

FILM 321: Commercial Production

Fall 2022 | Tuesdays 1:30pm-4:45pm | 14 E. Jackson, Room 211

Instructor Information

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Office Hours:
by appointment via Zoom

Email is the best way to contact me. You can typically expect a reply within one business day (24 hours / Monday – Friday). I am also available to meet by appointment or Zoom.

Course Description

This course will study the commercial production industry and the production techniques and processes of televised commercials and public service announcements. Industry standards for creating commercials for a client will be discussed. Additional topics include copywriting, style guides, casting, media, and client-relations.

PREREQUISITE(S): FILM 210 (FORMERLY DC 361)

Learning Outcomes

By the end of this course, students will be able to:

- Identify the major roles involved in the production of a commercial or public service announcement (PSA).
- Describe the process within an Agency for the development and creation of a commercial.
- Work from a “Request for Proposal” to create a compelling commercial advertising pitch, including art and copy.
- Create storyboards for a commercial
- Create an animatic for a commercial
- Create a mock “budget” and real timeline for production
- Produce a speculative commercial conforming to current industry standards.

- Name some top current commercial directors and 2be able to discuss what makes them good.

Recommended Materials

There are no required materials but a large list of suggested resources. A much more comprehensive list will be available on D2L.

Title: *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads*

Author: Luke Sullivan

Publisher: Wiley

ISBN: 978-1119164005

Title: *The 30-Second Storyteller: The Art and Business of Directing Commercials*

Author: Thomas Richter

Publisher: Thomson Course Technology

ISBN: 978-1598632262

Title: *Ogilvy on Advertising*

Author: David Ogilvy

Publisher: 1st Vintage Books

ISBN: 978-0500292679

Title: *How 30 Great Ads Were Made: From Idea to Campaign*

Author: *Eliza Williams*

Publisher: Laurence King Publishing

ISBN: 978-1856698214

Additional Assistance

I strongly recommend you make use of the Writing Center throughout your time at DePaul. The Writing Center provides free peer writing tutoring for DePaul students, faculty, staff, and alumni. Writing Center tutors work with writers at all stages of the writing process, from invention to revision, and they are trained to identify recurring issues in your writing as well as address any specific questions or areas that you want to talk about. Visit www.depaul.edu/writing for more information.

Grading

Breakdown:

Attendance & Participation: 35 points

Assignment I: 10 points

Assignment II: 10 points

Assignment III: 5 points

Final project: 40 points

Scale:

A indicates excellence

B indicates good work

C indicates satisfactory work
D work is unsatisfactory in some respect
F is substantially unsatisfactory work

A (93-100) / A- (90-92) / B+ (87-89) / B (83-86) / B- (80-82) / C+ (77-79)
/ C (73-76) / C- (70-72) / D (60-66) / D+ (67-69) / F (65-0)

Weekly assignments are to be completed and posted on D2L by 1:00pm the following Tuesday. LATE WORK WILL NOT BE ACCEPTED.

Attendance

Students are expected to attend each class ON TIME and to remain for the entire duration. The overall grade for participation drops one-third after any unexcused absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

Drop dates: <https://offices.depaul.edu/oa/academic-calendar/Pages/Full-Year-2017-2018.aspx>

Participation

Students are highly encouraged to contribute regularly to the class through discussions, questions, and comments. Creating a dialogue will help us become better communicators and therefore, better collaborators.

Students will be asked to participate in the process of critiquing each other's work. Constructive criticism is an invaluable method for growth so please try not to take comments personally.

Attitude

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

Internet-Enabled Devices

While in the classroom, internet-enabled devices such as laptops, tablets, smartphones, and smartwatches can ONLY be used for the purpose of learning as required by the instructor. No texting, emailing, or web browsing is allowed in the classroom. Violation will result in losing all of your 10% class participation grade.

Course Calendar

A detailed schedule with course topics, screenings, and assignments will be available on D2L.

