



Course Description

The Orange & Blue Film Festival at the University of Florida’s College of Journalism and Communications is the largest state-wide collegiate & high school film festival hosted by a Florida university. Since its inception, the festival has welcomed 32 filmmakers, over 260 guests, and industry talent to the Gator Nation; including the voice of Phineas in the hit Disney Channel Show Phineas & Ferb and the former Global Lead of Production at YouTube Originals.

This immersive learning course provides students with the unique opportunity to lead the strategic planning and calculated execution of the Orange & Blue Festival. Through a 2-semester journey, students will get in-depth exposure to the global festival circuit and develop practical industry-level skills in media distribution, festival publicity, film procurement, event management, state-wide advertising, and business development. Students work directly with experienced festival staff and industry professionals, allowing them to develop their skills and knowledge.

While the course primarily focuses on experiences most relevant to film festivals, the knowledge and insights gained can be applied to careers and experiences in corporate communications, production companies, agencies, and media distributors as well.

<p>INSTRUCTOR INFORMATION</p>	<p>Professor/Instructor Iman Zawahry Contact Info: iman@jou.ufl.edu 352-281-6787 Office: 3048 Weimer Hall 352-392-0444 Office Hours: Thursdays 10:40am-12:35pm or by appointment</p> <p>Graduate Student Instructor/TA Luis Lageyre Contact Info: luislageyrerivas@ufl.edu Office: G031 Weimer Hall</p>
<p>MEETINGS INFORMATION</p>	<p>Tuesday Period 4 (11:45 PM - 12:30 PM) G033 (Atlas Lab – Weimer Hall) *Virtual meetings every other week.</p> <p><i>* SEP 10th AND OCT 8th : WEIM 3032 – T, Period 4 (11:45 PM - 12:30 PM)</i></p>

COURSE OBJECTIVES	<p>By the end of their first semester, students will be able to:</p> <ol style="list-style-type: none"> 1. Recognize the role of film festivals in the entertainment industry’s marketplace and influence on content distribution channels. 2. Demonstrate how to effectively communicate with filmmakers, industry professionals, and potential sponsors. 3. Develop a comprehensive festival project timeline that identifies key components such as film selection, programming, marketing, and logistics. 4. Collaborate to develop a cohesive event vision & effectively communicate the festival's vision and goals to a variety of audiences. 5. Identify key legal and ethical considerations of film festivals including copyright, licensing, and screening rights. <p>By the end of their second semester, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate mastery of project management skills by effectively communicating/coordinating with venues, equipment providers, and key campus partners. 2. Develop a comprehensive budget for their assigned areas such as marketing, venues, or speakers among others. 3. Execute marketing strategies to generate audience interest and attendance. 4. Respond effectively to unexpected challenges and make informed decisions under pressure. 5. Analyze festival data to identify strengths, weaknesses, and opportunities for improvement.
PREREQUISITES	No prerequisites are needed for enrollment in this course.
TEXTBOOKS	No textbooks are needed for this course.
REQUIRED READINGS	<p>All students enrolled in this course are required to stay up to date with the latest industry news in film & entertainment. Please utilize the following industry trades to stay updated:</p> <ul style="list-style-type: none"> • Deadline • The Hollywood Reporter <ul style="list-style-type: none"> ◦ The Hollywood Reporter – BUSINESS • CNBC Entertainment Business News • Variety • Broadcast & Cable
ADDITIONAL SUGGESTED READINGS AND RESOURCES	<p>Articles</p> <ul style="list-style-type: none"> • https://www.backstage.com/magazine/article/how-to-start-a-film-festival-interview-75500/ <p>YouTube Videos</p> <ul style="list-style-type: none"> • SCAD Savannah Film Festival 2017 – Celebrating 20 Years • 2024 Miami Film Festival Trailer • Why Film Festivals Are More Important Than Ever for Filmmakers Full Sail University • 3 Big Problems With Film Festivals - Jeff Deverett • 28th Annual Palm Beaches Student Showcase of Films

COMPUTER & SOFTWARE	It is suggested students own a laptop with access to the Adobe Creative Cloud. However, students have access to the college's computer lab (WEIM 3324) after hours which are preloaded with Adobe. Additionally, students may utilize the technology recourses of the University of Florida's Smathers Libraries.
GRADING POLICY	You will receive feedback on your work regularly throughout the semester. UF Film Fest is a pass/fail experience, and grades will depend upon your attendance, participation, and assignments
TIPS TO EARN A SATISFACTORY COURSE PREFORMANCE	<p>Your work output/performance will serve as the benchmark for your final course grade. Here's a quick summary of how you can pass this course...</p> <ul style="list-style-type: none"> • Attend all required class meetings, both in-person & online • Log time on slack ACCURATELY and CONSISTENTLY • Check your UF Email and Slack frequently (daily) for updates • Take initiative on department projects and tasks. Don't wait for assignments; anticipate needs and propose solutions. • Create a detailed work plan and stick to deadlines. Prioritize tasks and ask for help when needed. • Be adaptable to changes in plans and be willing to adjust as needed. • Always maintain a professional demeanor, you're representing the university and the festival on campus. • Enjoy the process of creating a film festival and celebrating the art of filmmaking!
ATTENDANCE POLICY	<p>Students are required to attend weekly class meetings (whether online or in-person) to go over projects/results/challenges each week.</p> <p>Students are allowed one in-person and one online unexcused absence per semester non-consecutively. If a student is absent for more unexcused meetings, they risk failure of the course. Please note, technical difficulties are not an excusable reason for absence unless a UF IT ticket from the UF Helpdesk states otherwise.</p> <p>If you have an additional need for absence, please ensure it's in accordance with the University of Florida's Absence Policy. If you have an extenuating circumstance which requires a prolonged absence, please refer to the University of Florida's Dean of Students Office Instructor Notification Request.</p>
UNIVERSITY POLICIES	<p>STUDENT EVALUATION OF COURSE AND INSTRUCTOR</p> <p>Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/</p>

STUDENTS WITH DISABILITIES

Students requesting classroom accommodation must first register with 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 when requesting accommodation.

UF HONOR CODE

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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.” The Honor Code

(<https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

HELP WITH COPING

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

IN CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class

	<p>session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code</p>
<p>SUPPORT RESOURCES</p>	<p>Should you run into any unexpected crisis or challenges, please know that we have resources to help. If you are not sure which resource is appropriate for you, please contact the Knight Division in Weimer 1060, knightdivision@jou.ufl.edu.</p>
<p>CAMPUS RESOURCES</p>	<p>Health and Wellness</p> <ul style="list-style-type: none"> • U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress. • Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services and non-crisis services. • Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website. • University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). • UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website. • GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450. <p>Academic Resources</p> <ul style="list-style-type: none"> • E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via email at helpdesk@ufl.edu. • Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services. • Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.