



 **NYU** | **TISCH** × **IndieWire** *RollingStone*
FILM | TV INDUSTRY ESSENTIALS



The **Film and TV Industry Essentials** online certificate program showcases all aspects of this global industry and the diverse career opportunities it offers. The program combines interactive learning tools and real-world activities to create an engaging and fun education experience.

This online course is organized to show the ranges of roles necessary to create films, television, and emerging media formats. We will explore media creation and the production process with a focus on roles and providing insights and perspectives on the industry from a wide variety of insiders. Students will be encouraged to engage in the process of creating media and project-based exploration into key facets of the industry. A sequence of activities and assignments builds students' skills in and understanding of the basics of making film and television from every angle, including funding, scripts, directing, production, and marketing. Students will ultimately understand how to develop effective communication strategies geared towards practitioners and decision-makers throughout the field.

Faculty from New York University's globally-recognized Tisch School of the Arts provide compelling video lessons, while experts from IndieWire, Rolling Stone, and across the industry offer expertise into the field and their own career trajectories to help students gain key insights for their own career path in the film and television industry.

FILM AND TV INDUSTRY ESSENTIALS CONSISTS OF FIVE COURSE MODULES COVERING:

- The fundamentals of film
- The fundamentals of television
- Understanding the production process
- The production business
- Marketing and distribution

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

Students earn a non-credit Certificate of Completion from NYU Tisch upon successfully finishing the program.

STUDENT BENEFITS:

1. Certificate of completion (non-credit) from NYU
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced

MODULE 1: FUNDAMENTALS OF FILM

Students will explore the movements in film history. They will analyze expressive principles of visual and audio communication; idea development and realization using an image, movement, pace, spoken word, and other sounds.

KEY CONCEPTS :

- Introduction to cinema
- Film theory
- Film and culture
- Film genres
- History of American and international film
- Journalism and film criticism

MODULE 2: FUNDAMENTALS OF TELEVISION

Students will analyze and interrogate the collaborative process of producing episodic television drama, comedy, and non-fiction. We will explore the roles vital to television production from the Showrunner to the Director. We will look at the stories that teams tell on-screen and the ideas of authorship and episodic storytelling that television production teams embrace.

KEY CONCEPTS :

- Introduction to television
- Television genres
- The role of the showrunner
- Journalism and television criticism
- Interactive television and future of television
- Commercial short form (including music video production)

MODULE 3: UNDERSTANDING THE PRODUCTION PROCESS

Students will explore the aesthetics and tools of the major disciplines of cinematic arts: directing, producing, cinematography, sound, and editing. They will cover the basic concepts of producing and directing in television, documentary and dramatic narratives. The module will cover working with actors, documentary production, and the creation of short-form, long-form, and episodic television projects.

KEY CONCEPTS :

Preproduction - Students learn the initial aspects of filmmaking, including planning, budgeting, and scheduling.

- Development
- Script analysis
- Writing the script
- Visual story structure, storyboarding, and narrative sequences
- Production design
- Casting and actors
- Immersive and non-linear storytelling

Production - Students learn how to smoothly run a set working with actors, crew, producers, and directors.

- Producing
- Directing
- Cinematography
- Live recording and mixing

Postproduction - Students learn about the sequence, flow, and visual style of a film as scenes are cut and rearranged as the film takes its final shape.

- Editing
- Sound
- Scoring
- Animation and VFX

MODULE 4: THE PRODUCTION BUSINESS

Students will learn how Producers and Directors develop the material, hire the writers, and find the buyers and financiers. They oversee script development, casting, hiring of the crew, locations, distribution, and promote their work in film festivals.

KEY CONCEPTS :

- Line producing, scheduling and budgeting
- Film finance
- Representation
- Contracts and negotiations
- Clearances and copyright
- Filmmaking outside the studio system

MODULE 5: MARKETING AND DISTRIBUTION

The choices for cinema-goers are vast and constantly changing. How do people find out about films? How do filmmakers connect with film distributors and how do distributors attract our attention to specific films in the digital age? In a crowded marketplace, how do films find their audiences? In this module, students will discover how films make their way to cinemas and beyond through the film distribution process and how they are marketed. Learn how film distributors play a pivotal role in connecting films with audiences.

KEY CONCEPTS :

- Pitching
- Feature film and television marketing
- Distribution (domestic and international)
- Festival submissions
- Streaming media

ENROLLMENT DETAILS

How do I apply for Film and TV Industry Essentials?

The application for Film and TV Industry Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=film>

How much does the program cost?

The cost of the entire program, which includes all five course modules, related activities, and a New York University (NYU) Certificate of Completion upon finishing, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your NYU Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Film and TV Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

THE PROGRAM

Are there any prerequisites, age requirements, or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for the film and television industry and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Film and TV Industry Essentials from NYU. Film and TV Industry Essentials is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Film and TV Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the film and television industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from NYU on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Film and TV Industry Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Film and TV Industry Essentials. But you will have something in common with all of our students — a passion for film and television and a desire to build a successful career doing what you love! Our students might already be working in the industry and looking to get ahead, or working in a different industry looking to switch careers.

They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the film and television world. They might be like you — a future leader in the industry!

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Film and TV Industry Essentials, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the film and television industry you feel passionate about. If you find that you want to learn even more about a specific area, NYU offers a number of in-person and online program options. Visit <https://tisch.nyu.edu/kanbar-institute> to explore.

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.