Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF CINEMA-TELEVISION
COURSE MAT CTV 535
PRODUCING & DIRECTING TELEVISION ADVERTISING
SPRING 2011
ON CAMPUS
THURSDAYS, 1:30-4:30pm
LOCATION: COM 146

INSTRUCTOR INFORMATION
Instructor: Pamela R Miller, Professional in Residence.
Phone: 352-4743
Fax: 352-4275
E-Mail: pmiller@regent.edu
Office Hours: Monday, 1: 30-4:30pm, Tuesday and Wednesday, 3:30-5pm
Office Location: COM 255

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
Greetings!

Advertising is a craft and an art. The business is profitable but highly competitive and demanding. I want to convey the professionalism and service orientation that it takes to succeed in this field. Time is money, and nowhere in the production world is this more evident than in the world of TV advertising. Together in this class we will work to step up your professionalism and the business attitude and make this a great experience.

Course Description

When someone does something extremely well those watching may make the mistake of thinking that it is easy or effortless. And then the observer makes the assumption that they can do it also. Advertising is so pervasive and common that we might make the same mistake and think that we understand it and can simply produce pieces that are spectacular. In this class we will study the art of advertising and take a shot at producing projects of our own. The class will develop a structure for the analysis and understanding of advertising as well as deconstructing existing advertisements and looking at why they are or are not effective. Careful examination of the past and present will give us insight into the possible future of the business. With this foundation we will then be able to design and produce our own projects. Class meetings will consist of lectures, group discussions, in-class demonstrations, review of student projects, and viewing of advertising.

Rationale/Course Overview

In this course, you will continue to develop the practice of analyzing visual language. The course will examine the concentrated visual language that has been developed in the realm of TV advertising. By understanding the form and increasing your visual vocabulary you will be able to elegantly express your thoughts and ideas as well as those of your client.

Integrating Faith in Film and Video Production

Directing and producing are leadership roles. As a director or producer you have the responsibility to lead on artistic as well as practical levels. Scripture has several important things to say about leadership. In Mark 10:43-45, we read, “Instead, whoever wants to become great among you must be your servant, and whoever wants to be first must be the slave of all. For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many.” In the studio system one would often “come up through the ranks” and by serving find themselves given greater opportunity and increased responsibility. We are going to learn skills relating to film and video production but just as importantly we will learn how to work as a team. The walking out of your faith in a very real way with your classmates is a vitally important part of the learning in this class.

Prerequisites

Equipment Workshop

Departmental (Cinema-Television) Program Outcomes

- To reclaim the power of "Story" and to weave Christian values and enduring truths in infinitely fresh and relevant ways.
- To allow students to explore and refine their craft through observation, intense study and practice.
- To grow artists who can create media infused with the Light to those with eyes to see and ears to hear.
Course Outcomes

- Outcome: Student will determine the goal of an advertisement and identify the type of advertisement.
  - Assessment: Class discussion
- Outcome: Student will identify the intended audience and recognize the action desired as a result of viewing a given ad
  - Assessment: Presentation
- Outcome: Identify client’s needs and priorities translating them to visual language.
  - Assessment: Interview of Client and presentation
- Outcome: Break down a script and storyboard for coverage and plan out the shooting of the project.
  - Assessment: Paper and Presentation, project
- Outcome: Research the body of work currently available to know where student project fits and how it builds on the audience collective experience.
  - Assessment: discussion, paper and presentation
- Outcome: Awareness of the “envelope” in order to find your place and use the skills God gave you to push it out.
  - Assessment: Class discussion

Required Texts

TV Commercials: How to Make Them or How Big is the Boat, Curry, Ivan, Boston, London. Focal Press (2007)

Throughout the semester articles and links to web sources will be distributed and discussed. Please pay close attention to these as they tend to be fluid and often the best sources for what is current.

Course Requirements and Assignments

This class has a blackboard presence where you will find the syllabus, lectures (Power Points), handouts, assignments and grades. Announcements will also be posted throughout the semester. Make a habit of checking the blackboard section of this course.

Assignment Submissions

All assignments, except noted, must be submitted in the assignment section of blackboard. Assignments not submitted by the due date, without an approved extension will automatically receive a “0” grade (whether they were submitted late or in the wrong section of blackboard).

Incomplete & In-Progress Grades

Students desiring an incomplete must submit their request to the course instructor and academic dean prior to the end of the term. An incomplete grade will be given in a regular course only for legitimate deficiencies due to illness, emergencies or extraordinary reasons acceptable to the professor, including equipment breakdown and shortages, and not because of neglect on the student’s part. Incompletes require the final approval of the school dean or his/her authorized representative. A regular grade will be given by the
instructor if all requirements for the course are submitted by the end of the following academic term. The instructor will submit the new grade to the Registrar’s Office no later than two weeks after the beginning of the subsequent term. If all work is not submitted by the end of the term following the granting of the incomplete, a grade of FX (NP on pass/fail courses) will be posted automatically unless a Request for Extension of Incomplete has been approved and submitted to the Registrar’s Office. The FX shall be counted as an F in the computation of the GPA. Any student desiring reinstatement to the course after an FX or NP has been posted must register for the course in a subsequent term and pay the full current tuition for the course. In progress grades can only be given for independent studies, internships, practica, portfolios, theses and dissertations.

