

LIVE ENTERTAINMENT

PRODUCTION & TECHNOLOGY

Date: Monday

Time: 4:05 PM - 4:55 PM

Date: Wednesday

Time: 4:05 PM - 4:55 PM

Date: Friday

Time: 4:05 PM - 4:55PM

Nº 21310

SPM 4905
4A06

Bldg: FLG

Room: 280



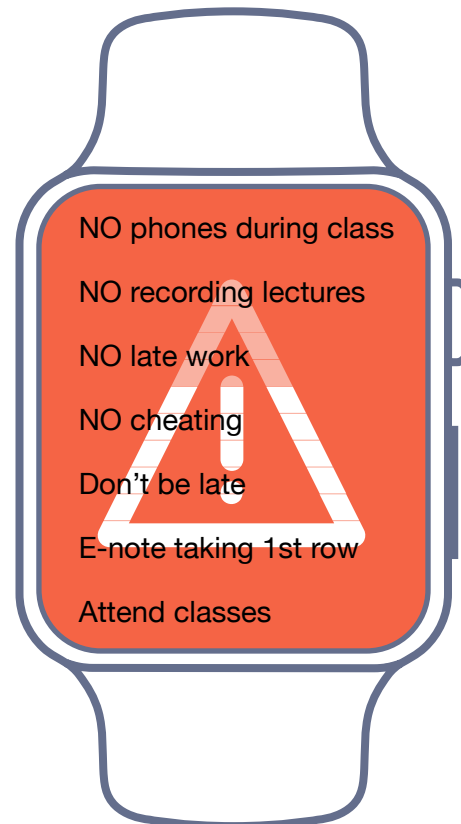
Nº 21310



Department of Sport Management

College of Health and Human Performance

UNIVERSITY of FLORIDA




Department Chair: Dr. Michael Sagas

Brian D. Avery

Office: FLG 302

Hours: M/W/F 12:30 PM - 2:00 PM
and by appointment

 **(352) 294-6922**

 **brianavery@ufl.edu**

Preferred method of communication - face-to-face, email, text

“ Brian, I need some clarification on today's discussion in class on... @brianavery ”

Text: 81010, @brianavery / with message and/or question



Need clarification on something pertaining to the class?

Text: using the Remind platform

Snap: prof_bdavery — *I mute and do not view stories*

Tweet: @briandavery — *I do not follow back unless requested*



Course Description: Students examine the knowledge and skills necessary to research, design, implement and manage live entertainment productions, including the process of concept development, venue identification, scheduling, agreements, vendor selection, technology considerations, pitching and packaging a concept, and post-production evaluation. Live entertainment production considerations will be applied to fairs, festivals, concerts, sporting events (traditional and eSports), amusement facilities, theaters, cruise ships, and alike.

Course Objectives:

- Exploration of elements of various productions and types;
- Familiarization with industry terminology;
- Fundamentals of communication and relationship building;
- Learning the process of storytelling / concept development;
- Process of planning and scheduling productions;
- Fundamentals of venue and site selection;
- Developing budgets for productions;
- General understanding of legal and risk considerations;
- Selection and use of equipment;
- Availability and implementation of audio/visual, special effects, temporary structures, etc.;
- Process of merchandising and licensing; and,
- Implementation of a production.

Instructional Format: Classes will include lectures, discussions, guest speakers, case studies, simulated exercises, group work, and more.













Selected Book References (no required textbook):

- Carter, P. (1994). *Backstage Handbook-3rd Ed.* Louisville, KY: Broadway Press.
- Coallier, J. (2017). *Artists' Management Contracts Logbook (Ent. Business)*. Columbia, S.C.: Archetype Publishing Production.
- Event Safety Alliance. (2014). *The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States*. New York, New York: Skyhorse Publishing, Inc.
- Gillett, C. And Sheehan, J. (2017). *The Production Manager's Toolkit*. New York, NY: Routledge.
- Matthews, D. (2016). *Special Event Production: The Resources-2nd Ed.* New York, NY: Routledge.
- Sonder, M. (2004). *Event Entertainment and Production*. Hoboken, N.J.: John Wiley & Sons, Inc.

