

Course outline: Directing Commercials

The Directing Commercials Diploma course is a practical course that gives you the tools to take a concept and then develop and produce a finished commercial which is of a high industry standard. It consists of a weekly seminar talk by guest speakers working in the industry, coupled with the production of two commercials by each student.

The weekly seminars aim to give students the necessary tools to take an idea for a commercial from concept to finished product, and an understanding of what is expected in order to be a successful commercials director. They will discuss what makes a good commercial, strict adherence to length due to purchase of air-time, and how to deal with and become a leader of a team as the director of a shoot. Students will learn about all the departments needed to produce commercials, and gain knowledge and experience which equips them to direct and shoot commercials.

Guest speakers will include industry professionals including agency producers, creative directors, producers from production companies, successful Commercials Directors and industry professionals from many areas of production. This will give students the opportunity to improve their career prospects by gaining an unrivalled knowledge and an invaluable list of industry contacts.

The commercials produced by each student will allow students to put their learning into practice. Historically the commercials have been about the world of fashion or about charity. They will be for live clients and some may have the potential to be entered into festivals. We do not shoot spec commercials.

Term One:**Weekly Evening Seminar**

Weekly talks / seminars are held on Monday evenings at Golden Square in London with key speakers in the advertising industry. These will include agency producers, creative directors, producers from production companies, successful Commercials Directors and industry professionals from many areas of production. All our guests provide the opportunity for Q&A with the students. This will give students the opportunity to improve their career prospects by gaining an unrivalled knowledge and an invaluable list of industry contacts.

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and how to deal with and become a leader of a team as the director of a shoot. Students will learn about all the departments needed to produce commercials, and gain knowledge and experience which equips them to direct and shoot commercials.

Term Two

Weekly Evening Seminar

Weekly talks / seminars will continue to be held on Monday evenings at Golden Square in London with key speakers in the advertising industry.

Module 1

The first shoot module of the course takes place just after Easter. This process aims to allow the students to demonstrate their skills in creating an idea for a viable commercial, pitching a concept, operating within a budget, working professionally with cast and crew, and having the knowledge to edit to the required length.

The client will provide the brief in good time before the shoot period. This will provide information about the parameters of the task and the budget. The following period will allow for the development and pre-production of the project. Students will be teamed up with, and seek collaboration with, other departments at NFTS during this period, such as Cinematography and Production Management. Tutorial support will be provided during this period. Greenlight meetings will be held to sign off the proposed projects.

The shoot period will take place over 1 day within a two week shoot window. Full details about the shoot restrictions and allowances, such as crew, budget, location cast etc. will be presented to you closer to the time.

Duration: 10 weeks.

Workshop

This is a practical two day exercise incorporating the LED Volume screen themed around directing actors. Duration: 2 days.

Term Three

Weekly Evening Seminar

Weekly talks / seminars will continue to be held on Monday evenings at Golden Square in London with key speakers in the advertising industry.

Module 2

The second shoot module of the course takes place during the final term. This process aims to allow the students to further demonstrate the skills that they have learnt and developed over the course and through their experiences in Module 1.

The client will provide the brief in good time before the shoot period. This will provide information about the parameters of the task and the budget. The following period will

allow for the development and pre-production of the project. Students will be teamed up with, and seek collaboration with, other departments at NFTS during this period, such as Cinematography and Production Management. Tutorial support will be provided during this period. Greenlight meetings will be held to sign off the proposed projects.

The shoot period will take place over 1 day within a two week shoot window. Full details about the shoot restrictions and allowances, such as crew, budget, location cast etc. will be presented to you closer to the time. Duration: 12 weeks.