



# El Camino College

## COURSE OUTLINE OF RECORD - Official

### I. GENERAL COURSE INFORMATION

**Subject and Number:** Dance 262  
**Descriptive Title:** Commercial Dance

**Course Disciplines:** Dance

**Division:** Fine Arts

**Catalog Description:** This course is designed for those attending commercial auditions on a regular basis and emphasizes movement for commercial dance work used in motion pictures, concert dance, television, industrial shows, and other commercial applications. It offers instruction in current trends in popular dance, jazz styling, and commercial audition preparation. Attendance is required at selected dance events.

**Conditions of Enrollment:** Prerequisite  
One semester of Jazz Dance II.  
Dance 240  
with a minimum grade of C

#### Recommended Preparation

Dance 120A

**Course Length:** ☒ Full Term ☐ Other (Specify number of weeks):  
**Hours Lecture:** 1.00 hours per week ☐ TBA  
**Hours Laboratory:** 3.00 hours per week ☐ TBA  
**Course Units:** 2.00

**Grading Method:** Both  
**Credit Status** Associate Degree Credit

**Transfer CSU:** ☒ Effective Date: 3/18/2002  
**Transfer UC:** ☒ Effective Date: Fall 2002

**General Education:**

**El Camino College:** 5 – Health and Physical Education

Term:

Other:

**CSU GE:**  
**IGETC:**

## II. OUTCOMES AND OBJECTIVES

**A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)**

1. Upon successful completion of this course the student will be able to demonstrate movement sequences of the various forms of the Commercial Dance vocabulary.
2. Upon successful completion of this course the student will be able to identify and differentiate various theatrical codifications of Commercial Dance.
3. Upon successful completion of this course the student will be able to identify and give examples of current trends in popular dance, jazz styling and commercial audition preparation.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

**B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)**

1. Demonstrate a series of warm-up exercises that result in performance readiness.  
Performance exams
2. Demonstrate a variety of dance styles and techniques used in the development of commercial dances.  
Performance exams
3. Integrate props, sets, and costumes in the commercial dance work environment.  
Objective Exams
4. Create a variety of studio environments with the use of lighting, special effects and cameras.  
Objective Exams
5. Evaluate the problematic choreographic occurrences of camera editing and camera angles in developing commercial dances.  
Essay exams
6. Evaluate the problematic choreographic occurrences of dialogue, scripts, storylines, narratives and abstract dances.  
Oral exams
7. Evaluate and analyze events from dance activities, video observations and live performances in terms of creative and aesthetic concepts.  
Oral exams
8. Perform a series of commercial dances in a variety of settings using a variety of different choreographic components.  
Performance exams

## III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure

consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	8	I	I. Verbal Explanation of Techniques Utilized in Class A. warm-up techniques B. commercial dance techniques C. TV and Film Genres
Lab	12	II	II. Various dance techniques and styles used in commercial dance A. New styles utilized in commercial dance (hybrid and movement invention) B. The use of rhythms, timing and various movements C. Hip Hop, Jazz, Contemporary and Lyrical Dance utilized for film, TV and stage
Lab	14	III	III. Elements of dance performance A. the use of stage make-up and its relationship with various types of venues B. the use of props, costumes, and sets in commercial dance venues C. choreography within a specific venue(s) and its relationship to space, time and dynamics
Lecture	6	IV	IV. Use of lights and special effects A. The use of lights with various venues and its effects on the skin tones and costuming. B. The use of lights and its relationships within indoor and outdoor venues C. The use of lights and its relationships on the participants and the audience. D. New technologies utilized in commercial dance such as danceforms, Isadora and the Scribbler
Lecture	4	V	V. Introduction of written assignments A. scripts, editing and storylines B. scripts that can be developed into choreography and storytelling specific to specific themes
Lab	12	VI	VI. Portfolio development A. the use of resumes, photos, and audition skills to dancers B. creating a portfolio
Lab	16	VII	VI. Developing and video-taping of final commercial dance presentations A. commercial choreography within a specific venue(s) B. the total packaging of a commercial video
<b>Total Lecture Hours</b>		18	
<b>Total Laboratory Hours</b>		54	
<b>Total Hours</b>		72	

#### **IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS**

##### **A. PRIMARY METHOD OF EVALUATION:**

Skills demonstrations

##### **B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:**

Create (choreograph) a scripted advertisement for clothing using the elements of commercial dance.

##### **C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:**

1. Analyze the dance movements from the "Moulin Rouge" music video and create a product advertisement for specific period-style clothing. Apply a variety of movement phrases that will enhance the clothing product.
2. Observe live or videotaped performances of the commercial dances in which Pepsi has employed Britney Spears to dance and sing. Analyze the intent and target audience in a short essay or oral report.

##### **D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

Essay exams

Performance exams

Objective Exams

Oral exams

Laboratory reports

Class Performance

Other (specify):

Choreographic elements regarding editing dances

#### **V. INSTRUCTIONAL METHODS**

Demonstration

Discussion

Group Activities

Laboratory

Lecture

Multimedia presentations

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

## VI. WORK OUTSIDE OF CLASS

Skill practice

Required reading

Written work

Journal

Observation of or participation in an activity related to course content

**Estimated Independent Study Hours per Week: 2**

## VII. TEXTS AND MATERIALS

### A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

### B. ALTERNATIVE TEXTBOOKS

### C. REQUIRED SUPPLEMENTARY READINGS

Dance magazine

### D. OTHER REQUIRED MATERIALS

Jazz and character shoes, Hermes sandals, knee pads

## VIII. CONDITIONS OF ENROLLMENT

### A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
Course Prerequisite Dance-240	Sequential

### B. Requisite Skills

Requisite Skills
Ability to transform a series of movements and movement vocabulary into a dance combination in a relatively short time frame. DANC 240 - Demonstrate a fast recall of complex choreography and dance combinations. DANC 240 - Integrate performance skills such as focus, projection, completion of movement phrases, personal expression and use of energy and dynamics.
Ability to develop a series of "warm-up" movement phrases. DANC 240 - Identify and define advanced jazz dance and ballet terminology. DANC 240 - Demonstrate increased strength, flexibility and endurance in performance of class technique.
Ability to perform in a group setting with other dancers. DANC 240 - Demonstrate increased strength, flexibility and endurance in performance of class technique. DANC 240 - Demonstrate a fast recall of complex choreography and dance combinations. DANC 240 - Integrate performance skills such as focus, projection, completion of movement phrases, personal expression and use of energy and dynamics.

### C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
Course Recommended Preparation Dance-120A	

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**D. Recommended Skills**

<b>Recommended Skills</b>
Ability to apply basic jazz dance vocabulary to a rehearsal/ performance environment. DANC 240 - Identify and define advanced jazz dance and ballet terminology. DANC 240 - Demonstrate a fast recall of complex choreography and dance combinations. DANC 240 - Integrate performance skills such as focus, projection, completion of movement phrases, personal expression and use of energy and dynamics.

**E. Enrollment Limitations**

<b>Enrollment Limitations and Category</b>	<b>Enrollment Limitations Impact</b>
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**Course created by Daniel Berney on 11/01/2011.**

**BOARD APPROVAL DATE: 03/18/2002**

**LAST BOARD APPROVAL DATE: 11/20/2017**

**Last Reviewed and/or Revised by Elizabeth Adamis on 09/17/2013**