

NARRATIVE: Film Production Management Certificate of Achievement

Program Goals and Objectives

The US Bureau of Labor projects the number of jobs in film and video writing, producing, directing, editing, sound and special effects has grown since 2014, will rise by 5% by 2023 and the trend will continue through 2028. In the Coachella Valley the number of jobs in each of these areas created or vacated annually justifies expansion of the film production program at College of the Desert.

Occupation	2015 Jobs	2018 Jobs	2015-18 Change
Multimedia Artists and Animators	228	239	+11
Producers and Directors	391	407	+16
Writers and Authors	1,084	1,144	+59
Sound Engineering Technicians	138	146	+8
Camera Operators, Television, Video, and Motion Picture	111	114	+3
Film and Video Editors	190	199	+9
Grand Total	2142	2249	+105

In the Coachella Valley the number of jobs created or vacated annually justifies the expansion of a film production program at College of the Desert into the area of Production Management.

The Coachella Valley is a center for location shooting. Identifying pathways to entry level jobs in these production, ie, PA's or production assistants, has been given primary consideration in discussions with our program's local film advisory group which concluded a certificate be developed in production management, incorporating scheduling, budgeting set management and location scouting and management, to give students the tools needed to get these jobs. With the popularity of the film program and enrollment growing by word of mouth and through articulation agreements with high school film programs, it's time to expand the film curriculum in a practical, employment related way. This certificate will also benefit students interested in producing and directing film and creative content as understanding the value of time and money and managing these resources properly is directly related to a project's success.

The Certificate in Film Production Management address employment needs by teaching students how to manage film production at every phase and level of the process.

Program Learning Outcomes

1. Students will create film script breakdowns and production schedules and budgets.
2. Students will have the skills necessary to get jobs in areas related to film and video production particularly the key entry level job of Production Assistant.
3. Students will have the skills necessary to manage production of a short film or small film and video production company.

Catalog Description

Movies are make-believe. The work done to make them is not. Long before cameras roll, and continuing when and long after they do, line producers, production managers, locations managers, first assistant directors and others are working hard to prepare for, manage and carry out a process that will utilize the talents of a small army of creative and technical filmmakers and allocate valuable, irreplaceable resources not the least of which are time and money. There is no just "going out and shooting" this. The seeming madness of the creative process that is filmmaking is in reality managed in a process of its own that evolved with the medium.

This Certificate in Film Production Management will teach students the process, practices, protocols and personnel involved in budgeting, scheduling, set management and location scouting and management and finally. In doing so, they will learn all of the various departments, resources and personnel that are required to make a film production possible. And they will learn to allocate two most valuable resources required to make a film - time and money.

This certificate is valuable for anyone interested in producing, line producing, production managing, assistant directing, set managing, location scouting and managing and even directing a movie. Most important it will give a student all of the tools needed to get the valuable foot in the door job of production assistant almost anywhere in the film production process and perform that job knowledgeably, professionally and effectively.

Program Requirements

Certificate of Achievement: Film Production Management

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (12 units)	FILM 02A	Film Production I	3	Yr 1, Fall, Spring
	FILM 02B	Film Production II	3	Yr 1, Spring
	FILM 10A	Film Scheduling	1.5	Yr 1, Spring
	FILM 10B	Film Budgeting	1.5	Yr 1, Spring
	FILM 10C	Set Management	1.5	Yr 1, Spring
	FILM 10D	Location Management	1.5	Yr 1, Spring

Required Core (9 units) (suggested sequencing):

FILM 02A Production I (3); (Yr. 1 Fall); FILM 02B Production II (3); (Yr. 1 Spring); FILM 10A Scheduling (1.5); (Yr. 1 Spring); FILM 10B Budgeting (1.5); (Yr. 1 Spring); FILM 10C Set Management (1.5); (Yr. 1 Spring); FILM 10D Location Management (1.5); (Yr. 1 Spring)

Certificate Total: 12 units

Master Planning

Programming decisions the College of the Desert's Educational Master Plan 2017-2022 are derived from analysis of demographic data, labor market information and other relevant data as well as academic program planning and review. Additionally, Palm Springs master planning for the Environmental Impact Report established the "pillars" of that site in 2015-2016 as the District sought to move forward to meet the needs on the communities in the West Valley.

The Certificate in Film Production Management achieves the first goal of the Educational Master Plan. The coming campus site in Palm Springs will provide four programming "pillars," one of those in Film & Media Arts. Within Film & Media Arts there are four signature programs. And the first of these is Film.

The Certificate of Achievement in Film Production Management also achieves the second goal of the Educational Master Plan, to develop and refine effective procedures to support program innovation in non-credit, Basic Skills, Career-Technical and Transfer Preparation and to leverage industry and market data to better connect students completing CTE programs to jobs and careers.

Enrollment and Completer Projections

The program meets a need in the geographic area and does not cause undue competition with an existing program at another college. Need was determined by Labor Market Analysis (see LMI attached and Program Goals and Objectives above), Advisory Committee (see Advisory Committee meeting minutes attached), Enrollment and Completer Projections (see chart below) and Enrollment Data (see chart below).

Enrollment and Completer Projections:

Year	Enrollment	Completers
2020/2021	10	10
2021/2022	15	15
2022/2023	20	20

Enrollment Data:

		Fall 2017 / Spring 2018		Fall 2018 / Spring 2019	
CB01: Course Department Number	CB02: Course Title	Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
FILM 02A	Film Production I	2	24	2	48
FILM 02B	Film Production II	2	1	2	30
FILM 10A	Film Scheduling	NA	NA	NA	NA
FILM 10B	Film Budgeting	NA	NA	NA	NA

FILM 10C	Set Management	NA	NA	NA	NA
FILM 10D	Location Management	NA	NA	NA	NA

Compared to the net annual labor demand projection stated in the Labor Market Information and Analysis provided as Supporting Documentation, the data demonstrates more than adequate demand for the completer projections for this field.

Place of Program in Curriculum/Similar Programs

The new Certificate is primarily vocational, designed to allow students a pathway to work locally and in the greater Inland Empire region in the area of production management and specifically by way of the entry level production for which certificate bearing students will be trained, Production Assistant. However, these courses will also become applicable in the current Advanced Film Production Certificate and Associates Degree in Film Production once those are amended to include them.

The program does not replace any existing program on the college's inventory. New courses are needed for this Certificate and have been submitted simultaneously. The program makes productive use of existing courses and resources, in particular FILM 2A Production I which will see more enrollment since students interested in this certificate will be required to take that course.

The only changes required to current curriculum will be the inclusion of FILM 10A Scheduling and Film 10B Budgeting, FILM 10C Set Management and FILM 10D Location Management as electives in the Advanced Certificate and Associates Degree, making these courses attractive to students working towards those academic goals.

Similar Programs at Other Colleges in Service Area

College of the Desert is a rural single college district with the closest neighboring colleges located 50 miles West, 95 miles South, 90 miles East and 75 miles North (by road). Due to the distances involved, our College programs have little or no impact upon our neighboring Schools.

While other schools in the Inland Empire region may address production management in their curriculum as a course or as part of a film production course, no school has a certificate or the array of courses that will be offered in the Production Management certificate at College of the Desert.