Additional references will be provided throughout the semester.

Assessment Methods: Student performance is based on but not limited to exams, assignments, quizzes, essays, presentations, attendance, and projects.

Grading Scale and Rubric:

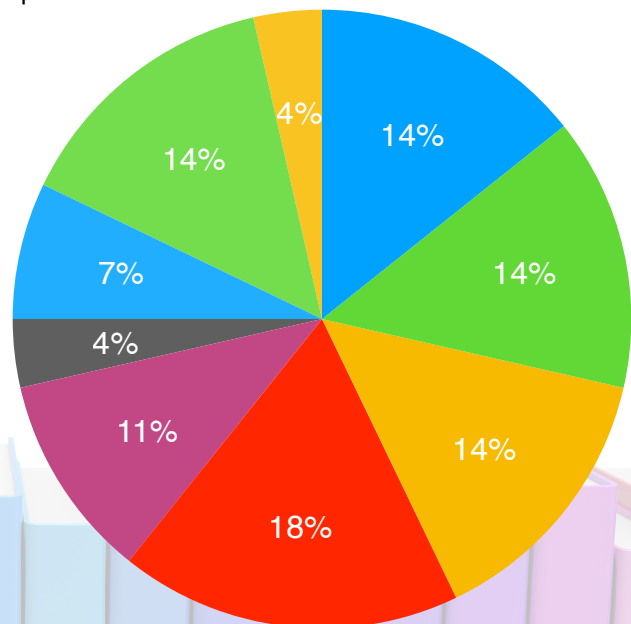
 A 100-93	 A- 92-90	 B+ 89-87	 B 86-84	 B- 83-80	 C+ 79-77	 C 76-74	 C- 73-70	 D+ 69-67	 D 66-64	 D- 63-60	 E 59-0
Outstanding - 4.0-3.67 GP		Good - 3.33-2.67 GP			Average - 2.33-1.67 GP			Below Average - 1.33-.67 GP			Fail - 0 GP
The assignment is well above the minimum requirements, well organized, analytical rather than descriptive, and includes excellent grammar and spelling.		The assignment is somewhat above minimum requirements, organized, more descriptive than analytical, and contains minimal grammar and spelling issues.			The assignment meets most of the criteria with average organization, is descriptive rather than analytical, and includes poor grammar and spelling.			The assignment does not meet the minimum criteria.			The assignment does not meet the criteria.

Grades: Grades are dependent on the student’s performance measured by, but not limited to, exams, assignments, in-class activities, presentations, attendance, and/or projects. Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale provided within. The grading scale is strictly enforced and unchangeable. The professor **will NOT** change grades at the end of the semester because the student is unhappy with their academic performance. Grades are maintained on the CANVAS site.

Course Requirements:

- Exam 1
- Exam 2
- Exam 3
- Assignments
- Ind. Proj.
- Client Feed.
- Pres.
- Group P/P
- Group Eval.

Assessments	Points	Grade % (approx.)
Exam 1	100	14
Exam 2	100	14
Exam 3	100	14
Assignments (5)	125	18
Individual project	75	11
Client feedback	25	4
Presentation	50	7
Group project / pitch	100	14
Group member eval.	25	4





Exams 1, 2 and 3: Three (3) exams are administered during the semester based on lectures, discussions, guest speaker(s), case studies, simulated exercises, group work, and supplemental materials. Exams are cumulative and include multiple choice, true/false, fill in the blank, and short answer questions. Make-up exams are **NOT permitted** unless absences are in accordance with the University's Make-Up Policy. Exams dates noted in the course schedule are tentative.

Assignments (5): Five (5) assignments will be given during the semester based on the course content. Assignments will be submitted (hardcopy) at the beginning of class on the assigned due date. Please follow the formatting guidelines provided within the syllabus. Assignment dates noted in the course schedule are tentative.

