Key team contact details

Module Leader	Christian F. Olsen
Subject Area & School/College	Visual Design & Marketing
Email	christian@miuc.org
Phone	+34 952 86 00 00
Location	MIUC

Module Tutor	N/A
Email	
Phone	
Location	

Module/Course Administrator	**Jelena Krajacic**
Email	jelena.krajacic@miuc.org
Phone	+34 952 86 00 00
Location	MIUC

Subject Librarian	Teresa Muñoz-Écija
Email	library@miuc.org
Phone	+34 952 86 00 00
Location	MIUC

The Course Leader overseeing this module is Ming-Jin Jiang, and can be contacted at ming-jin@miuc.org

The Dean responsible for this module is Beata Froehlich and can be contacted at beata@miuc.org

The External Examiner responsible for this module is Professor Nick Rees (Professor of International Relations and Dean of the School of Humanities and Social Sciences at The University of Buckingham) for International Business and International Relations courses and Dr Eirini Bazaki (Senior Teaching Fellow, Fashion Management Marketing, MA Coordinator: MA Luxury Brand Management/MA Fashion Management/MA Fashion Marketing and Branding Education Curriculum Advisor – Centre for Higher Education Practice (CHEP)) at the University of Southampton

The Academic Partner Link-Tutor responsible for this module is Brenda Theodore-Marks (for International Business and International Relations courses) and Matilde Nardelli (for Marketing and Advertising course), and can be contacted at Brenda.Theodore-Marks@uwl.ac.uk and Matilde.Nardelli@uwl.ac.uk

1   Module overview

1.1 Introduction

The module will introduce you to the different stages of production, focusing on advertising, but also television and film, and analysing the pre-production stage, taking you along step by step in order for them to individually produce a Creative Brief, writing a Script, breaking down the Script, developing a storyboard and creating a video advert.

1.2 Module summary content and aims

The purpose of the module is to provide you all the possible professional tips and tools in order for you to approach the professional world of advertisement in the best outstanding way.

The module will be equally divided in theory and practical classes. In the theory lessons you will be led through all the production elements in order to be able to understand, analyse, breakdown and bring together an audio-visual advert production.

A unique feature of the module is that you will be asked to place yourself in a real world work situation. By taking the role of a producer you will be given the opportunity to write the Briefing and the script of your own advert as well as creating a finished product.

The module will have its own NeoLMS page on which you will access readings, sources, internet links and new pieces of information relevant to the production course. You will be required to undertake practical, guided study, on appropriate software which will be supported via online video tutorials.

1.3 Learning outcomes to be assessed

LO1: Categorise the process of Production for Advertising, being able to distinguish the elements engaged in a production. (Assessment 1, 2 & 3)

LO2: Create a Creative Brief and dramatic literary Script, analyse it and break it down to all the elements involved in the production requirements. (Assessment 1 & 2)

LO3: Operate Movie Magic Scheduling software. (Assessment 2)

LO4: Design and Compose a complete Production Plan, delivering the different schedules needed in a production. (Assessment 3)

1.4 Indicative Contact Hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours (for modules with 20 UK credits) 44 hours (for modules with 10 UK credits)
Total Learning Hours	200 hours (for modules with 20 UK credits) 100　　urs (for modules with 10 UK credits)

1.5 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Indicative Submission week	Method of Submission & Date of Feedback (refer to NEOlms)
A1 – Written Assignment The creation of the campaign: The creative brief and the script	1000 – 1500 words	NA	50%	40%	Week 7 Date & Time TBC	Via NeoLMS & 10 working days after the submission
A2 – Artefact Breakdown of Script	Breaking down script	NA	25%	40%	Week 10 Date & Time TBC	Via NeoLMS & 10 working days after the submission
A3 – Artefact Production Plan	Storyboard development, Video advertisement and a report following the production plan	NA	25%	40%	Week 16 Date & Time TBC	Via NeoLMS & 10 working days after the submission

1.6 Assessment brief including criteria mapped to learning outcomes

1.6.1 Assessment 1: The creation of the campaign: The creative brief and the script

You will have to, individually, write down the brief and the script of a television advert (between 30sec -2 minutes). However, for the creation of the campaign, you can work in groups in order to practice the brainstorming process and to ask to generate a full campaign. In other words, your own brief and script for an advert can be a part of a larger campaign for a product, idea or service created by the group.

