

T432/T586 Studies in Stage Management: Theme Park Entertainment Management
Fall 2014
Syllabus

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Class meets Friday, 11:15 AM-12:30 PM, AD 151

Course Objective

The management of entertainment in theme parks requires an understanding of theatrical art as well as business acumen. This course will explore the challenges of producing entertainment in a theme park atmosphere exploring both the technical and artistic demands as well as the labor and business logistics of the enterprise. The course will look in depth at the industry leader, Walt Disney Entertainment, as well as exploring other theme park and family entertainment environments.

On-Site Coursework

Students enrolled in this course are required to attend a five-day on-site observation at the Disneyland Resort in Anaheim, California. During this time students will shadow and observe entertainment managers, producers, designers, and stage managers at Disney's parks on that property. Observation may take place between the hours of 6:00am and midnight and will be scheduled by the instructor. Missing the on-site coursework will result in a failing grade for the course. There is a strict dress code that must be followed during the on-site visit and includes clothing, jewelry, and hairstyle guidelines that will be discussed during class.

Course Fee

Students will pay a \$900 course fee to the Department of Theatre and Drama, plus an additional amount to cover the rest of the trip, estimated to be an additional \$750. These fees will cover round-trip air transport between Indianapolis and Los Angeles, transportation to and from the airport and Bloomington, transfers between the Los Angeles International Airport and the Disneyland Resort, double occupancy hotel rooms at either a Disney hotel or a Good Neighbor Hotel in Anaheim, four-day park tickets, and a theatre tour of REDCAT in Los Angeles. If the Theatre Circle portion of the trip is cancelled, the fee may change, and additional payment or refund will take place in November. The \$750 estimated additional cost is based on rooms at Disney's Paradise Pier Hotel, and will drop substantially if a Good Neighbor Hotel is chosen, which will be determined in mid-September when pricing is released to the public.

Payment of this trip fee will be made to the Department of Theatre and Drama in three installments.

\$250 Sept 19
\$250 Oct 17
\$250 Nov 14

Grade

Your grade will be based on class attendance, 2 exams, theme park design project, the on-site visit, and a final paper. Attendance is worth 10% of the grade. Repeated missed classes and/or tardiness may be grounds for removal from the on-site portion of the class, and therefore failure of the course, with complete forfeiture of course fees paid. Each exam is 20% of your grade. 10% of the grade will be based on the on-site presentation at Disneyland. 20% of your grade will come from the theme park design project, details of which will be given out separately. The final 20% of your grade will come from a paper written AFTER we return from our on-site portion of the course. This paper is due electronically by email no later than 5 PM on Friday, January 23, 2015. Late submissions of this paper will be accepted, but will be docked one full letter grade for each day it is late, with the first late day beginning at 5:01 PM January 23. Final grades will be calculated after submission of final papers. As such, all students enrolled in this course will receive an incomplete for Fall 2014. Grades will be submitted no later than February 15, 2015 to change from an I to the final grade.

Theme Park Design Project

You will present your finished project to the class on one of two days set aside for presentations. All presentations must be completed by November 14 and delivered to the instructor in their entirety, whether you present to the class that day or not. Any elements not completed by November 14 will be considered late and will be docked in grading. Class presentations should be oral and visual, and give your classmates the flavor of your park. All required elements need not be touched on in your presentation, but should be included in what gets turned in to the instructor. PowerPoint presentations, handouts, videos, drawings, etc. are all viable options for presentations. Anything shown in class should also be delivered to the instructor for grading.

On Campus Class Schedule

All topics subject to change, there may be guest speakers who may pre-empt scheduled lectures.

Chapters listed will be available electronically through OnCourse, and should be read before class meets on the day they are listed.