1. Find 5 (live entertainment production terms) assignment: Please research and select five (5) live entertainment production terms (number 1-5) that you are not familiar with and identify three (3) corresponding uses/applications regarding each of them (listed 1-3). You are encouraged to identify various terms, etc. through the use of photographs and/or illustrations.

2. Let's draw (develop a storyboard) assignment: Students will either be assigned or required to identify a live entertainment production concept and will develop a storyboard for it. Students are required to develop a unique production that pushes the boundaries of current live entertainment offerings—(using emerging technologies). Students will be required to share their concepts in-class. Storyboard templates will be provided. *You are not being graded on artistic ability.*

3. Is there a form for that (select a venue and determine the required permits) assignment: Please select a live entertainment venue and/or site and research the municipality, state and/or federal permitting requirements. In order to determine the appropriate permitting, you are required to select a live entertainment production as it relates to the venue (purpose vs. non-purpose built). Please identify and provide a copy of the permit(s) and explain their applicability to the live entertainment production you are developing.

4. To sign or not to sign (contract evaluation) assignment: Students will either be assigned or required to identify a live entertainment manager, agent and/or venue contract. Students will be required to evaluate the contract based on its relevance to a live entertainment production and identify any inconsistent, incorrect, and/or missing language, etc. within the contract. Students are required to improve the contract to ensure its legitimacy based on the jurisdiction it will be enforced.



5. What's show special (develop a special effect package) assignment : Develop and propose a special effects package (three (3) items) for an indoor and an outdoor live entertainment production. Please describe each of the special effects and identify any considerations and/or prohibitions for use. Please explain how you will overcome the considerations and/or prohibitions through permitting, exemptions, etc.

Individual project and presentation: Production with a twist (live entertainment concept development) individual project: Students are responsible for developing a live entertainment production. Students are required to determine the scope (concept), identify the 5Ws (who, what, where, when, and why) with the addition of how, develop a production schedule and create a budget. Students will be required to present their findings in-class in a creative (entertaining) way. *Additional instructions and materials will be provided.*

- **Client feedback:** Students will receive client feedback (client TBD) based on the live entertainment offering produced. *Additional instructions and materials will be provided.*

Group project and pitch: What's your plan (develop a segment of a business continuity plan) project: Students are responsible for collaborating on the development of a live entertainment production. From concept development to pitching the production, students are responsible for every aspect of a live entertainment offering. Students will develop the concept, determine the requirements to produce, select appropriate venues, address any contractual considerations, create schedules, budget, etc. Students will present their findings in-class, pitching their idea to identified and interested parties. The ultimate goal would be to produce and manage the live entertainment production. Students will maintain an electronic (and/or hardcopy) portfolio throughout the semester of their work—*which will continuously be reviewed by the instructor.* Upon completion, each student will be provided a PDF of the concept they created and any feedback received. *Additional instructions and materials will be provided.*

- **Group member evaluation:** Students will evaluate each group member and their contribution to the project. *Additional instructions and materials will be provided.*



Course Policies:

Professional Behavior: Professional behavior is expected from all students. This includes respect and consideration for students, instructors, TAs, guest speakers, and supervisors. Examples of appropriate classroom behaviors include, but are not limited to:

- Paying attention to lectures;
- Reading course materials before class;
- Engaging respectfully in class discussions;
- Arriving to class on time;
- Entering the back of the classroom if you are late;
- Abstaining from side discussions with other students;
- Refraining from the use of cellphones during class;
- Putting away all electronic devices (unless otherwise instructed or agreed upon) before class begins; and,
- Demonstrating the use of appropriate language through communication in the classroom and/or via email.

Check out a quick read: Professionalism is for Everyone, Five Keys to Being A True Professional, by James R. Ball

Attendance: Random attendance is taken throughout the semester via assignments, projects, presentations, exams, etc. eight (8) to fifteen (15) times.

- Points are earned **ONLY** if the student completes the assignment, etc. during the class period in which each assignment, etc. is due/given.
- If the student is absent from class, arrives late, or leaves early without completing the assignment, etc., zero (0) points are earned. **NO EXCEPTIONS!**
- If you are absent from class, you are responsible for obtaining the missed information from a classmate.
- Requirements for class attendance are consistent with University policy: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.