However, if you already have a powerful idea and would like to work on it by yourself, that will also be a valid option once the idea is approved by the module leader.

Assessment criteria for Assessment 1 (LO1, LO2 will be assessed)
This assessment will be marked according to the following criteria:

o **Knowledge and understanding - Brief Creation (20%)**: The student must understand in basic terms all the different elements engaged in the production of their Briefing. They must produce the briefing of a television advert for a campaign for either television, or internet.
o **Cognitive skills - Script writing (30%)**: The student must be able to produce a professional advert script for television, theatres or internet.
o **Practical and professional skills - Originality of advert idea (20%)**: The originality of the advert, including the idea, product or service, will be of great importance.
o **Transferable and key skills (30%)**: Students need to present their work in a clear manner in a written report explaining what they have learnt and the difficulties they had to accomplish.

1.6.2 Assessment 2: The Breakdown of the Scripts

Once your script has been completed individually, you will start to break down all the elements of the script and input it in the pre-production software. You will have to categorise the different elements engaged in the production of the script in order to be able to analyse and break it down in the production requirements.

Assessment criteria for Assessment 2 (LO1, LO2 and LO3 will be assessed)
This assessment will be marked according to the following criteria:

Knowledge and understanding - THE BREAKDOWN OF THE SCRIPT (35%): The student must understand in basic terms all the different elements engaged in the production of their script in order to be able to analyse it and break it down

Cognitive Skills - SOFTWARE MANAGEMENT (35%): The student will have to present their work in a chronological Schedule using the Movie Magic Scheduling Software.

Practical and professional skills - INTRODUCE ELEMENTS WHICH WOULD BE REQUIRED FOR DIRECTING (30%): The student must approach the script the same way a Director might do in order to make the breakdown the most applicable to creative and artistic side. They may introduce elements in the breakdown that would be specifically chosen by the Director for directing the scene.

1.6.3 Assessment 3: Production Plan

In order to produce an advertisement, you will need to develop and implement a production plan. First, you will have to develop a storyboard. The storyboard will include an appendix of a shot list. The shot list and storyboard will be the foundation of the actual shooting of the advertisement. You could use mix media and animation to showcase your advertisement. Once you have developed your storyboard, you could shoot the advertisement using an appropriate device (including Smartphone). The advertisement will be presented as a mp4 file. You will also write a report stating what you have learnt while going through the process and the difficulties that you have to overcome.

Assessment criteria for Assessment 3 (LO1, LO4 will be assessed)
This assessment will be marked according to the following criteria:

o **Knowledge and understanding - Understanding the Storyboard (10%)**: The student must understand how to translate the script into a storyboard and how it assists in testing and communicating the adverts storyline.

o **Cognitive Skills (30%)**: The student will have to showcase an understanding of how the main idea of the product has been transferred to the video/animation. The student needs to demonstrate the storytelling ability for a clear and coherent advert. Student needs to demonstrate the linkage behind placement of the advert. TV, Social media platforms or other and the length of the advert.

o **Practical and professional skills (40%)**: The student must produce an advert that sells the product presented in the design brief/script. The video/animation has to include the product it wants to sell, A 7-10 seconds End card with a call to action. Video can be shot using students Smartphone or any other appropriate device and tools to assist in production work. Student needs to edit and include background audio and a voice over.

o **Transferable and key skills (20%)**: Students need to present their work in a clear manner in a written report explaining what they have learnt and the difficulties they had to accomplish.

