

NFTS

NATIONAL
FILM AND
TELEVISION
SCHOOL

Course outline: Diploma in 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 that is industry ready. Throughout the course you will meet industry speakers from all areas of the industry to help give you a better understanding of what is expected in order to be a successful commercials director. Each student will produce one commercial per module, which is what you will be assessed on throughout the diploma.

Module 1 – Viral commercials for a major charity. Taking the initial idea for the product to be advertised, from its conception and then arriving at the production of a Viral Commercial for a charity.

Module 2 – UK Cinemas: Promoting the big screen. In this module you will create a commercial advertising the big screen. If selected your final product may be shown in cinemas around the UK or some will be selected for their websites.

Module 3 – Fashion Advertising (tbc) In this module you will create a commercial from a script assigned to you, focussing on the Fashion industry.