Course title:	**COMMERCIAL: STORYBOARDING & PRODUCTION**
Course code:	AAVC 415
Type of course:	Required
Level of course:	Bachelor
Year of study:	4th
Semester when the course is delivered:	7th
Prerequisites:	AAVC102
Number of ECTS credits allocated :	6
Hours:	3
Name of lecturer(s):	
Learning outcomes of the course:	Upon completion of the course, students should be able:
	1. to discuss the fundamental theories and aesthetic practices of shooting 30 second commercials;
	2. to experience the role of the creative concept in advertising with the goal of understanding what makes good advertising and how filmmaking compliments the advertising message;
	3. to identify and analyse the Target Audiences;
	4. to develop and create a successful 30 sec TV commercial;
	5. to develop and improve critical thinking, teamwork, creativity, and written and oral communication skills.
Course content:	**History of commercials** **Commercial creative process** Types of commercials, How to get audience attention, Clients-Define the creative concept (idea), TV commercial script writing, storyboarding the visuals, Scout production locations. **Pre-Production** Meetings to prepare for the production, Lock down all props, equipment and production details. **Directing the TV commercial** **Post-Production** Off line editing, Audio (voice over, sfx, music)/Graphics/Animation, Complete any pick up shots or re-shoots, Mix audio on Pro-Tools, Finalize commercial, burn DVDs, Final presentation to client.
Recommended reading	- Richter, T. (2006) *The 30-Second Storyteller: The Art and Business of Directing Commercials*, Course Technology PTR - Mario Pricken, (2008) *Creative Advertising*, Thames & Hudson - Wiedemann, J. (2010), *D&AD 09: A Selection of the Best Advertising and Design in the World*, Taschen - Barry, P. (2008) *The Advertising Concept Book*, Thames & Hudson
References:	- Wiedemann, J. (2008) *Advertising Now! TV commercial*, Taschen http://adsoftheworld.com http://www.bestadsontv.com http://creativity-online.com/ http://www.ispot.tv/browse http://library.duke.edu/digitalcollections/adviews/ http://www.shortlist.com/entertainment/tv/the-worst-tv-commercials-ever **Magazines** 125, 10 magazine, Arena Homme +, Communication Arts, Computer Arts, Crash Dazed & Confused, Exit, Eye, Icon, ID, +Design, POP, Wallpaper.
Planned learning activities and teaching methods:	The teaching method includes lectures, discussions and studio based workshops. Visual presentations (PowerPoint, screenings, books and magazines) are used to critically analyse student projects and to provide examples of good practice. Weekly short critiques of professional and /or students' work acting as a physical, verbal and

	mental stimuli, become part of the teaching process. Students develop their creative process by expanding their visual language in conjunction with theoretical, referential and conceptual development. Students are assigned in groups to design and produce a TV commercial that meets a tight brief and encourages them to address the time constraints that occur in a professional context. The work is then critically analysed in a group discussion and screening. A detailed syllabus outlining the course aims and objectives as well as the semester's projects is given to the students at the beginning of the semester.
Assessment techniques and Assessments criteria:	Pre-production planning: • Assignment 1 - 20% • Assignment 2 - 30% Producing / Directing • Assignment 1 - 20% • Assignment 2 - 30% **Assessment Criteria for the project are:** Research and Analytical Skills - 30% Production competency and solution - 40% Presentation and Communication - 30%
Language of instruction:	English
Work placement(s):	None