

Topic no. 53

The Film People

Producers & Directors

Producer

The producer is generally responsible for a specific production. Usually the producer is concerned with the business organization, budget, the choice of the staff and crew, interdepartmental coordination, script acceptance, and production scheduling. The producer may select or initiate the program concepts and work with writers. He or she may assign the production's director and is responsible for meeting deadlines, production planning, location projects, rehearsals, production treatment, and other duties. Producers may also become involved in specifics such as craft or union problems, assessing postproduction treatment, and the final program format.

Assistant producer or associate producer (AP)

The assistant or associate producer is responsible for assisting the producer. These responsibilities, as assigned by the producer, may include coordinating appointments and production schedules, making sure contracts are completed, booking guests, creating packages, and supervising postproduction. This person may be assigned some of the same responsibilities of an associate director.

Director

Ultimately the director is the individual responsible for creatively visualizing the script or event. This means that the director instructs the camera operators on the type of shots they want and select the appropriate camera shots for the final production. Directors are people who can effectively communicate their vision to the crew. They are also team builders who move the crew toward that vision. This involves advising, guiding, and coordinating the

various members on the production team (scenic, lighting, sound, cameras, costume, etc.) and approving their anticipated treatment. The director may choose and hire performers/talent/actors (casting), envision and plan the camera treatment (shots and camera movements) and editing, and direct/rehearse the performers during pre-rehearsals (Figure 2.1).



Fig 2.1 The field director is reviewing the camera shot on an HD monitor (the monitor has a sun shade on it to increase visibility). The multi-camera live production director must look at multiple camera images and select the most appropriate shot. (Control room photo by Jon Green hoe/ WOOD TV.)

Assistant director or associate director (AD)

The AD is responsible for assisting the director. Functions may include supervising pre-rehearsals and location organization. The AD may also review storyboards, implement the shooting schedule, and shield the director from interruptions, and he or she is sometimes responsible for the cast. The AD may take the director's notes on changes, retakes, performance, and other factors. For multi-camera shoots, the AD may be responsible for lining up shots, graphics, and tapes. He or she may also be responsible for checking on special shots (such as Chroma key), giving routine cues (tape inserts), and other duties while the director guides the actual performance and camera(s). The AD may also check program timing and help the director with postproduction. This person may be assigned some of the same responsibilities of an associate producer. This position may be merged with the floor manager.