



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

**Course Prefix, Number and Title:** MCOM 239, Television Commercial Production

**Course CRN # and Section:** 20293, Section 20

**Semester Taught:** Spring 2019

**Professor:** Robert Hoffman

**Credit Hours:** 3

**Office Location:** Fine Art M09

**Prerequisites:**

COMM 101 Fundamentals of Speech

MCOM 140 Basic Studio Production

**Office Hours:**

MWF 1:00PM - 1:50PM

TR 2:00PM – 2:50PM

and by Appointment

**Course Time:** TR 4:30PM – 5:45PM

**Email:** rhoffman@concord.edu

**Building and Room Number:** Library B8

**Phone:** 304-384-5309

**College/Department Website:**

<https://www.concord.edu/comm/>

**Course Description/Rationale:**

Explores the many challenges in the process of the commercial production shoot. Students will learn preproduction, production, and non-linear editing skills that will help them identify and problem-solve common production obstacles such as camera shading, lighting, sound gathering and editing.

**Hardware/Software Needed:**

[www.rundowncreator.com/concord](http://www.rundowncreator.com/concord)

Desktop/Project\_Alias/MCOM239- Commercial Examples

**Text requirements:** Newth, Tom von Logue. *Ad-Makers: How the Best TV Commercials Are Produced*. New York, NY, Focal Press, 2013.

## Concord University Educational Goal(s)

**Skills:** Proficiency in interpreting data, integrating information, formulating ideas, thinking critically, and communicating with others, as demonstrated by the following competencies:

- Technology
  1. Numeracy
  2. Graphic Communication
  3. Non-Verbal Communication
  4. Media and Technology Literacy

**Knowledge:** Familiarity with principles underlying academic discourse in various fields, as demonstrated by the following capability:

1. An ability to discern the reciprocal influences of environments, cultural beliefs and attitudes, and societal institutions and practices.
2. An ability to interpret events and trends within historical context.
3. A recognition of the complex interactions between organisms, including human beings, and their environments.

## Specific Learning Outcomes:

Upon completion of the course students should be able to demonstrate:

- Demonstrate basic video non-linear editing skills.
- Demonstrate basic operation of video cameras and audio equipment.
- Understand the basics of advertising on television
- Write and produce 30 second Promotional and Commercial Advertisements
- Demonstrate professionalism when working with a client

## Course Requirements:

- Willingness to learn technical procedures and skills
- Willingness to learn visual esthetics
- Demonstrate professionalism at all levels of production
- Meet all deadlines.
- Be prepared to give and receive criticism

## Projects

- **Commercial #1**

Students will produce a :30 second commercial spot for a product of their choosing. Each student will be responsible for creating a brief/treatment, complete a location scout, develop a script/storyboard, shoot and edit the spot. **Will be submitted as an H.264 MPEG4**

- **Commercial #2**  
Students will produce a :30 second commercial spot for product chosen by the instructor, who will act as a real-world client. Each student will be responsible for creating a brief/treatment, complete a location scout, develop a script/storyboard, shoot and edit the spot. Along the way, they will be responsible for feedback from the client which will include having the client signoff on ideas throughout the project. **Will be submitted as an H.264 MPEG4**
- **Commercial #3**  
Students will produce a :30 second Promotional spot for the Communication Arts & Media Department. Each student will be responsible for creating a brief/treatment, complete a location scout, develop a script/storyboard, shoot and edit the spot. Along the way, they will be responsible for feedback from the client, which will include having the client signoff on ideas throughout the project. **Will be submitted as an H.264 MPEG4**
- **Commercial #4**  
Students will produce a :30 second commercial spot for a real-world client of their choosing. Each student will be responsible for creating a brief/treatment, complete a location scout, develop a script/storyboard, shoot and edit the spot. Along the way, they will be responsible for feedback from the client, which will include having the client signoff on ideas throughout the project. **Will be submitted as an H.264 MPEG4 and to the client in Apple ProRes.**

### **Critiques**

- Students will be expected to complete written critiques of each other's work. The goal is to provide useful feedback on what was working and where improvement may be needed.

