

# MEDIA PRODUCING (MA)

NYSED: 43119 HEGIS: 0605.00 CIP: 50.0602

## Program Description

Fusing creativity and commerce, the next generation of storytellers will master the dynamics of producing as an art form and a business in NYU Tisch's immersive online master's in producing program. Our Master of Arts (MA) in Media Producing program is your gateway to honing your skills in identifying, executing, and marketing compelling stories in the exciting world of media, television, and film.

Producing is more than just a profession; it's an art form that demands a global, forward-thinking approach to bring new, compelling stories to the silver screen. Visionary producers guide film, television, and digital media projects from their initial concepts to the red carpet and beyond. From fundraising to casting, selecting the perfect director and crew, scheduling, managing production, post-production, and marketing, our program equips a global cohort with the tools and advanced training to bring your creative vision to life.

## Admissions

All graduate applicants to the Tisch School of the Arts are required to submit the General Graduate Application (<https://tisch.nyu.edu/admissions/graduate-admissions/generalapplicationrequirements/>), as well as a department-specific portfolio or creative supplement. Each of these can be submitted online.

See Graduate Admissions (<https://tisch.nyu.edu/admissions/graduate-admissions/>) for admission requirements and instructions specific to this program.

For international applicants, see International Applicant Requirements (<https://tisch.nyu.edu/admissions/graduate-admissions/internationalapplicantrequirements/>). Applicants with international credentials should be sure to check to see if their credentials are equivalent to an American Bachelor's degree (<https://tisch.nyu.edu/admissions/graduate-admissions/USbaequivalency/>) before applying.

## Program Requirements

Course	Title	Credits
<b>Major Requirements</b>		
PROD-GT 2001	Producing Essentials	4
PROD-GT 2002	Script Analysis	4
PROD-GT 2003	Production Management	4
PROD-GT 2004	Entertainment Business Law	4
PROD-GT 2005	Creative Fundraising and Deal Making	4
PROD-GT 2006	Post Production / Marketing and Distribution	4
<b>Thesis</b>		
PROD-GT 3000	Thesis I	1
PROD-GT 3001	Thesis II	3
<b>Electives</b>		
Select two of the following:		4
PROD-GT 2100 Media Mavericks		
PROD-GT 2101 Festivals and Markets		
PROD-GT 2102 New Technologies		

PROD-GT 2103 Internship

**Total Credits** 32

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
PROD-GT 2001	Producing Essentials	4
PROD-GT 2002	Script Analysis	4
PROD-GT 2003	Production Management	4
<b>Credits</b>		<b>12</b>
<b>2nd Semester/Term</b>		
PROD-GT 2004	Entertainment Business Law	4
PROD-GT 2005	Creative Fundraising and Deal Making	4
PROD-GT 2006	Post Production / Marketing and Distribution	4
<b>Credits</b>		<b>12</b>
<b>3rd Semester/Term</b>		
Elective		2
Elective		2
PROD-GT 3000	Thesis I	1
<b>Credits</b>		<b>5</b>
<b>4th Semester/Term</b>		
PROD-GT 3001	Thesis II	3
<b>Credits</b>		<b>3</b>
<b>Total Credits</b>		<b>32</b>

## Learning Outcomes

Upon successful completion of the program, students will:

- Language** – Students will learn terms, concepts, business practices and principles associated with the film and television industry. They will understand all of the steps of realizing a film from pitch and development to completed film and distribution. They will be able to create a clear and articulate business, production and communication plan.
- Duty** – Students will be able to lead a film and television project from navigating the fundraising, to casting actors, directors and crew, to scheduling and managing all of the post production and marketing to get a project to screen.
- Reality** – A successful producer is aware of two things: how to identify a good story and how to make it. Students will learn this as well as how to mitigate the risk involved in creating a film or television product. They will learn how to cultivate relationships in the industry and how to find an audience.

## Policies

### NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

### Tisch Policies

Additional academic policies can be found on the Tisch academic policy page (<https://bulletins.nyu.edu/graduate/arts/academic-policies/>).