

THE ART AND BUSINESS OF FILM
CINE 285/MAN 253/SPRING 2010

An Interdisciplinary Course
Sponsored by
The School of Arts and Sciences and The Wharton School
University of Pennsylvania

Course Description:

We will study of the creation, exhibition, management and marketing of film, the context of public culture, including the similarities and differences in creating, managing, exhibiting and marketing Hollywood studio films and independent films. The course will consider the management structures, distribution of the cultural product, strategies for acquiring and spending capital and decision-making, with emphasis on the differences between film that is financed by Hollywood studios and independently financed film. The course will explore how a screenplay is conceptualized and developed, the role of agency relationships in the film business, and the financing, production, direction, distribution, exhibition and marketing of both independent and studio films. A combination of lectures by instructors and practitioners, case studies, film screenings, and consulting projects with independent and Hollywood creators, packagers, financiers, exhibitors, distributors and publicists will illustrate the relationship between the art of film and the business of film. Guests will include screenwriters, agents, producers, directors, distributors, film festival curators and film critics. We will explore the film business from initial concept through marketing and publicity for the finished film. We will focus on the relationship between the creative process and the business of film for both independent and Hollywood films.

Who Should Take This Course:

- 1) Undergraduates who are considering a career in the film business.
- 2) Undergraduates who wish to study the relationship between the art and business of film
- 3) Undergraduates who wish to understand the genesis, structure and process of the films they see.

Instructor: Dr. John Stuart Katz, jkatz2@sas.upenn.edu

Course Requirements:

Papers: Two 5-7 page creative analyses of the creation, financing, marketing, distribution and/or exhibition of film (March 2 and April 6) 20% each

Term Project: Paper and presentation of consulting project (paper due one week after presentation except 4/27 presentations—paper due same day as presentation) 40%

Class assignments, participation and attendance: 20%

Required Readings: Squire, Jason E., ed., *The Movie Business Book*, 3rd edition (2004)

Required Film Screenings: You should see the film BEFORE the class where it is listed.
The films are available on Netflix or in video stores

Note: Failure to hand in *all* assignments on time will result in failure of the course.

SYLLABUS SUBJECT TO CHANGE AT ANY TIME DUE TO THE AVAILABILITY
OF THE SPEAKERS.

The Course of Study:

January 19: An Introduction to the Art and Business of Independent and Studio Film
Genre and an overview of the business of independent and studio film

First Class Assignment due January 22 via email to jkatz2@sas.upenn.edu

First Paper Assignment distributed

January 26: The Creators: Roles of the Producers and Directors

Reading: *The Movie Business Book* (MBB), pp. xv-xx, 1-57

See *The Producers* (1967) and guest producer's or director's films

Discuss First Class Assignment

Distribute possible projects and preference sheets

Guest Lecturer: Producer or director depending upon availability. (Last year was Lee Daniels, director and producer of *Precious*)

February 2: The Concept, The Screenwriter, The Story Editor and the Literary Agent

Reading: MBB, pp. 58-97 and imdb.com on David Brind and google the words
David Brind and Logo Films

See *Dare* from the film collection, *Boys Life 5* and *Dare* (2009)

Guest Lecturer: David Brind, Producer and Screenwriter, *Dare*, the short, and
Dare, the feature film

Distribute project assignments

February 9: Film Financing, Independent vs. Studio Films

Reading: MBB, pp. 99-145

See *Kiss of the Spiderwoman*, *Fatal Attraction* and *Hard Candy* on your own

Second Class Assignment to be distributed, done and discussed in class

February 16: Studio Management

Possible guest: Rich Ross: (Penn grad.) Chairman, Walt Disney Studios

Reading: MBB, pp. 146-181

February 23: The Talent Agent, the Lawyer and the Deal

Reading: MBB, pp. 183-229

Guest Lecturer: Agent or Entertainment Lawyer to be announced (Jeff Berg of ICM last year and Entertainment Lawyer Deborah Hrbek last year.)

March 2: Production Management of the Film

Reading: MBB, pp. 230-279 and website of Greater Philadelphia Film Office, www.film.org

See *Philadelphia*

Guest Lecturer: Sharon Pinkenson, Executive Director, Greater Philadelphia Film Office

FIRST PAPER DUE

Second Paper Assignment Distributed

March 9: SPRING BREAK

March 16: Film Marketing and Film Festivals

Reading: MBB, pp. 281-330 and website, www.terryhines.com

See *The Return of the Secaucus Seven* and *Milk* on your own

Guest Lecturer: Film publicist Jesse Cute, Terry Hines and Associates

Third Class Assignment Distributed—due March 20 to jkatz2@sas.upenn.edu

March 23: Revenue Streams and the Bottom Line

Reading: MBB, pp. 331-359, pp. 407-456

Discuss Third Class Assignment in class

March 30: Theatrical Distribution

Reading: MBB, pp. 360-383 and website, www.firstrunfeatures.com

See *Harry Potter and the Sorcerer's Stone*,
Y Tu Mama Tambien and *49 Up*

Guest Lecturer: Seymour Wishman, President, First Run Features

April 6: Film Exhibition, Film Criticism and Global Markets

Reading: MBB, pp. 385-406, 458-496

See *The Royal Tenenbaums*

Guest Lecturers: Sam Adams, Freelance Film Critic, Los Angeles Times and
Jonathan Hurwitz (Penn grad.), writer and actor *Harold and
Kumar Go to White Castle*, writer, director and producer *Harold and Kumar
Escape from Guantanamo Bay*

SECOND PAPER DUE

April 13: Preparing Final Projects

Discussion of re-makes of films referred to in second papers

April 20: Student Presentations

April 27: Student Presentations and The Future

Reading: MBB, pp. 497-529

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