

Course: **POST 318\_418 – Editing the Short Form**  
Section: **601 – Spring 2023**  
Class Number: 42187/42188  
Meeting Time: Th 10:00am to 1:15pm  
Location: ON-CAMPUS

Instructor: Brian Mellen  
Email: [bmellen@cdm.depaul.edu](mailto:bmellen@cdm.depaul.edu)  
Office: ON-CAMPUS  
Office Hours: Th 1:15pm to 1:45pm CDM 632  
Th 1:45pm to 4:45pm Daley 200B

## **POST 318\_418 – Editing the Short Form**

### **Course Description:**

Editing the Short Form will explore the world of TV commercials, music video, movie trailers and internet content for clients. Emphasis on the culture of commercial production environments, including the advertising agency, entertainment and music media business, as well as the broader online market for creation of motion content.

### **Learning Outcomes:**

Using supplied footage as well as that created by the students, the course will explore the creative and real-world workflow of these marketing-driven genres, emulating and observing professional best practices.

### **Learning Goals:**

Upon successful completion of this course, students will be expected to:

- Demonstrate advanced technical and analytical skills necessary to edit short form motion content.
- Analyze how commercial and short form editing styles differ from feature, television, and classic documentary editorial.
- Design the flow of a short form's development from concept, market research, etc. through the final commercial, music video, trailer or web-episode.
- Navigate the hierarchy of an advertising agency or production company and the responsibilities that pertain to each position in the organization.
- Edit within the context of a client-vendor relationship.

**Prerequisites:** POST 110

**Software:** Adobe Premiere Pro

*\*Adobe Creative Cloud Licenses Provided by DePaul*

### **Required Materials/Equipment:**

An external hard drive (USB 3.0, USB-C, Thunderbolt etc.) with a minimum of 500 GB to 1TB

*\*It is very important that you have your own external hard drive, so that you can save your personal projects and media on it. **Exceptions for missed work due to data loss will not be granted.***

## **Changes to Syllabus:**

This syllabus is subject to change as necessary during the quarter.

## **Drop Dates:**

Friday, March 31 (11:59pm Deadline): Last day to add (or swap) classes  
Monday, April 10: Last day to drop classes with no penalty  
Monday, April 10: Last day to select pass/fail option  
Friday, May 12: Last day to withdraw from classes

## **Course Schedule:**

### **Class 1 (March 30<sup>th</sup>)**

Syllabus, Commercial Advertising, Distribute Commercial Footage  
TV Spot Critical Analysis (Due 04/06)  
Post House Presentation (Due 04/13 and 04/27)  
Project: TV Commercial Rough Cut (Due 04/13)  
Discussion Post #1: Details posted on D2L. (Due 04/06)

### **(April 6<sup>th</sup>) – NO MEETING (class will be made up Finals week)**

Discussion Post #1: Details posted on D2L. (Due 04/13)

### **Class 2 (April 13<sup>th</sup>)**

History of Advertising & Commercial Collaboration: Partners, Disciplines, Workflow  
Project: TV Commercial Fine Cut (Due 04/20)  
Discussion Post #2: Details posted on D2L. (Due 04/20)

### **Class 3 (April 20<sup>th</sup>)**

Movie Trailers & Spoofs: History, Production, Disciplines & Workflow  
Project: Movie Trailer Rough Cut (Due 04/27)  
Discussion Post #3: Details posted on D2L. (Due 04/27)

### **Class 4 (April 27<sup>th</sup>)**

Movie Trailers, Contemporary Trends  
Project: Movie Trailer Fine Cut (Due 05/04)  
Discussion Post #4: Details posted on D2L. (Due 05/04)

### **Class 5 (May 4<sup>th</sup>)**

Music Videos: History, Production & Editing  
Project: Music Video Rough Cut (Due 05/11)  
Discussion Post #5: Details posted on D2L. (Due 05/11)

### **Class 6 (May 11<sup>th</sup>)**

Music Videos: Contemporary Trends, Viral Videos  
Project: Music Video Fine Cut (Due 05/25)  
Discussion Post #6: Details posted on D2L. (Due 05/18)

### **Class 7 (May 18<sup>th</sup>)**

Web Episoders, Viral Videos, Vlogs  
Project: Personal Vlog, Viral Video (Due 05/25)  
Discussion Post #7: Details posted on D2L. (Due 05/25)

### **Class 8 (May 25<sup>th</sup>)**

Title Design Sequence Design

Project: Title Design Sequence (Due 06/01)  
Discussion Post #7: Details posted on D2L. (Due 06/01)

### **Class 9 (June 1<sup>st</sup>)**

Self-Promotion: Demo Reel & Websites  
Project: Demo Reel/Website (Due 06/08)  
Discussion Post #8: Details posted on D2L. (Due 06/08)

