

FILM 423

COURSE DESCRIPTION:

This course will study the creation of music videos from conception to final product. We will study the genesis and history of the music video form, along with the various genres and methods of production. We will also examine the way the role of the music video has evolved over the years as the music industry has changed.

Students will choose a song and pitch a concept for a video featuring that song to the class.

A storyboard will be prepared and production will follow. Each student will deliver a finished video by the start of the last class. Students will also be required to submit a found video for each genre as described in the class.

Videos will be judged by:

Concept, Suitability to the song chosen, execution - production values, style

TEXTBOOK: Making Music Videos by Lara M. Schwartz - Billboard Books

GRADING:

Class Attendance 10%,

Class Participation 10%,

Assignment 1 10%,

Assignment 2 10%,

Assignment 3 10%,

Assignment 4 10%,

Final Project 40%,.

A=95, A-=92, B+=88, B=85, B-=82, C+=78, C=75, C-=72, D+=68, D=62, F=50

Assignments:

Assignments are due on the date indicated in the syllabus or on any date given by the instructor.

This includes written work, choices of music and videos. Late completion of assignments will not be accepted without prior consent of the instructor. Missed or late assignments will count as a failing grade for that assignment. Legitimate emergencies (serious illness, accident, death in the family) will get consideration when written proof is presented.

Course Lectures/Reading Assignments:

Lecture presentations occur weekly. Guest lecturers with practical industry experience will be in attendance on occasion. Reading of materials relating to the course objectives may be assigned and may be subject to testing the week after assignment.

1 - 1/4

Introduction to course and requirements: Music Video History, Purpose, Genres.

Assignment 1: Pick a music video which has influenced/affected you in some way- or one you just think is the most remarkable. Be prepared to show it next class and discuss. Submit IN WRITING the reasons for your choice.

2- 1/11

View and discuss music video assignment choices. Types of Music Videos: Performance, Narrative, Fantasy, Animation/Graphic. How Music Videos are generated in the industry-

Assignment 2: Choose a song from the supplied playlist links, or another song of your choice that HAS NOT previously had a video produced. Be prepared to play it for the class. Submit IN WRITING the reasons for your choice.

3-1/18

View and Listen to song choices and discuss. Genres of Videos. Determination of Style Choices, Approaching Record Companies/Bands/Management.

Assignment 3: Prepare a pitch for the video of your song choice calculated to get the Band/Manager/Record Company to give you the go-ahead. Submit your pitch IN WRITING. This pitch must consider content, but also cost. It has to be able to be completed on time and within the student's financial means.

4 – 1/25

Pitch and discuss video concept: Each student will present his or her concept to the class and heated discussion will ensue. View - Genres: specialty videos, interactive.

Assignment 4: Storyboard your concept. Be prepared to show the storyboard and/or concept boards in class.

5- 2/1

Storyboards shown, more heated discussion. Getting production started: Producer/UPM roles Creative position choices. View: various genres

6- 2/8

Pre production progress review: Students should be able to discuss choices regarding director, methods of production, crew. Time will be allotted for planning sessions. Directors and their role.

7- 2/15

Role and choice of D.P. and Animators. View - Knock offs and Homages.

8 – 2/22

Students should be prepared to start showing raw footage by this point. Post Production. Editors and facilities, VFX, View: mixed media Videos

9 – 3/1

Final Post Raw footage/rough cuts/incomplete cuts to be shown. View - Various genres

10 – 3/8

WIP