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1.7 Learning materials

The reading list for this module is available on lms in the module area

1.7.1 Core textbook(s)/Reading:

- Berger, A. A. (2015) *Ads, fads & consumer culture: Advertising's impact on American character society*. 5th Ed. Maryland: Rowman & Littlefield
- Duffy, M. and Thorson, E. (2016) *Persuasion Ethics today*. London / New York: Routledge.
- Egan, J. (2019) *Marketing Communications*. 3rd ed. Los Angeles: SAGE.

- Honthaner, E. L. (2013) *The Complete Film Production Handbook*. 4th ed. Burlington: Focal Press.
- Millerson, G. and Owens, J. (2012) *Video Production Handbook.* 5th ed. New York / London: Focal Press.
- Percy, L. and Rosenbaum-Elliott, R. (2021) *Strategic advertising management.* 6th ed. Oxford: Oxford University Press.

1.7.2 IT, audio-visual or learning technology resources

Students will be using appropriate software for the practical lessons.

Remember to log into MIUC lms daily to receive all the latest news and support available at your module sites!

2   Things you need to know

2.1 Engagement

During the academic year 2021-22, the health, welfare and safety of all our students and staff is our top priority as Spain continues to deal with the ongoing implications of the COVID-19 outbreak.

Face-to-face-teaching, access to MIUC facilities and being part of our unique University community are key parts of the excellent student experience at MIUC. We have been working to create a safe and efficient plan that will allow us to deliver these elements when you start with us in the fall semester, subject to government regulation.

MIUC will be ready to teach in September and we are committed to engaging with you as closely as we can, and to ensuring that you have a rich educational experience that is safe and protected to ensure that you continue to get the most from the University life and the city of Marbella.

Whether you are engaging with teaching and learning activities on site or via the MIUC Virtual Learning Environment, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the timeframes set out, you should let your module leaders know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your module leaders. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are struggling so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

2.2 Need help, just ask

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you are struggling with meeting deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, speak to them so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time, and apply online for an extension before your deadline. An extension will allow you an extra 10 working days. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can apply online for mitigation.

Please remember late submission without extension or mitigation will result in penalties depending on how late it is, see Academic Regulations.

You are reminded that MIUC applies penalties to students who commit an academic offence, in which case the Academic Offences Regulations will be used to deal with any cases of academic

misconduct including examination offences, plagiarism and other means of cheating to obtain an advantage.

You are encouraged to seek advice from the Students' Union and counselling service which support you with all aspects of your academic experience by providing advice and guidance to ensure you are fully informed of the academic regulations as well as advocate for student views.

You are expected to behave in line with University expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others online and a range of online materials, it is important to consider how to stay safe online and ensure your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leader or Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to the Complaints Procedure which is outlined in the student handbook and consult the Students' Union about it. The University aims to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

2.3 Getting support for your studies

Throughout your course of study, you will have access to a wide variety of sources of support depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor for academic advice in relation to your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

2.4 Student support

In addition to the support listed in the previous section, there is also more help offered by MIUC Student services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of

extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: student.life@miuc.org

Internship Support: TBC

Life Coaching Service: Ms. Ana Cantle, ana.cantle@miuc.org

Counselling Service: Ms. Eva Berkovic, eva@miuc.org and Dr. Alena Kiriljuk, alena.kiriljuk@miuc.org

2.5 Module evaluation – have your say!

Towards the end of the module you will be invited to provide some anonymous feedback to the Module Leader through a (online) survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module.

3 Appendix: Weekly Content

Week 1 – INTRODUCTION TO THE COURSE PRODUCTION FOR ADVERTISING / INTRODUCTION TO ADVERTISING.

Venue: MIUC

Key concepts/issues:

INTRODUCTION TO THE COURSE PRODUCTION FOR ADVERTISING:
- INTRODUCTION TO THE COURSE
- WHAT IS EXPECTED FROM THE STUDENT IN THIS COURSE
- THE ASSESSMENTS

INTRODUCTION TO ADVERTISING:
- HISTORY OF ADVERTISING.
- INTRODUCING ADVERTISING AND PROMOTION
- FUNDAMENTALS OF ADVERTISING MANAGEMENT
- MARKETING COMMUNICATIONS-HISTORY-TOOLS & MEDIA

Week 2 – COMMUNICATION / PRODUCTION PROCESSES / ADVERTISING / BRAND MANAGEMENT / RESEARCH / AUDIENCES / TARGETS & CONSUMER BEHAVIOUR.

