Portfolio Development and the Business of Theatre, Television and Film
Spring 2014

Professor: Denitsa Bliznakova

Guest Lecturers: Craig Wolf
Ralph Funicello
David Morong
James Moody
and more

1st session: Monday, January 27 at 6:30pm
2nd Session: Monday, February 3 at 6:30pm
3rd Session: Monday, February 10 at 6:30pm
4th Session: Wednesday, February 19 at 6:30pm
5th Session: Wednesday, March 12 at 6:30pm
6th Session: Monday, March 17 at 6:30pm
7th Session: Mon. or Wed., April 7 or 9 at 6:30pm
8th Session: Mon. or Wed., April 14 or 16 at 6:30pm
9th Session: Mon or Wed., April 28 or 30 at 6:30pm

Final review: During portfolio reviews

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Office hours: Tuesday by appointment
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Class Description:
This class is offered with the purpose of assisting theatre design students develop a professional portfolio that demonstrates their design skills and abilities. In addition, information about the various areas of the entertainment industry (theatre, television, film etc.) will be shared first hand as guest professionals will visit the class.

Class Objective:
A strong portfolio is essential while interviewing for potential jobs and projects. A clear knowledge of the entertainment industry is also necessary for a successful career. In this class you will be introduced to a wide range of information covering portfolio development techniques; marketing yourself to future employers; job sites and showcases; union information; self-employed information. This will allow students to prepare for the “job-hunting” process after graduating from the University.
Learning Outcomes:
At the conclusion of this course, students should be able to:

- Develop a professional portfolio that demonstrates the student’s theatrical knowledge, experience and background
- Develop a complete resume and a professional cover letter to be submitted to future job announcements
- Have a list of job sites, showcases and job contacts for future reference
- Have a clear understanding of the Theatre, Television and Film industries
- Have the knowledge about Theatre, TV and Film unions

Class Activities will include:

- Classroom discussions, demonstrations and handouts.
- Practicing the various techniques in building a strong portfolio, resume and cover letter
- Student projects demonstrating knowledge of the various portfolio development techniques.
- Guest Speakers

Assessment:
Evaluation of the student’s progress will be based on the projects listed above. Other factors that will impact grading will be attendance, participation, development of skills, completion of assignments and final presentation of portfolio work.

Required Texts:
The Business of Theatrical Design, by James L. Moody

Show Case: Developing, Maintaining, and Presenting a Design-Tech Portfolio for Theatre and Allied Fields, by Rafael Jaen

Recommended Texts:
The Wealthy Crew Member: Simple steps you can take to save, invest, and plan for retirement while working behind the scenes, by Andre Ramirez

New Tax Guide for Writers, Artists, Performers and other Creative People, by Peter Jason Riley
Dramatic Imagination, by Robert Edmond Jones

**Costume and make up texts:**
The Complete Make-Up Artist : Working in Film, Television, and Theatre, by Penny Delamar

The Makeup Artist Handbook
Techniques for Film, Television, Photography, and Theatre, 2nd Edition
By Gretchen Davis, Mindy Hall

Costume Design 101 - 2nd edition: The Business and Art of Creating Costumes For Film and Television
by Richard LaMotte

Costuming For Film: The Art And The Craft by Holly Cole and Kristin M. Burke

**Production design:**
Filmcraft: Production Design [Paperback]
Fionnuala Halligan (Author)

The Visual Story: Creating the Visual Structure of Film, TV and Digital Media, by Bruce Block

The Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising by Giuseppe Cristiano

Television Production [Paperback]
Jim Owens, Gerald Millerson

**Lighting design:**
Film Lighting: Talks with Hollywood's Cinematographers and Gaffers by Kris Malkiewicz

Stage Lighting Design, (Revised Edition) by Richard Pilbrow

Lighting Art, by Richard Palmer (out of print)

Magic of Light, by Jean Rosenthal (out of print)

**Session 1**
January 27

Topics covered:
Intro to class work
Hard portfolios
Assignment for February 3:
Please have links to 2-3 samples of professional designers’ websites that you like. You will be sharing those in class.

Session 2
February 3

Topics covered:
Digital and multi media portfolios
Websites

Working session:
Resumes, business cards, current portfolios and websites

Assignment for February 10:
From the book The Business of Theatrical Design, read intro, Chap. 12, 13, 14, 15, 16 (only part on freelance). Have questions ready for our quest lecturers.

Session 3
February 10

Topics covered:
The business of Theatre
Making contacts
The interview
Negotiating skills
Salary and fees
Theatrical unions
Professional organizations
Contracts and letters of agreements
Freelance, academic and staff positions

Guest Speakers– Ralph Funicello and Craig Wolf

Assignment for February 19:
Go over the rest of the book The Business of Theatrical Design. Have questions ready for our guest speaker.

Session 4  
Wednesday, February 19th

James Moody visit to class.

Assignment for March 12:  
TBA reading. Have questions ready for our guest speaker.

Session 5  
March 12

Topics covered:
The Business of Television and Film  
Making contacts  
The interview  
Negotiating skills  
Salary and fees  
Television and film unions  
Professional organizations  
Contracts and letters of agreements

Guest Costume designer- TBA  
Guest Art Director- David Morong  

Assignment for March 17:  
In preparation for our working session on April 7th (or 9th), collect photographs, programs, paperwork, paintings/drawings, newspaper articles, etc. for your portfolio. Scan all of those that need to appear bigger, smaller, or be manipulated. Answer questions....

Session 6  
March 17

Topics covered:
Photographing your work and acquiring images of your work

Assignment for April 7 or 9th:  
Collect photographs, programs, paperwork, paintings/drawings, newspaper articles, etc. for your portfolio. Scan all of those that need to appear bigger, smaller, or be manipulated. Answer questions....

Session 7  
April 7 or 9th
Topics covered:
Planning a display- showcase format

Portfolio workshop- working in class
Portfolio layouts
Editing work
Organizing and labeling the work
Reviewing resumes, cover letters and business cards (continued)

Assignment for April 14th or 16th:
Have questions ready for our guest speaker. Please e-mail those to me by April 11th.

Session 8
April 14 or 16

Topics covered:
What do directors look for in a portfolio during an interview?

Guest directors: TBA

Assignment for April 28th or 30th:
From the book The Business of Theatrical Design, read chap. 16.

Session 9
April 28 or 30

Topics covered:
Getting a University/college job; preparing for the interview
Working in class

Final Presentation

Present portfolio pages, resume and cover letter during Portfolio review and/or Design and Tech Showcase