

**DMA 140-501:** Commercial Production  
**Spring 2018** Mondays and Wednesdays 6:00 p.m. – 7:45 p.m.  
**Business and Technology** Room 111  
**Instructor:** Justin R. Romine  
**Office:** Business and Technology 114  
**Office Hours:** Monday and Wednesday 5:10-6:00 p.m.  
**Email Contact:** jromine@unm.edu  
**Cell:** 702-835-2387

## **Course Description**

**DMA 140:** Commercial Production is a comprehensive introduction to the basics of Commercial Production. Students will make a commercial for a local business.

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 local company.

Students will learn how to write, shoot, direct, and edit a 15 second and a 30 second commercial effectively for a local New Mexico company.

## **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.

**Academic Dishonesty and/or Plagiarism Policy** (see <https://policy.unm.edu/regents-policies/section-4/4-8.html>).

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is 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; and misrepresenting academic or professional qualifications within or outside the University.

### **Attendance Policy**

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 2 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 ect. in class.

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

### **Students with Disabilities**

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 assignment (no full credit will be given for late work), quality of individual technical and critical development, personal commitment and ability to work in a post-production setting. Personal commitment involves regular attendance, consistent effort, completion of work and the general willingness to learn.

There will be two required assignments of producing and editing commercials. There will be one exam; a midterm.

**Assignments: 50%**

**Midterm: 25%**

**Attendance and Participation: 25%**

**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.

**Computer Lab Responsibility Statement:**

Computer Lab Responsibility: Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.

**Title IX Statement:**

In an effort to meet obligations under Title IX, UNM faculty, Teaching Assistants, and Graduate Assistants are considered "responsible employees" by the Department of Education (see pg.15 -<http://www2.ed.gov/about/offices/list/ocr/docs/qa-201404-title-ix.pdf>). This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the Office of Equal Opportunity ([oeo.unm.edu](http://oeo.unm.edu)). For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>