

NFTS

NATIONAL
FILM AND
TELEVISION
SCHOOL

Course outline: Directing Commercials

The Directing Commercials Diploma Course is a practical course to give you the tools to take a concept and then develop and produce a finished commercial that is industry ready. Throughout the course you will meet industry speakers from all areas of the industry to help give you a better understanding of what is expected in order to be a successful commercials director. Each student will produce three commercials (one commercial per module), which is what you will be assessed on throughout the diploma.

The commercials have historically been about the world of fashion or about charity. They will be for live clients, and not be spec commercials. We hope some may have the potential to be entered into festivals.