

ELC350 COMMERCIAL: STORYBOARDING & PRODUCTION

Course Title	COMMERCIAL: STORYBOARDING & PRODUCTION				
Course Code	ELC350				
Course Type	ELECTIVE				
Level	BA				
Year / Semester					
Teacher's Name	Panayiotis Charalambous				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course emphasizes the fundamentals of digital storyboarding to include storyboarding basics, proper composition, staging for clarity, pitching and critique, alongside theories concerning advertising and publicity. The course aims at providing students skills and knowledge to assist in the communication of ideas to clients.				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. discuss the fundamental theories and aesthetic practices of shooting 30 second commercials; 2. 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 analyze the Target Audiences; 4. to develop and create a successful 30 sec TV commercial; 5. to develop and improve critic 				
Prerequisites	None	Required	None		
Course Content	<p>History of commercials</p> <p>Commercial creative process</p> <p>Pre_Production</p> <p>Directing the TV commercial</p> <p>Post-Production</p> <p>Final presentation to client</p>				

Teaching Methodology	<p>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 2 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.</p>
Bibliography	<ul style="list-style-type: none"> • Textbooks: 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 • 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 •
Assessment	<p>The Students are assessed via continuous assessment throughout the duration of the Semester, which forms the Coursework grade and the Final Project. The coursework and the final project grades are weighted 50% and 50%, respectively, and compose the final grade of the course. Various approaches are used for the continuous assessment of the students, such as mid-term test, class participation and laboratory work, group project design, implementation and presentation. The assessment weight, date and time of each type of continuous assessment is being set at the beginning of the semester via the course outline.</p> <p>Project 1 & 2 concern work in some of the themes mentioned above in the course contents. Research and Preproduction.</p> <p>The active participation in class and in the activities that the course may suggest is also taken into consideration.</p>

	<p>Final Project is again individual and the students are assessed for their ability to link the theoretical knowledge with the practical execution. Producing and directing.</p> <p>Project 1 & 2 50%</p> <p>Final Project 50%</p> <p>Students are assessed on the following:</p> <p>Knowledge and understanding - 30%</p> <p>In – depth knowledge and understanding towards the relevant topics of interest.</p> <p>Research and Analytical Skills - 40%</p> <p>Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p>Presentation and Communication – 30%</p>
Language	Greek