Course Title: Digital Platform Filmmaking: From Script to Computer Screen, or, How to Make Millions on YouTube

Sessions: 8 – 3 hour sessions

Instructor: Douglas King
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Course web page: http://www.collin.edu/ce/courses/filmmaking-script-screen.html

Course Description:
This course is created to introduce and educate those interested in taking part in the booming digital filmmaking industry. The course will explain the process of show develop, production, marketing, and monetization. Millions of dollars are being made from home-based video creators and this course will cover the fundamental and practical elements of video production, channel creation, audience creation, and monetization.

Suggested Course Prerequisite(s):
None

Materials Needed:
No text is required. A suggested reading list and handouts will be provided.

Course Objectives:
Over the course of the class, students will develop their individual concepts for a web series while learning the various steps for success. By the end of the semester students should have the tools they need to create, produce, and distribute a digital production as well as their first fleshed out concept for a program or series.

The final class will be a presentation, in professional Hollywood pitch style, of their idea where they will receive “notes” for further development. When students finish this course they should feel confident that they have a strong idea for a web series and the knowledge to be able to produce, distribute and market this show.

Certification Notes: NA

Next course recommendation:

Textbook(s):
No text is required. A suggested reading list and handouts will be provided.

Lesson Plan – by week or session
Session 1: History, Future and Navigating the Platform Jungle of Digital Distribution
Session 2: Developing a Concept: Vlogs, Sketches, and Series Oh My!
Session 3: DIY Film Studio
Session 4: Funding – Crowdfunding vs. Self Funding
Session 5: Pre-Production, Production, and Post Production
Session 6: Developing the Audience – Marketing & Social Media
Session 7: Monetization
Session 8: Final Project Pitches

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

http://www.collin.edu/studentresources/personal/studenthandbook.aspx