Unit Title	Elective: Corporate and Commercial Production
FHEQ Level	5
Unit Code	EDFP183
Credit Value	15
Unit Type	Elective

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	75
Supervised access to resources	7.5	Preparation for Assessment	12.5
		Unsupervised Access to Resources	25
Total			**150**

Unit Description

This elective builds upon skills from all areas of Level 4 Production study from concept creation and pitching, through production, to finishing but with a highly specialised focus on the extensive area of Corporate and Commercial production.

The Corporate and Commercial Production elective allows students to experience cutting edge digital techniques, commercial storytelling approaches, and contemporary / experimental filmmaking practice, through the origination of corporate and commercial films both for traditional outlets and new and emerging platforms. You will work on live negotiated project briefs, integrating with real clients.

The unit explores the business contexts for corporate and commercial production and the practice of creating targeted material for a defined audience, within negotiated parameters. Students will be encouraged to experiment through production, collaborating in cross-discipline groups, developing and applying working practices appropriate to the medium. You will be exposed to the deeper technical, creative, operational, and conceptual aspects of corporate and commercial production with a particular focus on: client negotiation and pitching, concept development, genres, camera, lighting, and sound techniques, directing, and editing, compositing and grading.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

This unit is comprised of three areas:
- Development: conceptualising, parameters of identity and branding, working with clients
- Visualisation: shooting techniques, working with clients / contributors, production design, production management, special effects
- Post Production: Visual Effects, Sound Design, Editing, and Colour Grading

Unit Aims

- Cultivate knowledge of the corporate and commercial production industry through the study of existing practice and trends, genres, idea development and pitching, and the impact of production design parameters.
- Integrate students into the industry through exposure to live briefs and real clients
- Expose students to new techniques of digital workflows and methods of production, through collaborative approaches to the development and origination of corporate and commercial productions.
- Extend craft skills and technical knowledge in originating innovative product, and through pushing creative and technological boundaries.

Unit Learning Outcomes

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.
Related Principle: ORIGINATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.
Related Principle: COLLABORATE

LO 7 Employability

Demonstrate professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.
Related Principle: CULTIVATE

Learning and Teaching Methods

Lectures
Seminars
Workshops
Supervised Access to Resources
Independent experiment
Group work
Individual work

Presentation of work in progress
Group Tutorial
Self-directed research

Assessment methods and tasks

Formative Assessment with be offered on a production group basis, and will focus on individual role development.

Summative Assessment will be based around the production roles assigned in the creation of a corporate or commercial film (along with evidence of tests, and development work) and the presentation of the finished artefact to the client.

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Production Portfolio (Evidence of role)	100% (**pass/fail**)
Presentation to Client	

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.
Through the Production Portfolio you will be assessed individually on:
- Research into and appropriateness of use of tools and of methods of creating affect (LO2)
- Level of creative application of solutions to the challenges of production (LO4)
- Degree of adherence to industry standards in the creation of client focused works (LO7)

Through the Presentation to Client you will be assessed individually on:
- Level of ability to articulate knowledge and understanding of principles of production (LO4)
- Degree of understanding of client parameters and contexts for production (LO7)

Essential Reading list

1. Bridgewater, T. (2013) *Boardroom Director: How to Produce Exceptional Corporate Video*, Foresight Corporate Communications Inc, London
2. Richer, T. (2006) *The 30-second Storyteller: The Art and Business of Directing Commercials*, Cengage Learning PTR, Andover
3. Sweetow, S. (2016) *Corporate Video Production: Beyond the Board Room (And Out of the Board Room* 2nd Ed, Focal Press, Oxford
4. Van Logue Neweth, T. (2013) *The Ad-Makers: How the Best TV Commercials are Made*, Focal Press, Oxford
5. Zouak, K. (2016) *Short Ideas: Writing Creative for Commercial, Corporate, and Online Video*, CreateSpace Independent Publishing Platform, https://www.createspace.com