

DEREE COLLEGE SYLLABUS FOR: DR 4454 CREATIVE PRODUCING									
(Fall 2021)	UK LEVEL 6 UK CREDITS: 15 US CREDITS: 3/0/3								
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research DR 2032 Introduction to Theatre Production								
CATALOG DESCRIPTION:	The skills needed to become a successful creative producer in the contemporary performing arts industry combining marketable trends with artistic vision.								
RATIONALE:	Students learn marketing trends and develop, negotiate and create processes of art entrepreneurship. They explore current practices, from financing to marketing and distribution gaining skills that allow them to develop into artists- entrepreneurs.								
LEARNING OUTCOMES:	Upon successful completion of this course, students will be able to: <ol style="list-style-type: none"> 1. Define the role of the producer in all steps of the process from the creative development to its announcement. 2. Develop an original project proposal with analysis, arguments, and credibility. 3. Create a clear plan of action to promote the chosen project including budgeting and marketing strategies. 4. Evaluate the project in terms of marketability, artistic value and ethical choices. 								
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • Lectures, class discussions, case studies, video presentations. • Lectures and workshops with key professionals. • Office hours where students can discuss with instructor their concerns over ongoing projects. • Use of a Blackboard site where lecture notes, assignment instructions, announcements, and other materials related to the module are posted. 								
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>First Assessment: Portfolio (analysis, assessment, evidence and research in support of the chosen project)</td> <td style="text-align: center;">20%</td> </tr> <tr> <td>Final Assessment: Project (planning, budgeting, marketing, pitching)</td> <td style="text-align: center;">80%</td> </tr> </table> <p>Formative:</p> <table border="1" style="width: 100%;"> <tr> <td>Analysis & evaluation of projects</td> <td style="text-align: center;">0</td> </tr> <tr> <td></td> <td style="text-align: center;">0</td> </tr> </table>	First Assessment: Portfolio (analysis, assessment, evidence and research in support of the chosen project)	20%	Final Assessment: Project (planning, budgeting, marketing, pitching)	80%	Analysis & evaluation of projects	0		0
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	<table border="1" data-bbox="667 138 1409 170"> <tr> <td data-bbox="667 138 1252 170">Presentations /pitching</td> <td data-bbox="1252 138 1409 170"></td> </tr> </table> <p>Formative assessments prepare students for the summative ones. First Assessment tests Learning Outcomes 1 and 4 Final Assessment tests Learning Outcomes 2 and 3</p> <p>Students are required to resit failed assessments in this module.</p>	Presentations /pitching	
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<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Foster, Kenneth. <i>Arts Leadership</i> (Mastering Management in the Creative and Cultural Industries) Routledge, 2018.</p> <p>Rhine, Anthony. <i>Theatre Management: Arts Leadership for the 21st Century</i>. Red Globe Press, 2018.</p> <p>RECOMMENDED READING:</p> <p>Cobb, Peter. <i>The Profitable Artist: A Handbook for All Artists in the Performing, Literary, and Visual Arts</i>. New York Foundation for the Arts, 2011.</p> <p>Heim, Caroline. <i>Audience as Performer: The Changing Role of Theatre Audiences in the Twenty-First Century</i>. Routledge, 2016.</p> <p>Pitts, Stephanie and Sarah Price. <i>Understanding Audience Engagement in the Contemporary Arts</i> (Routledge Research in the Creative and Cultural Industries). Routledge, 2020.</p> <p>Pockross, Mimi. <i>Pulling Harvey out of her Hat. The amazing story of Mary Coyle Chase</i>. Limelight Editions/Rowman & Littlefield Inc.,2020</p> <p>Rosewall, Ellen. <i>Arts Management: Uniting Arts and Audiences in the 21st Century</i>. Oxford University Press, 2013.</p> <p>Stevenson, David. <i>Managing Organisational Success in the Arts</i> (Routledge Research in the Creative and Cultural Industries). Routledge, 2018.</p> <p>Todorovic, Milan and Ali Bakir. <i>Rethinking Strategy for Creative Industries: Innovation and Interaction</i> (Routledge Research in the Creative and Cultural Industries). Routledge, 2016.</p> <p>White, Gareth. <i>Audience Participation in Theatre: Aesthetics of the Invitation</i>. Palgrave Macmillan, 2013.</p>		
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>		
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of proper English for all written and oral assignments</p>		
<p>SOFTWARE REQUIREMENTS:</p>	<p>Adobe Creative Suite.</p>		
<p>WWW RESOURCES:</p>	<p>https://lionhearttheatre.org/theatre-production-from-the-script-to-the-stage/ http://www.theatrust.org.uk/discover-theatres/theatre-faqs/253-who-</p>		

	<p>works-in-a-theatre https://assets.publishing.service.gov.uk/government/uploads/https://nationalindustryinsights.aisc.net.au/industries/arts-culture-entertainment-and-design</p>
INDICATIVE CONTENT:	<ul style="list-style-type: none">• Producing today• Theatre and performance: the reality• Creative aspects• Analysing and evaluating a project• Collaborating with a director/performer• Institutional cultural policies• Creating budgets• Marketing strategies• Fundraising and intellectual property• Pitching• Forming synergies