Venue: MIUC

Key concepts/issues:

- COMMUNICATION
- THE STAGES OF PRODUCTION
- ADVERTISING AND ITS ELEMENTS
- TYPES OF ADVERTISING
- THE BRAND & MANAGEMENT OF THE BRAND
- RESEARCH IN ADV & MARKETING
- WORKFLOW RESEARCH
- AUDIENCES & TARGETS
- AUDIENCE ANALYSIS

- PROMOTION & CONSUMER BEHAVIOUR

Students will be introduced to the stages of production, the brand, research, audience and consumer behaviour.

Week 3 – IMAGE AND PRINT MEDIA / SOUND AND RADIO ADVERTISEMENT / TELEVISION AND VIDEO ELEMENTS: SET, LIGHTING, EDITING & GRAPHIC DESIGN & THE VIDEO CLIP

Venue: MIUC

Key concepts/issues:

- PRINT MEDIA
- SOUND ELEMENTS
- RADIO ADVERTISEMENT
- IMAGE ELEMENTS
- LIGHTING ELEMENTS
- SETS
- EDITING AND GRAPHIC DESIGN ELEMENTS
- TELEVISION ADVERTISEMENT

We will study the elements in Print, Radio and Television Advertising.

Week 4 – BEGINNING OF ASSESSMENT 1 / CREATIVITY / CREATIVE BRIEF / INTRODUCTION TO SCRIPT FORMATS

Venue: MIUC

Key concepts/issues:

- CREATIVITY
- CREATIVE BRIEF
- FROM THE BRIEFING TO THE SCRIPT
- INTRODUCTION TO SCRIPT FORMATS
- LINKS TO SCRIPT WEB PAGES

This week, you will be introduced to the Briefing, the Script format, and develop Assessment 1.

Week 5, 6 and 7 – Pre Production

Venue: MIUC

Key concepts/issues:

CREATION OF THE BRIEF + SCRIPT WRITING

Delivery of A1 will be at the end of week 7.

Week 8, 9 & 10 – Introduction to movie magic scheduling program

- ASSESSMENT 2: SCRIPT BREAKDOWN + SOFTWARE MANAGEMENT

Students will receive a script and use software to learn how to manage a production using movie magic software.

Delivery of A2 will be at the end of week 10.

Week 11 – Production of Ad – Development of storyboard

Based on the script from Assessment 1 students will start developing their storyboard.

1. What to include in a storyboard.

2. Storyboard templates

3. including a shot list

You will be working on their ads during the class time.

Week 12 – Production of Ad – Filming the Ad

Based on the storyboard students will start the process of shooting their advert.

This week you will begin work on your ad. You will begin shooting the ad on your Smartphone or any other appropriate device.

4. How to film a video
5. How to transfer files from your device to a computer
6. Organising your files.

You will be working on their ads during the class time.

Week 13 & 14 – Post Production – Editing the Ad

You will transfer their footage to a laptop or computer to begin the editing process.

You should add the voice over if it is not already included with the filming of the ad.

You will work on finding and editing an appropriate audio bed for the advertisement.

Furthermore, you will receive a template for the report to be submitted alongside their video ad.

Free online resources to edit on:

- https://clipchamp.com/en/video-editor/

- https://www.wevideo.com/

- https://www.adobe.com/express/create/video

- https://www.veed.io/

- https://www.fastreel.com/video-maker.html

You will transfer the footage to a laptop or computer to begin the editing process.

You should add the voice over if it is not already included with the filming of the ad.

Free online resources to edit on:

- https://clipchamp.com/en/video-editor/

- https://www.wevideo.com/

- https://www.adobe.com/express/create/video

- https://www.veed.io/

- https://www.fastreel.com/video-maker.html

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