August 29	Introduction to Theme Parks and Disneyland
September 5	Walt Disney World and the transformation of the Theme Park Chapters 1 and 2
September 12	Be Our Guest, Not Our Audience (Management of visitors) Chapter 3
September 19	AEA and Walt Disney World Chapter 4
September 26	The Teamsters and Character Management Chapter 5

October 3	Park Attendance Midterm Review
October 10	Fall Break- No class
October 17	Midterm
October 24	Shows and Atmospheric Entertainment Chapter 6
October 31	Parades and processions Chapter 8
November 7	Spectacles, Fireworks displays, and the NFPA Code Special events and seasonal activities Chapters 9 and 10
November 14	Presentation of projects
November 21	Presentation of projects
November 28	Thanksgiving Break- No class
December 5	Contingency Plans- A Theme Park's Best Friend Management of live animals Non-Year-Round Situations Chapter 11 and 12
December 12	Final Exam Review
December 17	Wednesday, Dec. 17 at 12:30-2:30 PM Final Exam Time- Exam and Review Travel Plans and On Site Itinerary

On Site Itinerary- (subject to change)

Friday, January 2

4:30 AM Bus leaves IU for IND
6:51 AM Delta flight to LAX
8:45 AM Land, transfer to hotel, check in
TBA Park play time- On your own

Saturday, January 3

TBA Meet with Cast Member for tour
TBA TC meet for backstage tour

Sunday, January 4

TBA Meet with Cast Member for tour
TBA TC free time

Monday, January 5

TBA Meet with Cast Member for tour
TBA TC dinner/show

Tuesday, January 6

7 AM Whole group meet for tour of Walt Disney Concert Hall/REDCAT
10:30 AM Leave REDCAT for LAX
1:30 PM Fly home LAX-IND
(8:55 PM Land Atlanta
9:40 PM Leave Atlanta)
10:15 PM Land, take bus to Bloomington

Assumption of Risk and Release of Liability

I, _____ understand that my enrollment and participation in T432/T586 Studies in Stage Management: Theme Park Entertainment Management course and trip to Disneyland Resort, Anaheim, California ("Field Trip") is subject to the rules and regulations set forth by The Trustees of Indiana University, the host theatres and their production departments, the City of Anaheim, and the State of California.

WHEREAS, I wish to participate in the Field Trip, and,

NOW THEREFORE, in consideration of University's services rendered and services to be rendered in organizing the Field Trip and in consideration of my participation in the Field Trip, I hereby:

1. State that I understand that certain risks, foreseen and unforeseen, are inherent in travel and that I fully accept those risks. These risks may include, but are not limited to, such things as incidents related to transportation, vehicle accidents, adverse weather conditions, and other physical, mental, and emotional injury;
2. State that I understand that certain risks, foreseen and unforeseen, are inherent in participation in field trips, and that I fully accept those risks. These risks may include, but are not limited to, such things as exposure to adverse weather conditions, sprains, broken bones, cuts, bruises, entrapment, and other physical, mental, and emotional injury;
3. State that I fully understand the risks and the scope of the activities involved in the Field Trip, and I agree to assume the risks of my voluntary participation in the Field Trip, including the risk of catastrophic injury or death;
4. State that I release and fully discharge The Trustees of Indiana University, its officers, agents and employees, from all liability in connection with my participation in the Field Trip, for or on account of any injury to or illness of my person or death, or for or on account of any loss or damage to any personal property or effects owned by me.
5. I understand that I am expected to participate in all organized activities as defined by the itinerary established by the instructor. Failure to participate in any such activity without the prior consent of the instructor could result in my receiving a failing grade in the course and in my being sent back to Indiana on the first available flight.
6. There may be time that is mine to explore the Disneyland Resort and do unstructured activities. In the event that there is an incident during this unscheduled portion of the trip, I understand that I am subject to any and all punishments as may be defined by Disneyland, the City of Anaheim and the State of California. Additionally, my continued participation in the project will be at the sole discretion of the instructor.
7. Any cost associated with dismissal from the project including but not limited to transfers to and from the Los Angeles and Indianapolis airports, change fees assessed by the airline, or any increase in or additional airfare will be my responsibility. Additionally, all course fees will be forfeited.
8. In the event I cannot participate in the travel portion of the course, a suitable replacement will be sought. If that replacement is found prior to departure, the replacement student will pay the course fee and my fees will be refunded. However, if a replacement cannot be found, course fees are non-refundable.

I understand and agree to the terms of this Assumption of Risk and Release of Liability form.

Signature _____

Date: _____

Date of Birth: _____