### **Grading Policy and Scale, Make-up Policy, Late Work**

<b>Critiques</b>	10%
<b>Quiz</b>	10%
<b>Attendance:</b>	30%
<b>Projects:</b>	50%

90% - 100% - A

80% - 89.9% - B

70% - 79.9% - C

60% - 69.9% - D

Below 59.9% - F

**Course Timeline (Schedule of Assignments/Assessments/Presentations)**

Week	Tuesday	Thursday
Week 1	<p>1/15 First class, go over syllabus. Review: Camera &amp; Tripod</p>	<p>1/17 Review: Visualization, Composition, and Camera Movement. Read: Introduction pp. 7 – 9 Chapter 1: Corporate Conception to Creative, pp. 10 –11</p>
Week 2	<p>1/22 Review: Microphones, Field audio considerations, audio for video Read: Chapter 1: Interview: Luke Mugliston: Agency CEO, pp. 12 – 25 Chapter 2: Preproduction, pp 26 – 29</p>	<p>1/24 Review: Field Lighting Read: Chapter 2: Interview: David Lyons: Executive Producer, pp. 30 – 37 Chapter 2: Interview: Fredrick Bond: Director, pp. 38 – 43</p>
Week 3	<p>1/29 Review: Site Surveys &amp; Treatment/Brief Scripting &amp; Storyboarding Read: Chapter 2: Interview: John Ebden: Production Designer, pp. 44 – 51 Chapter 2: Interview: Chris Harrison: Agency Producer, pp. 52 – 57  <b>:30 Second commercial Spot #1 assigned</b></p>	<p>1/31 Review: Adobe Photoshop Read: Chapter 2: Interview: Corran Brownlee: Storyboard Artist, pp. 58 – 67 Chapter 3: The Shoot: pp. 69 – 71</p>
Week 4	<p>2/5 Review: Non-Linear Editing with Adobe Premiere Pro Chapter 3: Interview: Daniel Kleinman: Director, pp. 72 – 87 Chapter 3: Interview: Bruce MacWilliams Director, pp. 88 – 105</p>	<p>2/7 Review: Editing with Premiere Pro Chapter 3: Interview: Arurio Smith: Cinematographer, pp. 106 – 113 Chapter 3: Interview: Ben Sersin: Director of Photography, pp. 114 – 12</p>

Week 5	2/12 Guest Lecturer: Commercial Sales Read: Chapter 4: Post-Production: pp 124 – 125 Chapter 4: Interview: Dan Seddon: Visual Effects and CGI Supervisor, pp. 126- 139.	2/14 <b>NO CLASS</b>
Week 6	2/19 Work on 30sec commercial spot #1 Read: Chapter 4: Interview: Steve Gandolfi: Editor, pp. 140 – 149 Chapter 5: New Horizons, pp. 150 – 167	2/21 Review for Quiz <b>:30 second Spot due #1 at the beginning of class. H264 MPEG-4</b> Group critiques
Week 7	2/26 Quiz <b>:30 Second commercial Spot #2 assigned</b> Group critiques cont.	2/28 Work on 30sec commercial spot #2
Week 8	3/5 Work on 30sec commercial spot #2	3/7 Work on 30sec commercial spot #2
	<b>SPRING BREAK</b>	11 <sup>th</sup> – 15 <sup>th</sup>
Week 9	3/19 Work on 30sec commercial spot #2 <b>:30 Second commercial Spot #3 assigned</b>	3/21 <b>:30 second Spot due #2 at the beginning of class. H264 MPEG-4</b> Group critiques
Week 10	3/26 Work on 30sec commercial spot #3	3/28 Work on 30sec commercial spot #3
Week 11	4/2 Work on 30sec commercial spot #3 <b>30sec Commercial spot #4 Assigned</b>	4/4 <b>30 second Spot due #3 at the beginning of class. H264 MPEG-4</b> Group critiques
Week 12	4/9 Work on 30sec commercial spot #4	4/11 Work on 30sec commercial spot #4

Week 13	4/16 Work on 30sec commercial spot #4	4/18 Work on 30sec commercial spot #4
Week 14	4/23 Work on 30sec commercial spot #4	4/25 Work on 30sec commercial spot #4
Week 15	4/30 Work on 30sec commercial spot #4	5/2 <b>30sec commercial spot #4 due at beginning of class! H264 MP4.</b>  Group critiques Semester discussion.

### **Accessibility/Accommodations:**

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

### **Academic Dishonesty**

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

### **Concord University Honor Code**

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

*"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."*

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

## **Class/Online Attendance Policy**

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

## **Emergency Alert System**

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

## **Emergency Information**

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

## **Inclement Weather Policy**

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

### University Closure

No students or employees are to report.

### Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

### Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

*\*Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

## **Student Conduct**

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

## **Sexual Harassment & Assault**

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or [titleix@concord.edu](mailto:titleix@concord.edu). Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

## **Technology Services**

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail [cuhelpdesk@concord.edu](mailto:cuhelpdesk@concord.edu).

## **Syllabus Disclaimer**

**"This syllabus is subject to change based on the needs of the class. Please check it regularly."**

## **Miscellaneous (for example):**

Sources of Help

Glossary of Terms

Related Research/Professional Organizations