### **Class 10 (June 8<sup>th</sup>)**

TOPIC TBD

### **Grading:**

|   |     |
|---|-----|
| <b>TV Spot Critical Analysis</b>                | 10% |
| <b>Post House Presentation</b>                  | 10% |
| <b>Project Commercial</b>                       | 10% |
| <b>Project Movie Trailer</b>                    | 10% |
| <b>Project Music Video</b>                      | 10% |
| <b>Project Viral Video</b>                      | 10% |
| <b>Project Title Design Sequence</b>            | 10% |
| <b>Project Demo Reel/Website</b>                | 10% |
| <b>Attendance/Participation/Professionalism</b> | 10% |
| <b>Discussion Posts</b>                         | 10% |

**A** = 93-100    **A-** = 90-92  
**B+** = 87-89    **B** = 83-86    **B-** = 80-82  
**C+** = 77-79    **C** = 73-76    **C-** = 70-72  
**D+** = 67-69    **D** = 60-66  
**F** = 0-59

**A** indicates excellence, **B** indicates good work, **C** indicates satisfactory work, **D** work is unsatisfactory in some respect, **F** is substantially unsatisfactory work.

**Participation in Discussion Forum:** 10% of your total grade (1% per week, 2% for week 9). You must post to receive any credit.

Discussion Forum Rubric (A weekly grade will be given):  
100% = 1 posting and 2 replies to other posters per week  
75% = 1 posting and 1 reply to other posters per week  
50% = 1 posting and 0 replies to other posters per week  
0% = 0 posting and 0 replies to other posters per week

**LATE WORK WILL NOT BE ACCEPTED.**

### **Electronic Devices:**

There is a no tolerance policy on electronic device usage during class. Cell phone/tablet usage and/or internet usage during class will result in 0 attendance points for the day. It is distracting to others around you. You may take notes on a computer using word or text edit (do not browse the internet) but not on a cellphone/tablet.

Cell Phones/On Call:

If you have a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room or mute your computer's microphone in an undistruptive manner. Out of respect to fellow students and the professor, texting is never

allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

### **Student responsibilities:**

Each student is responsible for their time management and for meeting the expectations in the syllabus. The instructor is not responsible for reminding students of assignment deadlines in class. In the event of an absence, it is the student's responsibility to contact the instructor for an assignment sheet detailing any homework. If an assignment is listed on the syllabus you are still responsible for completing the assignment on time.

Also, eventually all hard drives fail. Make sure you backup your projects at least twice for this class and all future projects. If your hard drive fails and you didn't backup your project, no extensions will be given. No accommodations are typically made in the real world for lack of preparation and in order to prepare you for the job market, no accommodations will be made in this course for lost data.

### **Deadlines:**

Video production requires strict adherence to deadlines, therefore late assignments will not be accepted for grading and written feedback will be given at the instructors discretion. You will not be eligible for an A in the class unless you turn in all assignments on time.

### **Attendance, Participation, and Professionalism:**

This course demands class participation - attendance is mandatory. Students arriving to class more than 15 minutes late, or leaving before class is dismissed will be considered absent. You are allowed one (1) unexcused absence. After that, a one letter deduction for each absence will be taken from your final course grade. Missing three (3) or more classes will result in a failing grade. Excessive tardiness will also be penalized. If you are sick, have a family emergency, a conflict with work, or any other kind of unforeseen circumstance, please tell me ASAP so that I know what is going on and I can help you out. Addressing these issues weeks after the absence occurred will make it more difficult to help you out and I do want to help wherever I can.

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. The professor will work with the Dean of Students Office to navigate such student issues if issues are ongoing and can't be resolved in class. Also, adhering to the courses cellphone and computer policy is factored into this portion of your grade as well. SEE ABOVE.

### **Assignments:**

You will submit all of your assignments to the appropriate Google Drive folder. The organization of your editing projects is a significant part of your grade. **LATE PROJECTS will not receive credit.**

## **University Policies**

### **Online Course Evaluations:**

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest

quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

### **Academic Integrity and Plagiarism:**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

### **Academic Policies:**

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: [cdm.depaul.edu/enrollment](http://cdm.depaul.edu/enrollment).

### **Preferred Name & Gender Pronouns:**

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the quarter so that I may make appropriate changes to my records. Please also note that students may choose to identify within the University community with a preferred first name that differs from their legal name and may also update their gender. The preferred first name will appear in University related systems and documents except where the use of the legal name is necessitated or required by University business or legal need. For more information and instructions on how to do so, please see the Student Preferred Name and Gender Policy at <http://policies.depaul.edu/policy/policy.aspx?pid=332>

### **Students with Disabilities:**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu).

Center for Students with Disabilities (CSD)  
Lewis Center 1420  
25 East Jackson Blvd.  
Phone number: (312) 362-8002  
Fax: (312) 362-6544  
TTY: (773) 325-7296