



PRODUCING & MANAGING NARRATIVE MEDIA

MRTS 4820/5702 – Fall 2025

Department of Media Arts

CLASS INFORMATION

Section - 001

Wednesday 1-3:50pm, room RTFP 264

Text – None. Online readings and links provided in Canvas

Instructor – Frances Perkins

Media Arts Office Hours
Tuesday 9-11am
Wednesday 4-6pm

Honors Office Hours
Tuesday 5-7pm
Wednesday 10am-12pm

Virtual Office Hours - Book a meeting here: [Frances' Virtual Office Hours](#)

Email – frances.perkins@unt.edu

Office Phone – 940-565-4578

COURSE DESCRIPTION

Major theories and skills needed for the producing and production management of narrative media from concept through exhibition.

Pre-requisites have been waived.

LEARNING OUTCOMES

After completing this course, you will be able to:

1.
 1. Analyze scripted projects for possible production.
 2. Demonstrate breaking down of narrative scripts.
 3. Demonstrate budgeting and scheduling of narrative productions.
 4. Generate proper production documents for project cast and crew.
 5. Differentiate crew positions and responsibilities in narrative productions.
 6. Plan and organize individual elements of a narrative production.
 7. Develop a full production plan for a narrative project.

COURSE BASICS

Structure – lecture, class discussion, demonstrations, viewing videos, and in-class activities with small groups.

Attendance – this is an interactive class and your attendance and participation in discussions are expected. Absences will be tracked. **ONE** absence will be allowed without explanation. Any additional absences will **each** result in a **10 point deduction from your final grade**.

Use of electronics – phones, laptops and tablets are allowed in class but must be used responsibly and with respect for your classmates and instructor. It is the instructor's right to ask that electronics be put away during class.

Assignments – All assignments are due in Canvas and will be submitted on the assignment page. All assignments are due by the end-of-day on the due date (meaning 11:59pm on the due date) unless otherwise stated in the assignment. All written work must be typed, double-spaced, 12pt font, 1 inch margins on all sides. All outside information must be properly cited. No handwritten assignment will be accepted.

Deadlines – Assignments can be submitted late but **graded at 70%**. Only two assignments can be submitted late. In-class activities cannot be made up if you missed that class.

Artificial Intelligence will be periodically discussed in class. The use of artificial intelligence tools without full transparency violates professional media standards of journalism and violates the University policies regarding Academic Integrity (also see below). Violations of either or both policies will result in disciplinary action up to and including a failing grade on a specific assignment or in this course.

No Double Dipping - You cannot use a project you produced for another class for an assignment in this class. If you wrote the project in another class and want to produce it, that can be arranged if you let me know in advance. No re-editing prior projects, no re-using already shot footage, no rehashing old work of any kind. Everything you produce in this class should be ORIGINAL. That said, if you have the opportunity to do a real project, such as a video for a client, a friend, your church, etc, by all means use it for a class project as well, but it must be original and not started before this class began.

Viewing Cuts/Reading Drafts - I am always available to watch cuts, read drafts and otherwise critique work at any stage of development, whether it's for this class or another. I'm happy to look at work you are doing outside of class. If you aren't free for my office hours, upload your work online and send me a link. I will view it and get back to you in a timely fashion. I'm a geek and love this stuff, so bring it on.

COURSE SCHEDULE

Schedule Overview

All Assignments are due by 11:59pm on the listed due date.

Course Schedule subject to change. Changes will always be posted as an announcement and updated on the schedule in **RED**.

Items that could be on each week of the schedule:

Topic – description of what we are covering that class period.

Activity – something we'll be doing in class, **part of class participation points**.

Assignment – always due at least a week after being assigned, always due by end-of-day (11:59pm uploaded online – see Submission of Media Projects for best ways to upload) unless specified that is it due for an in-class presentation.

Reminder – you know what those are!

Week 1 – August 20

Topic - Course Overview, Kinds of Producers, Types of Productions

Week 2 – August 27

Topic - Project selection, Team Building

Activity – Your Favorite Movie(s)

