



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
COMM-462	Production of TV Commercials	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
COMM-190, COMM-213	Communications	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Concentration 3: Film and Creative Media Production	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Mr. Marios Stylianou	4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to face	None	None

### Course Objectives:

The main objectives of the course are to:

- Storytelling in TV Commercials
- Categories of TV Commercials
- Brainstorming to Create Ideas
- Defining the Target group/audience
- Filming techniques
- Lighting a TV Commercial
- Lens selection in a shot composition impact on storytelling
- Grip and camera movement and their effectiveness
- Directing actors / talents
- Art Direction basics
- Editing a 30-60sec TV commercial
- Sound design
- Basic Color grading in post-production

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Know how to create mood and evoke emotion through the right combination of composition, lighting , point of view , correct selection of lens , camera movement ,

- editing , color grading and tell a story in just a few seconds available in a TV Commercial.
2. Develop understanding of the Cinematographer , Director , Art Director, Editor and Colorist collaboration.
  3. Know the fundamentals of interior and exterior lighting
  4. Color grade in post production
  4. Operate HD Professional Video cameras and Digital SLRs
  6. “Sell” a product or services through a TV Commercial

**Course Content:**

1. Theory of storytelling in TV Commercials – Turning an idea into a successful selling tool – a successful TV Commercial
2. Developing a storyboard
3. How the digital camera works– hands on equipment - latitude of your camera (HD professional video cameras and DSLR cameras)
4. Theory of lighting/ Interior and location lighting
5. Various light sources (HMI's , Tungsten , softboxes , Kinoflos, dedo-lights etc) – Demonstration and hands on
6. Different types of lenses and their use - Focal length Wide , normal , portrait, telephoto , special lenses and how they impact the shot -Prime vs Zoom lenses
7. Grip equipment – demonstration and hands on (tripods , dolly , multiglider)
8. Studio set ups - (setting up a room in the studio)
9. Editing video and sound and color grading in post-production

**Learning Activities and Teaching Methods:**

Lectures with audio/visual aids, Exercises, workshops, master-classes and productions.

**Assessment Methods:**

Production based course where students will be assessed by applying practical knowledge on the production of TV Commercials

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Notes prepared by the instructor				