

CMGT 552
Visual Storytelling: Production, Management and Culture (4 units)
Professor Adam Fratto
Thursdays 6:30-9:30 - ANN 309

We identify the creative and critical media management strategies in the making of scripted entertainment, such as feature films, television series, short ('web') series, and other media.

Media management refers to the progress from conception to development, financing, packaging, production, programming, marketing, distribution to reception. Creative media management refers to communication management strategies designed to better foster creativity – including problem-solving, articulating a vision, providing leadership, building a team, delegating responsibility, operating collaboratively, crisis management, resource development, securing support, effective time management, etc. Critical media management strategies also include tactics for introducing social issues and/or foregrounding questions of identity in the scripting or production of the projects.

For assignments, students will conduct “making of” case studies of a film or TV series (to include industry interviews), write and produce an original scripted short series, and generate reflective creative and critical media management case studies. There is reading and an assignment due every week.

Learning Outcomes:

- ◆ Understand creative media management strategies of visual storytelling;
- ◆ Conduct creative media management through visually oriented IP production;
- ◆ Understand production management, roles of non-creative personnel;
- ◆ Understand the dynamics of creative and production team roles; and
- ◆ Develop transferable skills, e.g., crafting visual presentations and conducting research.