



# Center For The Media Arts

Old RCA School - NYC

## Practical Pretending

### **Situation:**

While teaching video production at the Center I realized the students weren't getting anything in the way of corporate structure or protocol in the classes. Without this information they would have a tough time assimilating into the culture of a production company, a network or a cable operation.

### **Strategy:**

I presented an idea for a new class to the Curriculum Committee, a production simulation game I called Bogus Productions. The class would function like a real production company, creating bids for contracts and procuring jobs. Each lesson would be treated as a new project. So, for each job we would hire a producer, director, crew members, production manager, etc. Each week a mock paycheck, which correlated to the student's performance, was handed out as their grade. If there was a discrepancy they would have to take it up with the correct department!

### **Obstacle:**

No obstacle was presented. From the Curriculum Committee to the Dean the simulation game was well received and immediately instituted.

### **Objectives:**

- 1.To teach the students not just the technical aspects of TV production but protocol as well
- 2.To get the students indoctrinated into corporate culture before finding a job
- 3.To teach the students how budgets affect the shoot, their pay and what to sacrifice where
- 4.To make "dry" material more palatable
- 5.To give the students practical experience before entering the workforce

### **Results:**

A dramatic rise in grade performance of the students involved in Bogus Productions, a measurable increase in word of mouth promotion for the school, a new marketable product and my invitation to join the Curriculum Committee.