



COMMERCIAL & FILM PRODUCTION

with Tereza Nejedlá

Who is Tereza?

Tereza (1986) was born in Prague, Czech Republic. She graduated at UJAK (University of Jan Amos Comenius) where she got Bc. degree in media studies. Between the years of 2012 and 2016 she worked for Boogie Films production company, started as a production assistant, later on worked as production coordinator and manager. She produced several commercial projects.

Since 2017 she has been working as a freelance production manager / producer and produced several commercials (About You, Albert, Česká spořitelna, ČSOB, Kofola, Ikea, L'oreal, Lexus, Notino, Plzeňský prazdroj, Škoda, T-mobile, Wustenrot, O2).

Besides commercial projects she has been collaborating with non-profit organizations and produced short films and exhibitions (Krása pomoci, La Strada, The Care, Národní divadlo, Post Bellum, Elpida).

In 2019 she produced short film George, the dog, refugee directed by Tomasz Wiński.

Last year she started to work on a feature film Images of Love as an executive producer and co-producer.

Last year was also the year of co-founding One Way Ticket Films, film production company focused on radical and experimental films, which she co-owns together with Tomasz Wiński.

Currently she has two short films in development.

What workshops are about?

What are the differences between these two fields?

Who is a producer and what should his qualities be?

Who is a director and what should his qualities be?

Film as a product?! Can we produce an art film with a commercial potential?

Low budget filming: what are its limits, advantages, risks?

Workshop goal:

Introducing and exploring this specific industry in more depth

Cooperation with students and discussion

Workshop timetable:

22.11.2021 Monday:

10.00 – 13.00 on line The assessment center

15.00 – 17.00 608 CSU arrival, introduction with the students

23.11.2021 Tuesday:

10.00 – 14.00 608, CSU commercial production

24.11.2021 Wednesday:

9.00 – 13.00 608 CSU film production

25.11.2021 Thursday:

10.00 – 12.00 608 CSU public or individual consultation

Workshop details:

I would like to share my experience from the commercial and film industry as I've been working as a production manager / producer for many years.

The workshop would be divided into two parts. Last day of the workshop would be open for public or individual consultation.

I. Commercial production

1/ Pitch - tender - client => agency => production

2/ Director's showreel

- searching for new names (focus on animation, kids, acting, image campaign)

- director's agent & exclusivity

3/ Budget

- pre-production

- production

- postproduction

4/ Conference call

- agency & production & director

5/ Director's treatment

- based on agency's storyboard

- photos research (image researcher X production research)

- "specialist" for treatment (e.g USA etc.)

- samples of treatment's documents

6/ Timing

- pre-production

- production

- postproduction

7/ Approved by client => production go ahead => building up each department

- casting (casting agencies, shooting with kids, kid's coach)

- locations (location agencies / houses)- location scout & location recce

- art department

- wardrobe department

- technical equipment etc.(rental houses)

- shootingboard (storyboard artists)

8/ PRE-PPM => selling the whole story (product) to the client

- samples of PRE-PPM presentation

9/ PPM => getting client's approval

10/ Wardrobe fitting

11/ Technical recce

12/ Shooting, photoshooting, BTS promo (behind the scene / making of)

- locations: interior & exterior X studio

- crew members & their fee, overtimes, lunch penalty, french hours...

13/ Post-production

- postproduction houses => editors, sound designers, VFX effects, grading, off-line, on-line

14/ Insurance

15/ Using the rights (music licence & actors'buy outs)

16/ Shooting abroad - service production company

17/ List of top directors & their work

18/ Commercial festivals

19/ Green set policy

20/ Covid policy

In order to participate in the workshop please complete the application

<https://tiny.pl/tb5vk> <https://tiny.pl/tb5vk>

