computers. While students learn how to use the nonlinear editing software, the emphasis is on the craft of editing which challenges students to create cogent sequences that best serve the story. This course also explores the entire postproduction and covers deliverable workflow for both film and digital formats. In addition to the technical aspects of physical postproduction, the artistic and managerial aspects will also be addressed. This course reviews postproduction for all current exhibition venues, including DVD, theatrical, cable and satellite.

EDITING LAB

Editing Lab is the accompanying lab portion of the editing course. Students are instructed to log individual time in the editing lab to gain experience in digital editing. Using Avid Media Composer, students edit a short narrative film, a reality TV sizzle reel, music video, and a commercial.

CINEMATOGRAPHY FOR PRODUCERS

Cinematography is one of the most critical tools that producers rely on to tell a cinematic story. In this course, students learn the basics of live-action motion picture cinematography in a hands-on workshop environment. Students shoot and view screen tests for focus, exposure, lens perspective, slow/fast motion, contrast, and lighting. Students gain an overview of working with light and color, film, and video cameras, image construction and composition, and working with collaborators in a professional setting.

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DIRECTING FOR PRODUCERS

Effective producers create a collaborative and artistic production environment that enhances each director's skills and provide the support needed to make the best possible film or television show. In this course, producing students learn to use basic production documents, and to audition, cast and work with actors. Even if a producer never plans to direct anything, he needs to know how directors carry out their visions. Producers should create a nurturing and artistic production environment that enhances each director's skills and provides the support needed to make the best possible film or television show. In this course, producing students learn about using the camera and working with actors – the two central tools of any director. Students break down a short script into a shooting plan and then use their skills in this course to direct a film, the concept for which is developed in their *Producing Short Films* course.

INTRODUCTION TO SCREENWRITING

This course develops students' analytic and development skills in the areas of structure, plot, story, pacing, tone, and characterization. It builds conceptual skills in story genesis and development, genre, theme, imagery, character, and other professional and emotional issues as they relate to screenplay development for producers. Students build verbal skills in the discussion, analysis, and presentation of these ideas as they relate to their work and professional samples. *Introduction to Screenwriting* covers working with writers in screenplay revision and development, shorts versus features, and screenwriting tools including but not limited to: ticking clocks, reversals, plot points, plants and payoffs, the objective correlative, showing versus telling, voiceover, red herrings, and more. Students complete conceptual exercises, attend screenings and lectures, keep an ongoing film journal, participate in ongoing and demanding class discussions, take periodic quizzes, and an extensive final exam with subsequent review and discussion. Successful completion of this course will enable the student to draw upon a wide array of storytelling and structural techniques to develop effective pitches and screenplays.

TV PRODUCING AND DEVELOPING THE TV SHOW BIBLE

This course includes an overview of the constantly evolving television industry. Students also examine the evolution of an original television series from the idea stage, through development, pitching and broadcast (from the pitch to the Up Fronts to the mid-season replacements). Students learn how the television industry operates and how television programs are pitched, financed, developed, marketed, licensed, and syndicated. Each Producing student conceives of and then develops an Episodic Television Series Bible for an original series.

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FINANCE

The goal of this course is to gain a basic understanding of film marketing and to learn how the producer fits into the marketing process. Using produced films as case studies, this course focuses on studying successful strategies employed in the finance, marketing, and distribution of studio and independent films to gain a working understanding of film studio and independent financing and develop fundraising tools and techniques. Students also learn traditional distribution models and emerging distribution models.

SPECIAL TOPICS

This series of classes is designed to teach material not covered in the core curriculum including such topics as: producing documentary films, introduction to animation, virtual reality, storyboarding, traditional and digital film marketing, traditional and digital film distribution, sound recording, sound editing, special and visual effects, producing unscripted television, crowd funding, labor union relations, film and television industry accounting practices, casting, costume design, color correction, and production design.

DEVELOPING THE FEATURE FILM TREATMENT

Through in-class instruction and critique, students will develop storytelling skills within the industry-standard format of the film treatment in this course. In a workshop setting, each student will develop and write a detailed feature film treatment. Students will learn what a treatment is and how it is used in the industry. The course will cover one-sheets, loglines, beat sheets, formatting guidelines, and eight sequence story structure. Three ideas will be work-shopped and a beat sheet developed before the final treatment.

ACTING FOR PRODUCERS

In this course students learn how to hold casting sessions, select talent for roles, and work with talent to get the needed performances. In a workshop setting, students develop a critical understanding of the acting process and what each actor brings to the collaborative process of filmmaking. Students work with each other rehearsing a scene both in and out of class over three classes. The final performance is taped and the scene edited. Please note that the student's acting ability is not graded, only their commitment to doing the work. The final scene will be critiqued in a screen session.

