

Stuttgart Media University

Courses on graduate level

MASTER - EXCHANGE STUDENTS

(Valid from Winter Semester 2019/20)

Course Title	Advertising Spot Conception
	Bachelor Level Course
Course No	224354
Lecturers name	Prof. Dr. Burkard Michel
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	Interactive lecture and group projects
Total workload	90 hours: 22,5 hours teaching time + 4,5 hours per week preparation/follow up work incl. 2 final presentations and booklet of results.
Contact hours per week	2 SWS = 90 min x 15 weeks
Type of exam	Presentations and booklet of results
Learning outcomes	<p>After actively participating in this course students will ...</p> <ul style="list-style-type: none"> - be able to understand the process of designing a TV or Web commercial beginning with a creative brief ending and with a story board on the basis of several practical tasks. - know the different techniques for presenting ideas in the different stages of development. - have improved their ability to think and tell stories by means of images. - have improved their ability to analyse commercials under a marketer's point of view. - analyse commercials beyond their concrete contents structurally. - be able to produce and develop ideas systematically - be able to formulate, accept and tolerate critique constructively and professionally. - be able to give reasons, to justify, and to sell their creative ideas. - have improved their presentation skills. - have improved their capacity for teamwork.
Abstract	Based on a practical briefing, participants will develop ideas for commercials that will meet both the demands of marketing strategic deliberations and the needs of defined target groups – also in terms of entertainment. To evaluate the ideas presented different kind of criteria will be discussed and applied. The conception of commercial ideas will progress from very rough sketches to more elaborate treatments, then to highly detailed story boards, which help to represent a yet non-existing multi-sensual media product.
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	<p>Wiedemann, Julius: Advertising Now. TV Commercials, Köln 2009. Phillips, Andrea: A Creator's Guide to Transmedia Storytelling, New York 2012 Katz, Steven D.: Film directing shot by shot; dt: Die richtige Einstellung. Shot by Shot. Zur Bildsprache des Films, Frankfurt/M. 2011. Field, Syd: The Screenwriters Workbook; dt: Das Handbuch zum Drehbuch,</p>

	<p>Frankfurt/M. 1995.</p> <p>Vineyard, Jeremy: Setting Up your Shots – Great Camera Moves Every Filmmaker Should Know; dt: Crashkurs Filmauflösung, Frankfurt/M. 2011.</p> <p>Additionally in German:</p> <p>Lanzenberger, Wolfgang/ Müller, Michael: Unternehmensfilme drehen: Business Movies im digitalen Zeitalter, Konstanz 2010.</p> <p>Heiser, Albert: Das Drehbuch zum Drehbuch. Erzählstrategien im Werbespot und – film, Berlin 2004</p> <p>Schierl, Thomas: Werbung im Fernsehen. Eine medienökonomische Untersuchung zur Effektivität und Effizienz werblicher TV-Kommunikation, Köln 2003.</p>
Weblinks	