Assignment - Dream Team analysis due Sept 5

Reminder – Choose as Short Script to Produce

Week 3 – September 3

Topic – Project Pitching and Pitch Decks

Activity – Script Elevator Pitch workshopping

Assignment – Script Elevator Pitch – due Sept 12

Week 4 – September 10

Topic - Script Tagging and Breakdowns

Activity – Script vs. Storyboards

Assignment - Script Tagging Manual– due Sept 19

Week 5 – September 17

Topic – Budgeting

Activity – Finding Food Donations

Assignment – Script Tagging Final Draft - due Sept 26

Week 6 – September 24

Topic - Scheduling

Activity - Scheduling Exercise

Assignment – Script Breakdowns – due Oct 3

Week 7 – October 1

Topic – Crews and Assistant Directors

Activity – Crew Positions

Assignment – Production Budget – due Oct 10

Week 8 – October 8

Topic- Casting/Auditions

Assignment - Production Schedule – Oct 17

Week 9 – October 15

Topic – Locations and Sound Stages

Activity – DFW Sound Stages

Assignment – Casting Advertisement – due Oct 24

Week 10 – October 22

Topic – On-set Management, Assistant Director Guest via Zoom

Assignment - Locations due – due Oct 31

Week 11 – October 29

Topic - State Film Offices and Tax Incentive

Activity – State Film Offices

Assignment – Shot List and Scheduling a Day – due Nov 7

Week 12 – November 5

Topic- Marketing and Distribution

Activity – Short Film Streaming Sites

Assignment - Final Project – due December 9

Week 13 – November 12

Topic – Fundraising and Production Companies

Activity – Texas Production Companies

Week 14 – November 19

Topic – Getting Started in the Industry, Production Assistant Guests (in-person and Zoom)

NO CLASSES NOV 24-28 FOR THANKSGIVING BREAK

Week 15 – December 3

Topic - Guest Speaker - Professional Producing – CLASS VIA ZOOM

Reminder - Final Project – due Dec 9th

NO CLASSES Dec 5– Reading Day

Finals Dec 6-12

Reminder – ALL LATE WORK DUE Dec 9th

GRADING AND ASSIGNMENTS

Assignment	Points	% of Grade
In-Class Activities – 10 points each	100	20%
Dream Team Analysis	25	5%
Elevator Pitch	25	5%
Script Tagging - Manual	25	5%
Script Breakdowns	50	10%
Production Budgets	50	10%

Production Schedule	25	5%
Casting Advertisement	25	5%
Locations	25	5%
Shot List and Scheduling a Day	50	10%
Final Project	100	20%
TOTAL POINTS	500	100%

UNT Grading Scale

Grade	Percentage
A	90+ - The work is consistently outstanding.
B	80+ - The work is consistently strong and occasionally outstanding.
C	70+ - The work is adequate, fulfilling minimum requirements.
D	60+ - The work fails to meet minimum standards.
F	below 60 - The work is incomplete, or evidence of plagiarism.

Academic Integrity

Plagiarism is the presentation of someone else's ideas or words as your own. It will not be tolerated. Even when you are paraphrasing, you must give appropriate (and formal) credit to the source of the ideas or the words. Plagiarism will result in a failing course grade. For more information refer to the [UNT Student Academic Integrity Policy](#).

Assignments

- All documents/written work must be typed, double-spaced, 12pt font, 1-inch margins on all sides, or in screenplay format where applicable.
- No handwritten assignment will be accepted unless otherwise stated in assignments (i.e. storyboards, diagrams).
- All document submissions **MUST BE IN MICROSOFT WORD (.doc, .docx) or ADOBE ACROBAT (.pdf) formats**. You can also use Google Docs or another web-based application if you supply me a link to your document.

- All assignments are due by the end-of-day on the due date (meaning 11:59pm on the due date) unless otherwise stated in the assignment.
- All outside information must be properly cited. Visit [Citing Sources](#) from the UNT Library for more information.
- If you are unable to upload your assignments to Canvas, you may try emailing it to me. NOTE: emailing me assignments will result in delay in grading.

Grading

Grades will be figured out of a total of 500 points. You are allowed TWO late assignments, graded at 80% of the total possible points for that assignment (so if an assignment is worth 10 points, the highest score a late assignment could receive is 8 points).

Grading will be done within one (1) week of the due date for that assignment. I give you a week or more to do each assignment, so I give myself a week to grade it. If there is ever a delay in grading, I will post an explanation in announcements.

Participation

Class participation is part of your final grade; I expect you to participate in all discussions. This is a communication course and you must be able to communicate, experiment and share your ideas with your classmates. The instructor reserves the right to implement pop quizzes if the class does not read the assigned material.

Philosophy of Grading

What I look for and care most about is the obvious thought and energy that goes into your work. Connecting the dots between lessons, readings, and your writing is what this course is all about. Doing literally what is asked for in an assignment usually requires the least amount of effort and care, and it comes across in your work. Putting thought and effort into an assignment also comes across in the work. I am always willing to read first drafts, watch cuts, give notes, or answer questions at any time. I am always frustrated by giving someone a lower grade who says, after the fact, "Well, I wasn't sure exactly what you wanted ..."

GRADUATE ADDENDUM

PRODUCING & MANAGING NARRATIVE MEDIA

MRTS 5702 – Spring 2025

Department of Media Arts

Graduate Student Addendum

This class “meets with” MRTS 4820, an advanced undergraduate class dedicated to the same topic. Graduate students in this class are expected to complete the same course requirements as are students in 4820, with the following exceptions:

1. Graduate students will additionally create producing materials for a documentary project. Ideally this be an actual project they are producing in the future, but it can also be a case study for a potential project.
2. The additional assignments for the documentary will be:
 1. Dream Team Analysis
 2. Documentary Project Breakdown
 3. Production Budget
 4. Production Schedule
 5. Locations
 6. Shot List and Scheduling a Day
 7. Final Project – where applicable