

Producing Television Commercials
Course Outline and Reading Schedule - Fall 2009

(Subject to Change)

Week of:

- August 24 Class interdiction & overview and e-mail. History of Commercials. View and discuss TV Commercials. Fill out student ability & interest form. **Next week: Read**, Chapter 1 “Introduction” and **watch TV Commercials & make a list of 5 commercials with your likes and dislikes. Did it motivate you, if so, how?**
- August 31 **Chapter 1 “Introduction”, Quiz.** Commercial Creative Process. Discuss types of commercials. Views previous class commercials. How to get their attention. Organizing class into Agency’s. (Teamwork handout) **Next week: Chapter 2, “Client”.**
- September 7 No class on Monday, **Chapter 2, “Client” Quiz.** Define the Creative Concept (idea).. Next week assignments, Chapter 3, “Agency” plus Script writing exercise (handout) to turn in for extra credit. **Also, Prepare a list of questions to ask the client on Monday.**
- September 14 **Client Meeting** (assignment: write your concept for Wednesday) TV commercial script writing. **Chapter 3, “Agency” Quiz.** Review scripts and pick a script. Storyboards: “How do we see it?” Start storyboards. Next week, **Chapters 8** “Research/Casting hand-out. Each student write a :30 script based on the agency concept.
- September 21 Handout mid-term study guide. Review mid-term answers. Each Agency member revise and smooth out the chosen script. **Chapter 8, “Research”. Quiz.** Agency review final script. Finish storyboards. Next weeks assignments, - Chapters 9 “Specialists”. Set date(s) for casting sessions.
- September 28 Review mid-term answers. Review Production Specialists. **Chapter 9, “Specialists” Quiz.** Review license agreement. Agency’s organize into production crews. Cast and Crew List handout. Next weeks reading assignment, Chapter 4 “Preproduction”. **Scout Production Locations** (take digital pictures)
- October 5 Review mid-term answers. Review Pre-production Agenda Handout. **Chapter 4, “Preproduction” Quiz.** Preproduction meeting to preparing for the production, plan locations and rehearsals, review contracts. Next weeks assignment **STUDY FOR MID-TERM.**
- October 12 Review camera’s and tri-pods. **MID-TERM (scantron).** Next week: Chapter 5, “Production”, Lock down all props and rehearsals date(s) & time.
- October 19 Chapter 5, “Production” Quiz. Review lighting, audio field recording, etc. **Signed production license agreements, Cast & Crew List, Location & Call list and Storyboards due BEFORE production starts.** Next week: Chapter 6, “Postproduction” and **START PRODUCTION**
- October 26 Chapter 6, “Postproduction” Quiz . Capture production footage. Start off-line editing with storyboard as guide. Next week: Chapter 7 “Audio/Graphics/Animation” (Production note: remember daylight savings)
- November 2 Review temp music. Record temp voice over or scratch track. Chapter 7, Audio/Graphics/Animation Quiz. Create rough cut and record temp voice over, look for temp music and choose sound efx. Next weeks assignment, work on presentation. Create graphics (titles, backplate, slate, etc.)
- November 9 Drop-in temp graphics. Make changes if necessary lock picture. Complete any pick shots or re-shoots. No class on Wednesday Nov 11th.
- November 16 Continue on final graphics. Work on presentation. Next weeks assignment, meet with music composer with “locked picture” as QuickTime video.
- November 23 Mix audio on Avid or Pro-Tools. Next weeks assignment, finish audio and layback to video
- November 30 Finalize “voice over” copy for announcer. Record final VO with announcer. Cable delivery requirements discussion. Format commercial and rehearse presentation.
- December 7 Finalize commercial, burn DVD’s for talent and staff. Finish presentation. Next week: **Commercial presentation to client.**

Monday, December 14th -2:00 pm. Commercial presentation to Client – Ware your best business clothes!