

Commercial Film Production

FLM - 2045 001

Course Description

This course presents professional instruction in digital, industrial, and commercial production techniques for Film and broadcast. Required for film majors.

Prereq: FLM 1045 and FLM 1055 both w/C grade or better.

Semester: Fall & Spring

Course Student Learning Outcomes

- Demonstrate competency in the completion of pre-production—including outlines and treatments for each project.
- 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.
- Compiling video pieces into a final comprehensive DVD format, with motion DVD menus.
- 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 Prerequisites

FLM 1045, FLM 1055 or instructor approval

Engagement Plan

Example language:

- I will respond to email/canvas message within 72 hours. I will offer feedback on major assignments within 72 hours. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Brief Description of Assignments/Exams

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 interview 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, shoot, and edit a professional commercial and industrial video project. The final projects will be delivered on the server and eportfolio.

Course Content

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

1. (50%) 30s Spec Commercial: Individual 30 second speculative commercial. Includes Director's Treatment, Paperwork and Server upload of final video.
2. (10%) PSA Projects: In Groups, produce, and edit either an ePortfolio commercial in class during the semester. Individual Treatments.
3. (20%) Music Videos: As a group, in class, produce and edit Music videos. Individual Concept Due.

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.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Roll Call Attendance	Assignment	100
	Roll Call Attendance	Assignment	200
9/9/25	PSA Treatment and Pitch	Assignment	100
10/7/25	30 Second Spec Commercial	Assignment	100
10/28/25	MUSIC VIDEO DIRECTOR's CONCEPT	Assignment	50
11/11/25	Dead Cat Script Breakdown	Assignment	100
11/13/25	Dead Cat Scheduling	Assignment	100
12/9/25	Dead Cat Budgeting	Assignment	100

Grading Scale

Grading

94% and above A

90% -93% A-

87%-89% B+

80%-86% B

77%-79% C+

70%-76% C

60%-69% D

0%-50% E Fail

Grading will be based on attendance, written assignments, quizzes and finished productions listed under ASSIGNMENTS. Once assigned to a group crew, you cannot exit the group, unless there is fear for one's safety (which should be reported to the instructor or proper authority). Learning to work with people different than your self is a huge part of film production and life itself.

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or

want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

[Advising and Counseling Support Services](#)

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

[Student Academic Calendar](#)

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)