Unless stated by the instructor in class, all assignments are due on the date stated in the syllabus at the beginning of that class period. Late assignments will be graded down one letter grade for each day they are late without an approved extension. Except in cases of emergency, requests for extension must be made to the instructor at least twenty-four hours before the assignment is due. Be prepared to defend your reason why you need the extension. Remember, deadlines in the film business are taken very seriously. This class, in preparing students to work professionally will take the same attitude.

Integrity of Scholarship & Grades

The Regent University Graduate Catalogue contains the following statement: “A community of teachers and scholars recognizes the principles of truth and honesty as absolutely essential. The expectation at Regent University is that these principles will be rigorously followed in all academic endeavors, including the preparation of class reports and papers, giving and taking of examinations, and in protecting the validity of assigned grades. This assumes that all work will be done by the person who purports to do the work without unauthorized aids. Instructors will exercise due diligence in planning and supervising the academic program so that the principles of truth and honesty are encouraged.” Students are also expected to abide by the Regent University Academic Honor Code, which may be found at the following link: http://www.regent.edu/general/search.cfm?cx=010434767810659159%3Avseny9baf38&cof=FORID%3A11&q=academic+honor+code&send.x=0&send.y=0&send=search#1094

Instructor Availability

My office is located at room 255 in the Communication building. If you need to meet with me, an appointment may be made by calling me at 352-4743, or via e-mail, pmiller@regent.edu. If you need to email me with a question or concern, you must include the course number, name and your name in the subject line of your email. For instance, CTV 527-Mary Smith.

Course Evaluation

Important note: At the end of the semester you will receive an email with your course evaluation. University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This MANDATORY requirement must be completed before students will be able to access their final course grade.

Assignments

Projects

These projects come in two forms; individual and group. Individual projects are expected to be completed by the individual student and common academic expectations are in place. Group projects are
meant to build teamwork skills and will be partially evaluated on the student’s ability to work with others as well as the student’s own performance.

**Project #1 (Individual project)**
Short paper, two to three pages, and presentation of a type of advertisement. This should include the history and characteristics that make this type distinctive. Use several examples of the type to illustrate your points.

**Project #2 (Individual project)**
Short paper and presentation of an ad campaign either past or current that is presented by a single client. Identify the agency, and the various outlets and media the campaign used.

**Project #3 (Individual project)**
Presentation and medium length paper, 5 to 10 pages, examining the use of “new” media” and the demands or lack of demands placed on the production/video projects that were/are a part of these campaigns.

**Project #4 (group project)**
The class will break up into groups, each student will take a role in the production team and produce an advertisement and outline a campaign for a real client.

**Final Exam**
A final exam will be given the last class that will test the student’s knowledge of course content.

**Tentative Schedule of Assignments**

**Note: Reading assignments are listed according to the date you need to be prepared to begin to discuss the assignments. Obviously, we can’t hold to that requirement for the first week of class.**

1. **Thursday**, January 6th
   Introduction of the class and the players. Assignment of teams. What is Advertising, what is P.R.?

2. **Thursday**, January 13th
   A little history, where have we come from?

3. **Thursday** January 20th
   What is style? How does genre impact concept and design?

4. **Thursday** January 27th
   Student Presentations Project #1 due

5. **Thursday**, February 3rd
   Concept thru delivery, who are the players and how do they relate? Story boards, previz and bidding a spot. Writers and Account Execs

6. **Thursday** February 10th
   The Shoot, where does the client fit in?

7. **Thursday** February 17th
   Student Presentations Project #2 due
8 Thursday February 24th
Are there demands because of new media?

Spring Break/ CTV Modular Week Feb 28- Mar 6th

9. Thursday March 10th
More after this message, a brief history.

10. Thursday March 17th
Anatomy of a campaign.

11 Thursday March 23rd
Student Presentations Project # 3

12. Thursday March 30th
Telling your story visually. Finding your voice.

13. Thursday April 7th
Professionalism; the Christian work ethic.

14. Thursday, April 14th
Where is the future?

15. Thursday April 21st
Project #4 is due
Review student projects, critic skill sets, and look at self evaluations.
Final Exam

Grading

Assignments will be graded as follows:

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<th>GRADUATE Scale Percentage</th>
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<td>A</td>
<td>960–1000</td>
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<tr>
<td>A-</td>
<td>930-950</td>
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PROJECT 1 ........................................5 percent for paper
5 percent for presentation

PROJECT 2 ........................................5 percent for paper
5 percent for presentation

PROJECT 3 ........................................10 percent for paper
10 percent for presentation

PROJECT 4 ........................................30 percent

FINAL EXAM .......................................20 percent

ATTENDANCE & PARTICIPATION.10 percent
DEPARTMENT RESOURCES

See Websites under Course Materials.

UNIVERSITY POLICIES AND RESOURCES

Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
- Grading Policies (incompletes, extensions, IPs, etc.)
- Student Course Evaluations
- Disability Statement – the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students in their classes. www.regent.edu/admin/stusrv/student_life/disabilities.cfm

I have read and understand the syllabus.

Last Updated: 11/19/2010

At times, due to unforeseen circumstances, course materials may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.

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