

BC 410 Advanced Topics: Commercial Production

Dr. David L. Barner

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Hours by appointment- telephone with a few suggested times.

Regular commitments :

Class at 9:20 and 2:00 MWF- Radio shift Noon until 1 daily

TV taping Thursday 12:30 until 2 PM until end of February

Faculty Meeting etc- Tuesday 12:30 until 2 PM

General Description:

Students will write and produce both radio and television commercials and PSA's using real clients and problems as source material.

No text but there will be various hand-outs and several guest speakers.

Course outline:

The course schedule is still a work in progress but the starting schedule is on the R drive. All changes to the schedule will be made on the R drive and announced in class. A good working knowledge of Adobe Audition, Adobe Premiere, and portable camera equipment is expected.

Grading- standard

50 points- Department radio spots (individual)

50 points- WC department TV spot- group)

50 points- Radio spots as assigned - (individual)

100 points- Sales client Radio spots and TV scripts (individual

150 points - Three client PSA's- group

50 points - Focus group reports

50 points- Assigned commercial TV spot- group

100 points-Final exam - open notebook

Total points- 600 points