

**Survey of the Entertainment Industry**  
**“Producing Television Commercial for Local Small Businesses”**  
**Course: AMC 386A – Class #11061**  
**Fall 2009**

**Instructor:** Tom Tippets 818-677-2246 or [Thomas.Tippets@csun.edu](mailto:Thomas.Tippets@csun.edu)

Office Hours: Wednesday 3:30p – 5:00p & 5:30p – 6:30p Nordhoff Hall, Room 203A

**Class Meetings:** Class meets Monday & Wednesday from 2:00-3:15pm, NH 203

**Course Description and Goal:**

This class is a comprehensive look at writing and producing commercials for television. You will learn the steps required to write, produce, edit, create audio tracks, mix and finish a thirty second commercial for a small business. Your commercial may air on cable TV and/or the internet. This is a “hands on” class with in and out of class work required. You will be working in teams called “Agencies” and as such will need to develop teamwork skills that will help you in the real world. Because this class does not have pre-requisites it is open to all CSUN students. Some students will have more training in some areas than others so working as a team will be essential. At the end of the semester, each “Agency” will present their commercial to the client who will then rank each commercials in the order they feel will best sell their product or service.

**Student Learning Objectives:**

By the end of the semester, you will be able to:

1. Work with an idea and sell it to the Agency review board.
2. Write a thirty second television commercial script.
3. Know how to work effectively with your creative team.
4. Pick the right techniques to express your commercial idea effectively and carry out your strategy.
5. Choose the best spokesperson to represent the product or service, including casting and voiceover talent.
6. Review and evaluate your commercial at every pre and postproduction stage.
7. Speak and understand television commercial production and post-production language.
8. Manage the process of television commercial production and post-production including, the video camera, lighting, production sound, off-line editing, sound editing, voiceover recording, final mix, video and audio finishing.
9. Explain each step needed to write an effective television commercial, produce, finish and deliver your commercial to the client for broadcast on cable TV and/or the internet.
10. Demonstrate the skills that will enable you to apply for an intern position with an adverting agency, commercial production company or post-production facility.

**Grading Criteria:**

110 points possible for quizzes, concept and script.

100 points possible for **team work** within your Agency

75 points possible for attendance and class participation. (half points for 4 or more missed classes)

50 points possible on mid-term exam

50 Completed License Agreements

30 points possible for Cast & Crew List, Location Shoot List and Storyboards

Bonus points will be given each agency member based on client ranking (50, 30, 20, 10).

**375-415 = A**

**330-374 = B**

**250-329 = C**

**200-249 = D**

**0-199 = F**

**Text:****REQUIRED:**

1. *TV Commercials: How to Make Them*, by Ivan Cury, Focal Press, ISBN 0-240-80592-5

**OPTIONAL:**

2. *Avid Editing, a Guide for Beginning and Intermediate Users*, Third or Fourth Edition, by Sam Kauffmann, Focal Press, ISBN 0-240-80541-0.
3. *Video Production Handbook*, Third Edition, by Gerald Millerson, Focal Press, ISBN 0-240-51597-8

Textbooks may be purchased in the Matador bookstore in the bookstore **between** “American Indian Studies” and “Anthropology”. Bookstore hours are 7:45 a.m. to 7:30 p.m. M-Th., 7:45 a.m. to 4 p.m. on Friday and 10:00 a.m. to 4:00 p.m. on Saturday. The Matador bookstore can fill textbook orders on-line at [www.matador.bkstr.com](http://www.matador.bkstr.com). Phone orders are accepted at (818) 677-2913. The e-mail address is [matador@bkstr.com](mailto:matador@bkstr.com).

**Other Information:**

This class will cover the full commercial creation process from inception to delivery. Most of the work will take place in the classroom, but you will be required to spend time outside of class for casting sessions, production, music composing, etc. I think you will enjoy this class as you learn the twists and turns of commercial creation. I encourage classroom participation so feel free to ask questions or help others understand the process. You will need to learn to “give and take” to achieve a team effort to successfully create a television commercial you will be proud to present to the client. **Bonus points** will be given to each agency member based on how the client ranks your team’s commercial.

Attached you will find the course outline and reading schedule. Please note that these are guides only and are subject to change.

**Requirements for Written Assignments:** All written assignments will be typed on 8 1/2 X 11 paper, with standard fonts (e.g., 12 point) and margins (e.g., 1"). Correct spelling, grammar, and punctuation are expected. Specify a style manual if you wish.

**Cheating and plagiarism** will not be tolerated. If you are caught cheating or plagiarizing in any form, you will receive a failing grade for the course and be reported to the university for appropriate disciplinary action.

It is the responsibility of each student to know and follow all the written guidance given by the instructor in this syllabus.

**Test and Exam Policy:** missed quiz may be made up the next class meeting with prior e-mail approval with the instructor.

**Students with Disabilities**

Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.