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PRODUCING COMMERCIALS

This course is designed to teach producers the craft of conceiving, pre-visualizing, developing, shooting, and editing a TV commercial (defined as a promotional film for a commercial brand.) TV commercial spots are produced at 30, 45, or 60" lengths. Students team up in groups of 2-4 to each produce a TV commercial, and are given the option of directing or working with a director from the school. Students are responsible for choosing a brand and devising a memorable creative concept for a spec TV commercial. In order to simulate the process of making a TV commercial, students must pitch their concepts to 'the Client' (the instructor) who picks the best concept. Thereafter the students present the TV commercial step by step in class, mirroring the process by which TV commercials are developed in pre-production meetings in the advertising world. As part of the course students learn the basics of the advertising and explore the process by which TV commercials are conceived by Ad Agencies and bid out to production companies. The instructor delineates the roles of agency, producer, and director in this complex process. Attention is also given to differences in the professional, creative, and cultural approach in different international ad markets. Emphasis is placed on producing creative and memorable work on a low budget. Each class includes screening of relevant TV commercials from all over the world (including previous NYFA spots).

PRODUCING WEBSERIES

This course is designed to teach producers the craft of writing prepping, shooting, and editing a Web-series. Producers team up in groups of 2-4 to each produce a web-series segment. Students also look at the changing landscape of the internet and common distribution platforms in the age of YouTube. Intense focus is given to producing creative and memorable work on a low budget.

PRODUCING REALITY TELEVISION

In this course, all genres of reality television are studied including elimination or game shows, talent competitions, dating based competitions, job search competitions, self-improvement makeovers, hidden camera, hoaxes, and episodic documentaries. Working in small groups, students create their own reality show trailer or teaser. They cast, scout, shoot, and edit their shows for presentation and critique. Students learn brainstorming techniques, casting, how to research topics and characters, pre-interviews, formal interviews, on the fly interviews, how to create a reality "script", schedules, budgets, special insurance and legal issues, and the deliverable process.

PRODUCING SHORT FILMS

In this course, producing students develop, prep, and shoot their own individual short films. Working in teams, students function as crew-members on each other's productions. Producing students learn the basics of all producer related roles on set and in the production office. Students

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plan the production strategy, budgets, schedules, script breakdowns and more for the short films they produce.

SCREENWRITING FUNDAMENTALS

This course is a continuation of *Introduction to Screenwriting*, and helps students to develop their analytic skills in the areas of structure, plot, story, momentum, tone, and characterization. Students master the tools of story genesis and development for film and television. The course also develops an understanding of genre, theme, imagery, working with writers, and other professional issues as they relate to creative producing. The course focuses on the definitions and implementation of story, drama, conflict, and the difference between story and script. In-class discussions cover the hiring of a screenwriter to work with producers on the development of an idea or concept for a reality television pilot, feature film, or other creative forms students wish to pursue. Students also learn about the Writer's Guild of America and how it functions in relation to the producer and writer.

INDUSTRY SPEAKER SERIES

These informative classes feature discussions with producers of network and cable television, foreign, independent, or Hollywood films as well as directors, actors, agents, managers, lawyers, foreign sales representatives and many others. Each class includes a Q&A, providing each student access to firsthand impressions of real-world circumstances faced by working industry professionals. These sessions may be coupled with screenings of new films or television shows brought by these guests.

FILM AND TV INDUSTRY EMPLOYMENT PREPARATION

In this course, students are given instruction and advice on seeking employment as professionals in the film and television industry. Classes include learning how to market yourself successfully, job search techniques, resume creation, cover letter writing, and interview tips. A comprehensive overview of the various areas of the industry, offering entry level opportunities, are explored in a hands-on approach tailored to individual students' specific areas of interest.



Addendum Four (4)

Spring 2022 One Year Producing

Registration 1/3/2022

1st Semester: 1/10/22 - 4/30/22 2nd Semester: 5/2/22 - 8/27/22

Spring 2022 One Year Cinematography

Registration 1/3/2022

1st Semester: 1/10/22 - 4/30/22 2nd Semester: 5/2/22 - 11/05/22

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Addendum Five (5)

December 2021 Six Week Holiday Acting for Film

Start Date	End Date
12/06/2021	01/29/2022
Holiday Break	12/15/21 - 01/02/22

December 2021 Six Week Holiday Filmmaking

Start Date	End Date
12/06/2021	01/29/2022
Holiday Break	12/15/21 - 01/02/22