

CORE COURSE V : ELECTRONIC MEDIA MANAGEMENT

Objective:

To students gain knowledge about planning, budgeting and other aspects of TV production management.

Unit – I

Programme research- planning, budgeting and scheduling; script breakdown

Unit – II

State of filmmaking and their management – pre production – production and postproduction.

Unit – III

Shooting arrangements for indoor and outdoor shooting; role of production manager – studio booking – equipment hire – seeking location permission – arranging transport, boarding and lodging and other exigencies.

Unit – IV

Role of other production personnel like the director as team leader, art director, assistant director, camera and lighting assistants, floor manager and other production assistants.

Unit – V

Identifying potential production agencies, writing programme proposals, project presentation.

Books and Journal for Study and Reference:

1. Gorham Kindem & Robert E.Musburger, Media productions: from Analog to Digital
2. Hugh W.Baddeley, The Technique of Documentary Film Production
3. Gerald Millerson, Techniques of television production
4. Zetti Derbert, The TV production Hand Book
5. -Mike Wolvertan, Reality of Reels