

Screen Production

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Top NZ paint company challenges Whitireia students to create colourful commercial

Few students have the chance to create a broadcast television commercial, but this year's intake to the New Zealand Diploma in Screen Production (Level 6) will have exactly that.

Whitireia Community Polytechnic Limited is partnering with leading New Zealand paint company, Resene, on an in-house film competition that challenges screen production students to create a 30-second TVC, inspired by colours of their choice from Resene 'The Range', Resene's new fashion paint colour range.

The challenge asks students to generate a unique concept for a commercial and pitch it to Resene. Once concepts are finalised, students will then work in teams to generate a TVC from-scratch using paint resources provided by Resene. The challenge gives students the opportunity to gain industry experience with a real-life client and extend their technical and creative skills.

A panel of judges from Resene will pick a winning commercial, which will play on yet-to-be-determined media and promoted on social media. The winning commercial will receive \$2000, while the runner up will receive \$1000.

The initial idea for the project sparked when a budding filmmaker posted a clip online based around Resene's paint colours. A company representative then approached the Whitireia screen production programme.

Tutor David Brechin-Smith said that this is the first time the film programme has worked with an external company in this way.

"To partner with a company with such a well-known and respected brand as Resene is exciting, and we feel privileged to work with them. To make an ad for Resene, with the chance of it to be shown nationally, is a strong incentive for the students. It's a great addition to the programme."

"This project will ramp up their experience in a number of technical crew roles, including leading a shoot," said tutor Corey Le Vaillant.

"Each student also learns how to respond a client brief, working out their concept, and then planning and executing the shoot. It will be a big learning curve, which will require good planning in all stages of production."

The students will have total creative freedom, as long as the commercial meets the client brief and uses paint colours from Resene 'The Range' fashion collection.

"We want them to use skills they will have learned up to that point, exploring depth of field and focus, texture, form, pattern and layers, with moving or static shots, and from the panoramic to the microscopic," said Mr Brechin-Smith.

The challenge will use the Arri Alexa Classic camera, a high-definition digital film camera used by professionals. "With that camera, they will be able to make some beautiful images," said Mr Le Vaillant.

Mr Brechin-Smith said working with Resene will give the Level 6 students experience of a different aspect of New Zealand's screen industry.

"There's work available making commercials, so this gives our students another string to their bow. A lot of people come to the course wanting to work in film, because the world of commercials isn't as visible to most students. This challenge will open their eyes to new possibilities."

New Zealand Diploma in Screen Production (Level 6)

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| 📖 | Level 6 |
| 🕒 | 1 year, full-time |
| 💰 | \$11,261 (indicative for 2024 intake) |
| 🌐 | \$25,000* (indicative for 2024 intake) |

This programme builds on skills and knowledge and further prepares ākongā for the screen industry. It provides more advanced practice-based experience across a range of mediums including documentary and TV commercials. Ākongā have the opportunity to focus on a key crew role during the programme, with a view to working professionally in that area.

Study at Te Kāhui Auaha, our creative campus at the heart of Wellington CBD.

Programme outline

Areas covered in this programme includes:

- Research which explores and evaluates the critical components of successful filmmaking from both international and Aotearoa New Zealand based perspectives.
- Exploring the art of scriptwriting and screen adaptation for applied storytelling; to produce individual projects.
- Applying knowledge within technical processes, craft skills, leadership, and management in pre and post-production planning of screen productions.
- Experience of the practical planning implications of filmmaking.
- The opportunity to lead, initiate, create, and contribute to screen productions; ākongā work on a minimum of two projects including documentary making and festival ready short films.
- The expansion of learning editorial skills within own projects, and the work of others. Achieve an industry level of skill base in the editorial suite.
- Ways to secure film funding, and the practical and legal requirements needed in order to operate as a contractor within the film industry.

Entry requirements

Domestic

New Zealand Diploma in Screen Production (Level 5) or equivalent industry experience.

It is recommended that candidates hold a Restricted or Full New Zealand Drivers Licence.

International students

International: IELTS 6.0 (no band lower than 5.5), or equivalent.

Disclaimer: The information contained in this document is correct at the time of print. Whitireia and WelTec | Te Pūkenga reserves the right to cancel or postpone any of the programmes, and shall not be liable for any claim other than the proportion of programme fees that the cancelled portion bears. Some programmes may be dependent upon formal approval from NZQA (New Zealand Qualifications Authority), TEC (Tertiary Education Commission) funding allocation, and the number of enrolments. As part of the NZQA targeted review of all Level 1-6 New Zealand qualifications, there may still be changes to some programmes starting in 2024. Fees, programmes, entry and selection criteria, and dates, are subject to change. Please check the relevant programme pages at whitireiaweltec.ac.nz for up-to-date information and full entry regulations before applying to enrol. Information regarding English language requirements is available on each course page at whitireiaweltec.ac.nz.