

**Course outline: Directing Commercials**

The Directing Commercials Diploma Course is a practical course to give you the tools to take a concept and then develop and produce a finished commercial. Throughout the course you will meet industry speakers from all areas of production to help give you a better understanding of what is expected in order to become a commercials director. Each student will produce one commercial per module, which is what you will be assessed on throughout the diploma. Throughout the year, we will be working across a broad range of products, including a fashion and beauty commercial.

**Module 1:**

An introduction and insight into making commercials, with industry professional guest speakers.

**Module 2:**

Industry creatives will explain the function of their role and explain the process of what is needed in order to produce an effective commercial and sell a product.

**Module 3:**

An overview of what is expected of a commercials director from a technical aspect, getting you ready to work as professionals in the industry.

**Please note that, due to the structure of the course, weekly sessions are liable to change and are subject to the availability of guest speakers working in the industry.**