

Commercial Film Production

FLM 2045 - Salt Lake Community College

Instructor:

E-mail:

Phone:

Course Description: This course presents professional instruction in digital, industrial, and commercial production techniques for film and broadcast. Required of all film majors.

Course Prerequisites: FLM 1045, 1055

Further information: The focus of this course will be on commercial projects, including industrial and narrative style projects. The student will be required to develop scripts and outlines for their projects. They will be responsible for organizing, shooting and editing their projects, using advanced dialogue and lighting techniques, and using a mix of still and motion graphics and sound. Includes lectures, demonstrations and labs that lead toward a final project during which each student will plan, write, storyboard, shoot, and edit a professional commercial and industrial video project. The student will also learn DVD studio Pro and be proficient with DVD authoring. The final project will be delivered on DVD and Bluray.

Course Objectives and Outcomes:

1. Students will demonstrate competency in the completion of pre-production—including outlines and treatments for each project.
2. Shooting and editing 30 second and 1-minute commercials, including a 2-minute and a 5 minute documentary-style commercial video, advertising a concept visually.
3. Compiling video pieces into a final comprehensive DVD format, with motion DVD menus.
4. Students will demonstrate the diverse techniques and theories used in industrial and commercial production by attending lectures & demonstration, and participating in in-class assignments and projects.

Course Content

The learning for this class is divided into the following three areas:

1. **(10%) Project:** Teacher evaluation of student proficiency as demonstrated in the projects completed for the class.
2. **(60%) Project:** Teacher evaluation of student proficiency as demonstrated in the projects completed for the class. Projects will be shown in class and critiqued by the teacher as well as by the students, using a departmentally approved rubric.
3. **(10%) Project:** Teacher evaluation of student proficiency as demonstrated in the projects completed for the class.
4. **(20%) Attendance & Participation:** Student in-class participation includes aiding in demonstrations by instructor, including shooting and lighting in-class interview segments. They will also discuss the various industrial and commercial

pieces that will be shown. Projects will be critiqued by the teacher as well as by the students, using a departmentally approved rubric.

Textbooks:

Television Production

A Comprehensive On-line Cybertext

in Studio and Field Production

by Ron Whittaker, Ph.D. FREE at: <http://www.cybercollege.com/indexall.htm>

Required Supplies

Each student is responsible for purchasing a Portable Firewire or USB drive, which can be used in a Mac lab. Purchasing information is available from the instructor. Each student is also responsible for purchasing at least 2 DVD-R or DVD+R recordable media, upon which they will author all of their projects finished throughout the course. External hard drives are provided within the classroom upon which projects can be stored. However, it is recommended that students purchase their own portable hard drive storage for safekeeping and working at home if desired. It is also recommended that you bring your own pair of professional-quality headphones to use in the studio. While there are headphones available for checkout, for various reasons, it is preferable that you have your own personal pair if possible.

Grading

Participation	20%
Projects	80%
96% and above	A
90%-96%	A-
87%-89%	B+
84%-86%	B
80%-83%	B-
77%-79%	C+
74%-76%	C
70%-73%	C-
67%-69%	D+
60%-66%	D
51%-59%	D-
0%-50%	E

Participation: Attendance is mandatory. Although roll will not be taken, there is no way to make up for instruction, activities and discussion which will occur in class, and a portion of your grade will be based on your participation in classroom discussion. In order to score well on the participation portion of your grade, you should present your works-in-progress before the class on a regular basis and participate actively in the discussion of others' songs.

Projects and Assignments:

The first project is a 30-second broadcast-style commercial in which the student will create a high-definition advertisement highlighting a product, business, or idea.

The second project is 2-minute industrial video piece. The story has to be told through interview footage and b-roll. No narration.

The third project is a one-minute broadcast-style commercial. The commercial should be conceived, scripted, shot and edited.

The final project is a 5-minute industrial video piece. The story has to be told through interview footage, b-roll, and narration.

All projects will be placed on a DVD with a motion menu highlighting all the previous pieces created.

Course Sequence

Week 1	Intro to class and documentaries. Assignments discussed. Write Treatment for a 30-second television commercial and a 2-minute industrial-style documentary with narration.
Week 2	Shooting interviews and lighting. Shoot and edit 2-minute piece.
Week 3	Gathering B-roll. Interview-style storytelling.
Week 4	Work on projects.
Week 5	Motion Graphics and effects.
Week 6	Editing. Work on projects. Write Treatment for 1-minute commercial and 3 to 5-minute industrial piece.
Week 7	Sound mixing.
Week 8	Green screening and lighting.
Week 9	Pacing and audio editing.
Week 10	Lower thirds, photos, and graphics.
Week 11	Lower thirds, photos, and graphics.
Week 12	Music and sound mixing. Work on projects.
Week 13	Music and sound mixing. Work on projects.
Week 14	Authoring to DVD, Blue-ray, web and iPod. Work on projects.
Week 15	Finish editing and adding music and sound.
Final Week	Turn in DVD with all four projects.

ADA STATEMENT

<http://www.slcc.edu/drc/>

Students with medical, psychological, learning or other disabilities desiring accommodations or services under ADA, must contact the Disability Resource Center (DRC). The DRC determines eligibility for and authorizes the provision of these accommodations and services for the college. Please contact the DRC at the Student Center, Suite 244, Redwood Campus, 4600 So. Redwood Rd, 84123. Phone: (801) 957-4659, TTY: 957-4646, Fax: 957- 4947 or by email: linda.bennett@slcc.edu

STUDENT CODE OF CONDUCT

The student is expected to follow the SLCC Student Code of Conduct found at <http://www.slcc.edu/policies/docs/stdtcode.pdf>

Emergency Evacuation procedures will be discussed by your instructor.