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<th>Enhancing quality in TV drama programmes.</th>
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<td>Author(s)</td>
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ENHANCING QUALITY

IN

TV DRAMA PROGRAMMES

Padhraic O Dochartaigh
Deutsche Welle
Television Training Centre
PARETO’S LAW
The 80/20 Rule

• 80% of the goods are bought by 20% of the customers.

• 80% of the faults are in 20% of the production process.

• If use can identify and correct the critical 20% we can target an 80% improvement in our product.
ENHANCE QUALITY

- By improving production values individual programmes or series.

- By effective broadcast scheduling and presentation of the programmes.
IMPROVEMENT PROCEDURE

- Identify and analyse weaknesses.
- Prioritize them.
- Plan to eliminate weaknesses in the order of the priority list.
- Implement the plans.
- Minimize visibility of weaknesses you cannot eliminate.
- Evaluate the results of your efforts.
POTENTIAL PROBLEM AREAS

- MONEY
- TIME
- RESOURCES
- TALENT/STAFF
- THE PRODUCTION ENVIRONMENT
- THE PRODUCTION COMPANY
- THE CUSTOMER (TV STATION)
Who do we train?
TV drama producers and directors

What do we train them to do?
we train them to plan and to supervise shooting TV drama on location with single camera techniques.
How do we train them?

- Lectures, screenings and demonstrations by key professionals.
- Short workshops on key topics.
- Learning aids for further self-instruction when they get back home.
- Professional visits to innovative production outfits.
Training Modules

- Self-analysis/groups analysis.
- Time management techniques.
- Project management for TV drama production.
The Project Cycle

• Defining and developing the project.
• Planning the project.
• Implementing the plan.
• Completing and evaluating the project.
1. Defining the Project

- Story development.
- Script writing.
- Story editing
- The art of adaptation
2. Planning the Project

- Script breakdown techniques.
- Cross plots (grid master plans)
- The production board.
- Shooting schedules.
3. Implementing the plan

• Call Sheets.
• Production Logistics.
• Daily Progress Reports.
4. Completing the Project

- Post production sound effects.
- Dialogue dubbing.
- Using music.
Session VIII
Entertainment Programmes:
Opportunities & Limitations
Country Presentations from Laos & Thailand

Imphone Nakhonesy
Patrick McGeown