Excused Absences: According to UF, students may be excused from class for the following reasons: documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions as noted by the University, or observance of religious holidays. It is your responsibility to obtain missed information from another classmate. Requirements for class attendance are consistent with University policy: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Unexcused Absences: If a student has other commitments that prevent him/her from attending this course, the student should drop the course immediately. Unexcused absences include but are not limited to outside extracurricular activities, work, family or personal vacations, fraternity or sorority functions, problems with transportation, oversleeping, or choosing not to attend class. Missed information should be obtained from another classmate. Requirements for unexcused absences are consistent with University policy: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Assignments: Late or emailed assignments are **NOT** accepted unless in accordance with the University's Make-Up Policy. **NO EXCEPTIONS!**

- Assignments must follow **APA guidelines** (<http://www.apastyle.org/>) and use appropriate grammar, spelling, punctuation, and sentence structure; otherwise, points are deducted.
- Assignments must be **TYPED and double spaced**, using 12-point font, Times New Roman typeface, and 1 inch margins.
- Include your first and last name, **SPM 4905 (Ent. Prod.)**, and date in the upper right corner of the first page.
- Center the title immediately after the information in the upper right corner and above the first line of text.
- Include citations, if requested and/or necessary.
- Emailed assignments are **NOT** accepted.
- Keep all returned assignments to verify your grades.
- Assignments are **ALWAYS** due at the beginning of class (start time).
- Certain assignments are to be submitted as hard-copies and/or to CANVAS prior to the beginning of class on scheduled due dates.
- Assignments uploaded to Canvas must be submitted in **ONE** Word file prior to the beginning of class on scheduled due dates.
- Technology problems are not acceptable excuses for missed assignments.
- Refer to the Course Schedule and/or CANVAS for assignment due dates.
- **PROOFREAD ALL ASSIGNMENTS!**
- Plagiarism will be permanently recorded in your student file.



Make-Up Policy: Late or missed assignments are **NOT** accepted unless in accordance with the University's make-up policy: <http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Email Communication: Students may email or contact the instructor after they have one (1) read the course syllabus, two (2) referred to the CANVAS website, three (3) reviewed their class notes, and four (4) consulted with another student regarding the information they are seeking. Emails are typically answered within two academic days, although emails sent one or two days prior to an exam or assignment will not be answered. **ALL emails must include the following:**

To: brianavery@ufl.edu

From: "insert_name"@ufl.edu

Subject: "Insert Name" SPM 4905 (Ent. Prod.)

Dear Brian,

My name is "Insert Name" and I am a student in your SPM 4905 (Ent. Prod.) course. I have read the syllabus, referred to the CANVAS website, examined my class notes, and asked another classmate about _____, but I am unable to find the information.

Technology: Cell phones are **NOT** permitted in class. Students caught using their cell phone will be required to present for 3-5 minutes on the subject being discussed. **Students are strictly prohibited from recording (audio or video) course lectures.**

Academic Resources: This course is posted on CANVAS (e-Learning) and each student is expected to understand how the system works prior to the submission of scheduled assignments. If you require e-Learning support, please contact *E-learning technical support* at (352) 392-4357 and select option 2 or send an e-mail to learning-support@ufl.edu. For career assistance, contact the *Career Resource Center*, Reitz Union, (352) 392-1601 or go to their website: <http://www.crc.ufl.edu/>. Should you require *Library Support* go to the following website: <http://cms.uflib.ufl.edu/ask>.



Accommodations: Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor, in person, when requesting accommodations. Please address accommodations needed during the first week of class.

Counseling Services: The UF Counseling and Wellness Center offers a variety of resources for students: <https://www.counseling.ufl.edu/cwc/Default.aspx> The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center.

If you or a friend needs help, please call (352) 294-2273 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. **In case of emergency, call 911.**

Honor Code: University of Florida students are required to abide by the Honor Code pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."* It is assumed all students will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams, etc.). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code.

Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, refer to <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>." As per the University's Students Rights and Responsibilities (www.dso.ufl/STG), any student found cheating, plagiarizing a written assignment, or falsifying a course requirement will receive a failing grade for the course or be referred for University disciplinary action.

Tentative Course Schedule

Dates	Topics		Assignment Due Dates
Aug. 21	Introduction to live entertainment production and technology		
Aug. 23	Types of live entertainment production and technology		
Aug. 26	Roles and responsibilities in live entertainment production		
Aug. 28	<i>Cont. discussion</i>	In-class production meeting	Find 5 (live entertainment production terms) assignment
Aug. 30	Communication / common production management terms / equipment		
Sept. 2	Holiday		No class
Sept. 4	<i>Cont. discussion</i>		Production with a twist (live ent. concept development) individual project
Sept. 6	Live entertainment production framework	Individual project discussion	
Sept. 9	Management techniques and theory		
Sept. 11	<i>Cont. discussion</i>		
Sept. 13	Concept development (storytelling, storyboards, design, etc.)		
Sept. 16	<i>Cont. discussion</i>		Let's draw (develop a storyboard) assignment
Sept. 18	Live entertainment planning and scheduling (concept development, setup, teardown, etc.)	In-class production meeting	
Sept. 20	<i>Cont. discussion</i>		
Sept. 23	Live entertainment budgeting (financing, ROI, etc.)		
Sept. 25	<i>Cont. discussion</i> <i>Exam 1 review</i>		
Sept. 27	Exam 1		

Dates	Topics		Assignment Due Dates
Sept. 30	Selecting and contracting with live entertainment venues / sites	In-class production meeting	
Oct. 2	<i>Cont. discussion</i>		Is there a form for that (select a venue and determine the required permits) assignment
Oct. 4	Homecoming		No class
Oct. 7	Selecting and contracting with production / live entertainment vendors		
Oct. 9	<i>Cont. discussion</i>		
Oct. 11	Working and contracting with live entertainment managers, agents, and entertainers	In-class production meeting	
Oct. 14	<i>Cont. discussion</i>		To sign or not to sign (contract evaluation) assignment
Oct. 16	Live entertainment operations (open and management)		
Oct. 18	Pitching / selling the live entertainment production		Stage 1 - Group project / concept pitch
Oct. 21	<i>Group project production plan class pitch</i>		Presentation
Oct. 23	<i>Exam 2 review</i>		
Oct. 25	Exam 2		
Oct. 28	Live entertainment staging considerations / decor		
Oct. 30	<i>Cont. discussion</i>		
Nov. 1	Live entertainment audio / visual considerations		
Nov. 4	<i>Cont. discussion</i>		
Nov. 6	Live entertainment electrical / lighting considerations		
Nov. 8	Live entertainment special effects		What's show special (develop a special effect package) assignment

Dates	Topics	Assignment Due Dates
Nov. 11	Holiday	No class
Nov. 13	Live entertainment tenting and temporary structures	
Nov. 15	Live entertainment trussing / rigging	
Nov. 18	Live entertainment production risk considerations	
Nov. 20	<i>Cont. discussion</i>	
Nov. 22	Live entertainment merchandising and licensing	Individual live entertainment projects
Nov. 25	<i>Live entertainment individual presentations / productions</i>	Presentations
Nov. 27	Holiday	No class
Nov. 29	Holiday	No class
Dec. 2	<i>Live entertainment individual presentations / productions</i>	Presentations Stage 2 - Group project / concept development
Dec. 4	Exam 3	Group project member evaluations

Friendly Reminder: The instructor reserves the right, when necessary, to modify the syllabus, alter the grading policy, change examination and assignment dates, and modify the course content. Modifications will be announced and discussed in class and will be posted on the course website. Students are responsible for those changes.

Copyright Statement: The materials used in this course are copyrighted.

Legal Matters: Information presented/discussed in-class in no-way represents legal advice. Should students need legal advice, they are encouraged to contact an attorney.