

# DIRECTING COMMERCIALS BOOTCAMP

One week before the course commences students are sent a Department for Work and Pensions commercial script and asked to create a one page directors mood-board.

## DAY 1

### 9.30 am INTRODUCTIONS

---

- The Commercials Directors World.
  - Nuts and Bolts of Commercial Production.
  - Key Players in the Agency food chain.
  - Survival of the Specialised.
  - Screening and analysis of award-winning commercials and emerging opportunities
  - Creating a reel and signing with a Production Company
- 

### 11.00 - 11.15 COFFEE BREAK

### 11.30 -13.00 A BOARD COMES IN NOW WHAT?

---

- How to prep for a conference call with Agency Creatives.
- Treatments, class exercise based on DWP script and students moodboard.

### 13.00 – 14.00 LUNCH

### 14.00- 15.00 THE BUSINESS OF YOU

---

- Building your reel
- How to stand out in a sea of directors
- Loan outs and foreign representation
- Transferring skills from broadcast to advertising

### 15.00– 15.20 TEA BREAK

### 15.20 - 17.15 WRITE A 60 SECOND COMMERCIAL FROM CLIENT BRIEF

---

- Students workshop a 60 second script
- Recap of the days concepts
- Any questions?

### 17.30 FINISH

# **DIRECTING COMMERCIALS BOOTCAMP**

## **DAY 2**

**09.30-11.00**                      **STORYBOARDING/ ANIMATICS**

---

- Students create a storyboard and animatic from the 60 second commercial they've written.

**11.00 -11.15**                      **COFFEE BREAK**

**11.15- 13.00**                      **REEL ANALYSIS - WHERE TO IMPROVE? IN ORDER TO IMPRESS**

---

- One to one practical insights for optimising your reel
- Valuable action points on which productions companies would be a good fit for your work
- Advice on making your work highly targeted and relevant to your specialism

**14.00 -17.00**                      **SHOOT**

---

- Hands on experience directing a commercial with Aasaf as your mentor
- Recap, questions and feedback

**17.30**                                      **FINISH**