

DIGITAL ADVERTISING DESIGN WORKSHOP

Conducted by: Asst. Prof. Emel TOZLU & Asst. Prof. Sinem EYİCE BAŞEV

Date and Time: 27.01.2022/10:00-15:00,
03.02.2022/10:00-15:00

Venue: Faculty of Applied Sciences, Advertising and TV Studio (Faculty of Health Sciences)

Content

Participants will be divided into groups in accordance with the pandemic conditions and will enter the creative advertising scripting workshop in the first part of the course. In the second part of the workshop, they will put their commercials into practice by using the greenbox technique at IGU UBF Advertising Studio. Within the scope of the workshop, it is aimed to show participants the design and implementation process of a commercial film by also experiencing it. At the end of the workshop, the students will be able to;

- Explain what the commercial film is and the advertising scripting process,
- Write commercials and shooting commercials with greenbox,
- Use the information they obtained about all processes of montage and editing on the commercial film.

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WORKSHOP PROGRAM	
What is the commercial film? How is an ad script written?	Asst. Prof. Emel TOZLU ÖZTAY
Ad scenario practice (Ad Workshop)	Asst. Prof. Sinem EYİCE BAŞEV
Practice of written advertising scenarios. Advertising film shooting with Greenbox. (Television Studio)	Asst. Prof. Emel TOZLU ÖZTAY & Dr. Sinem EYİCE BAŞEV
Montage + Editing (Television Studio)	Asst. Prof. Emel TOZLU ÖZTAY & Asst. Prof. Sinem EYİCE BAŞEV

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