

SHORT BLENDED MOBILITY – TV COMMERCIAL PRODUCTION PROJECT

PROJECT OVERVIEW

TV Commercial Project is a third-year teaching module focusing on the collaborative production of animated content for advertising and social media.

TIMELINE

- Duration: approximately 1 month
- Period: May 11 to June 12, 2026

OUTPUT

Students will produce:

- Two commercials (up to 30 seconds each), OR
- Related social media content (usually addressing social topics)

PARTICIPANTS

- Total: 10 students
 - 5 from Civica (Milan) – Animation course 3rd yr
 - 5 from your institution (Lodz) – same level
- Teachers: (on mobility Lodz/Milan)
 - 1 from MCSC
 - 1 from PWSFTViT

Working language: English (minimum B2 level)

ACADEMIC RECOGNITION: 3 ECTS

WORKING METHOD - Blended Mode

- **On-site activities:**
 - 5 days in Milan Film School (5 MCSC+ 5 PWSFTViT students + teachers)
 - 5 days in Lodz PWSFTViT ((5 MCSC+ 5 PWSFTViT students + teachers)
- **Online collaboration:** ongoing throughout the project for creative exchange, feedback sessions, and tutoring
- **Supervision** by tutors from both institutions at all stages

PRODUCTION PHASES and program outline

Students will be involved in all phases (pre-production, production, and post-production) using animation techniques learned during their studies. The project will be based on concepts already approved by the Director and the school's tutors.

- One week before the mobility (1hr):
Preliminary On-line Meeting with organizers, teachers and students to present the activities of the mobility and to answer all practical questions
- 1st week: 5 days (10am-17pm) 11-15 May (tbc) – in person at PWSFTViT
Pre-production: students will be divided into two groups and each group will develop, based on the chosen theme, a complete dossier including storyboards, mood boards and graphic proposals for the project to be carried out, which will be submitted to the tutors for approval
- 2nd - 3^{rd+} and 4th week: on-line
Production: starting from the approved dossier, the production phase begins. Based on the chosen animation technique, a work pipeline and production plan will be set up according to the project deadlines. Students are free to organize themselves independently, dividing tasks according to their inclinations or sensibilities.
- 5th week :5 days (10am-17pm) 8-12 June (tbc) - in person at MCSC
Post-production: In this phase, we finalise the projects.
Editing (approx 2 days)
Colour correction (1 day)
Sound and/or music (1 day)

PRESENTATION OF THE OUTPUTS:

We envisage to organise a special screening of the works realized during the mobility, on June 12th – the last day of all participants in Milan.

As an alternative a special online presentation or a flash social media campaign can be planned and implemented.