Week 1 (9/14) / Week 2 (9/21) / Week 3 (9/28) / Week 4 (10/5) / Week 5 (10/12) / Week 6 (10/19) / Week 7 (10/26) / Week 8 (11/2) / Week 9 (11/9) / Week 10 (11/16) / Week 11 (11/23)

Changes to Syllabus

THIS SYLLABUS IS SUBJECT TO CHANGE AS NECESSARY DURING THE QUARTER. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Online Course Evaluations

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

Academic Integrity and Plagiarism

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

Academic Policies

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: <https://www.cdm.depaul.edu/Student-Resources/Pages/PoliciesandProcedures.aspx>

Shooting Policies

The “DePaul SCA Student Production Handbook” will be posted on D2L. Most other production resources can be found here:
<https://www.cdm.depaul.edu/Student-Resources/Pages/Production-Resources.aspx>

Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

Lewis Center 1420, 25 East Jackson Blvd. Phone number: (312)362-8002 Fax: (312)362-6544 TTY: (773)325.7296

Preferred Name and Gender Pronouns

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the quarter so that I may make appropriate changes to my records. Please also note that students may choose to identify within the University community with a preferred first name that differs from their legal name and may also update their gender. The preferred first name will appear in University related systems and documents except where the use of the legal name is necessitated or required by University business or legal need. For more information and instructions on how to do so, please see the Student Preferred Name and Gender Policy at policies.depaul.edu/policy/policy.aspx?pid=332

Sexual and Relationship Violence

As a DePaul community, we share a commitment to take care of one another. Classroom relationships are based on trust and communication. Sometimes, material raised in class may bring up issues for students related to sexual and relationship violence. In other instances, students may reach out to faculty as a source of help and support. It is important for students to know that faculty are required to report information reported to them about experiences with sexual or relationship violence to DePaul's Title IX Coordinator. Students should also know that disclosing experiences with sexual or relationship violence in course assignments or discussion does not constitute a formal report to the University and will not begin the process of DePaul providing a response.

Students seeking to report an incident of sexual or relationship violence to DePaul should contact Public Safety (Lincoln Park: 773-325-7777; Loop: 312-

362-8400) or the Dean of Students and Title IX Coordinator (Lincoln Park: 773-325-7290; Loop: 312-362-8066 or titleixcoordinator@depaul.edu).

Students seeking to speak confidentially about issues related to sexual and relationship violence should contact a Survivor Support Advocate in the Office of Health Promotion & Wellness for information and resources (773-325-7129 or hpw@depaul.edu). More information is available at the Office of Health Promotion and Wellness website. Students are encouraged to take advantage of these services and to seek help around sexual and relationship violence for themselves as well as their peers who may be in need of support.

Civil Discourse

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

COVID-19 Health and Safety Precautions

Keeping our DePaul community safe is of utmost importance in the pandemic. Students, faculty and staff are expected to (1) wear a cloth face covering at all times while on campus, both inside buildings and outside on the grounds; (2) maintain physical distance (at least six feet) in all DePaul spaces (including classrooms, meeting rooms, hallways, rest rooms, offices, and outdoor spaces); (3) conduct a daily self-screening process for the symptoms of COVID-19 using the #CampusClear app before coming to campus; (4) complete the online Health and Safety Guidelines for Returning to Campus training; and (5) abide by the City of Chicago Emergency Travel Order. By doing these things, we are Taking Care of DePaul, Together. The recommendations may change as local, state, and federal guidelines evolve. Students who have a medical reason for not complying should register with DePaul's Center for Student with Disabilities (CSD).

Zoom Guidelines and Expectations

This class will meet IN-PERSON but use Zoom if necessary. Students should follow general guidelines and meet participation expectations for Zoom meetings.

General Guidelines

- Use your given or preferred name as your display name.
- Don't use distracting or inappropriate profile photos or virtual backgrounds.
- Don't share meeting links, passwords, screenshots, recordings, or other meeting information with people outside the class.

- Mute your microphone when you're not speaking to minimize background noise.
- If connectivity issues impact your audio/video quality, try turning off your camera.

Contact DePaul's Technology Support Center at 312.362.8765 if you need assistance during a video call.

Participation Expectations

- Be on time or notify your instructor if you will be late or unable to attend.
- Minimize distractions, such as televisions and cell phones, when possible.
- Don't engage in other activities during sessions (driving, cooking, cleaning, etc.)
- Try to put your device at eye level on a solid surface. Holding your device or placing it in your lap can add movement to your video, which can be distracting.
- If you think you might have trouble actively participating in meetings, let your instructor know in advance, if possible.

Please note: Students should report any incidents of behavioral misconduct (including harassment) in video conference meetings to their instructor. Any incident of harassment and/or behavioral misconduct that impedes the teaching & learning environment may be reported to the Dean of Students Office for referral to the student conduct process. This includes sharing meeting links, passwords, screenshots, recordings, or other meeting information in a way that could facilitate harassment or misconduct by others.