DMA 140: 501 Commercial Production
Fall 2015, Mondays and Wednesdays 6:00pm-7:45pm
Business and Technology Room 105
Instructor: Justin R. Romine
Office: Business and Technology 114
Office Hours: Monday and Wednesday 2pm-3pm (may be in classroom 105)
And by Appointment
Contact: jromine@unm.edu
Cell: 702-835-2387

Course Description

DMA 140:501 Commercial Production is a comprehensive introduction to the basics of Commercial Production. Students will work on 2 commercials produced by UNM-Valencia Campus.

Lectures, demonstrations, group discussions, and lab work will accustom students to working with production gear. Students will also learn hands on by using and experimenting with equipment.

Occasionally Guest Speakers will visit the classroom or on Skype. Our guests have worked in the field of T.V. and Film Production and will provide invaluable advice and insight. Questions will be encouraged, and what is covered during our guest’s visit, will show up on the tests.

Part of the curriculum will be making a commercial for a UNM-Valencia. Students will learn how to write, shoot, direct, and edit a 30 second commercial effectively for two classes at UNM-VC.

Student Learning Objectives
Demonstrate introductory level working knowledge and demonstrate proper use of camera, lighting, sound, and any other production equipment used during production.
Students will build a portfolio of their completed commercials by writing, shooting, and editing footage into a commercial. Students will be able to showcase their works on a variety of platforms.

When working on a project a set of rules must be used to properly cover every aspect of shooting and producing. Students will demonstrate their understanding of these rules and concepts.

**Student Responsibilities**

Students are required to complete all assignments on time, participate in scheduled critiques, class discussions, and maintain a safe, respectable, positive classroom lab environment.

**All equipment must be treated with care and respect.** The equipment we have is very expensive; all measures and precautions must be taken when using equipment. There will be a strict sign-out policy for any equipment used inside and outside of the classroom.

Neither dishonesty nor unruly behavior will be tolerated in the classroom; such actions will lead to being dropped from the course. According to our Student Code of Conduct found on page 179 of the 2012-2014 UNM-Valencia Catalog:

> “Appropriate disciplinary procedures and sanctions shall be applied to any student who commits, or attempts to commit, any of the following acts of misconduct:

2.4. **Academic Dishonesty**, including, but not limited to, dishonesty in quizzes, tests, or assignments: claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out application or other University records.”
Students are expected to attend every class on time, fully prepared for each day’s work and reorganizing the room before and end of each class. **More than 3 absences without prior consultation may result in a failing grade or drop from the class.** Leaving excessively early or arriving late twice results in an absence.

Students are responsible for lecture and demo information missed if absent (if there are issues with work or childcare scheduling, please speak with me privately). No repeats of lectures or demos will be given due to lack of attendance.

**Cell phones need to be put on mute during class time.** If you must receive a call during class time leave the room before you answer. No phone conversations, text messaging, web surfing, moving watching etc. in class.

Computers are only for in class demonstrations and projects. No Facebook, Twitter, Email or Chatting Allowed.

If you have a disability, please inform me of your special needs as soon as possible to ensure those needs are met in a timely manner.

**Grading**
Grading is based on completion of course assignments (no full credit will be given for late work), quality of individual technical and critical development, personal commitment and ability to work in a production/film setting. Personal commitment involves regular attendance, consistent effort, completion of work and participation in production of class projects and the general willingness to learn.

There will be 2 required assignment of producing a 30 Second Commercial for two programs at UNM-VC. The bulk of your grade will be Attendance and Participation on Class Projects. There will be two exams; a Midterm and a Final. The Midterm will be a written test and The Final will be your completed 30 Second Commercial.
Assignments 25%
Attendance/Participation 25%
Midterm/Final 50%

Required Text
Rebel Without a Crew: Or How a 23-Year Old Filmmaker with $7,000 Became a Hollywood Player. By Robert Rodriguez
There will be a copy on reserve in the library.

Required: 1 1TB External Hard Drive

Commercial Production Course Schedule
Week 1 Introduction and Overview
Week 2 Kinds of Commercials
Week 3 Finding a business
Week 4 Commercial Scriptwriting
Week 5 Cameras, Lenses, and Format
Week 6 Lighting
Week 7 Commercial Breakdown and Shot List
Week 8 Midterm
Week 9 Commercial Shoot
Week 10 Shooting
Week 11 Commercial Editing, Editing to Music
Week 12 Titling and Music
Week 13 Finishing Touches on Workflow
Week 14 Screening of Student’s Commercials
Week 15 Peer Reviews and Final Review
Week 16 Final