

FILM-323-501 Music Video Production

When: Monday · 1:30pm – 4:45pm

Instructor: Tony Grossman · agross19@depaul.edu · 773 742 9512 ·

Office Hours: Wednesday · 11:30am – 1:00pm (via Zoom)

Summary of Course

This course focuses on the production of music videos, blending creative storytelling with technical skills. Students will learn the entire process from conceptualization to the final screen product, exploring historical, artistic, and social aspects of music videos..

Learning Domain Description

This course is designed to allow students to reflect on the learning derived from their undergraduate education (liberal studies, major and minor) in order to reach theory-based conclusions about self-identity, social relationships, liberal education, and future directions. They will also gather all production pieces and create a portfolio of their work (production reel, pitch package, and/or professional website).

Learning Outcomes

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

- Produce a music video from script to screen.
- Apply cinematic montage in storytelling.
- Analyze music videos for historical and social context.
- Create impactful cinematic images for music videos.
- Generate material for demo reels and film festivals.

Writing Expectations

Students will be expected to complete a minimum of 2 pages of writing for this course.

Prerequisites

None

D2L

You will be using D2L extensively in this course. To log on, go to: <https://login.depaul.edu/ldap/login?service=https%3a%2f%2fd2l.depaul.edu%2fd2l%2fcustom%2fcas> and enter using your campus connect login and password. Video lectures, assignments, and discussion forum topic will be posted every Monday by 7:00pm in the D2L Content Page module for the week for you to view on your own time.

D2L Lecture Discussion Forum

Participation in the weekly lecture discussion forums is mandatory, as this counts towards your participation grade – Minimum of one post per lecture.

Grading

Participation	10%
Past Work Reflection	10%
Industry Research Project	20%
Career Plan Portfolio	20%
Capstone Project Rough Draft	10%
Capstone Project Final Draft	30%

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

Course Outline

Week 1 – January 9th

Lecture: Course Overview / Breaking In
Assignment: Past Work Reflection

Week 3 – January 16th

NO CLASS

Week 4 – January 23rd

Lecture: Reels
Due: Past Work Reflection
Assignment: Industry Research Project

Week 5 – January 30th

Lecture: Resumes & Cover Letters

Due: Industry Research Project

Assignment: Capstone Project Rough Draft

Week 6 – February 6th

Lecture: Interviews

Assignment: Capstone Project Rough Draft

Individual Meetings**Week 7 – February 13th**

Lecture: Chicago Production Scene

Due: Capstone Project Rough Draft

Assignment: Capstone Project Final Draft, Career Plan Portfolio

Week 8 – February 20th

NO CLASS

Week 9 – February 27th

Lecture: Los Angeles

Assignment: Capstone Project Final Draft, Career Plan Portfolio

Week 10 – March 6th

Lecture: Graduate School

Assignment: Capstone Project Final Draft, Career Plan Portfolio

Due: Career Plan Portfolio

Week 11 – March 13th**Individual Meetings****Due: Capstone Project Final Draft Presentations****Assignments****Past Work Reflection (10% of Final Grade)**

There are two components to the Past Work Reflection outlined below.

- You will present a 5-minute presentation focused on an excerpt from a project you completed while at DePaul. Be prepared to describe your role, receive feedback, and explain how it relates to your career aspirations in the field. You will not be “re-graded” on your past work, but how the presentation showcases your unique voice as a filmmaker.

Online students will upload a video presentation of their Past Work Reflection to an assigned D2L Discussion Group Forum. Project must be submitted before 1:30pm on Monday, January 9th. No need to submit this assignment to the corresponding D2L Submission link.

Note on Video Presentations: You should post a video of yourself presenting the topic/work - just use the camera on your computer or phone. This does not have to be super polished

as long as we can see and hear what you are presenting. You could also create a video where you talk over images, footage, etc. if that's something you prefer.

Ideally, this video should be posted to YouTube, Vimeo, etc. (whatever online video platform you use that's easy for everyone to access) and you should paste a link to this video in your assigned D2L group discussion forum. Make sure you provide a password if you elect to limit access to the video. It's generally not a good idea to try to post large video files directly into D2L as it will take forever to upload/download. You may want to provide a separate video link to show an entire short film, reel, website, etc. if this is applicable to your chosen project.

- Past Work Reflection Paper – You must write a 3-page reflection paper about how this project demonstrates or lead to your unique creative voice. The document must be saved as a PDF file and submitted to the corresponding D2L Submission link before 1:30pm on Monday, January 9th.

Industry Research Project (20% of Final Grade)

You will present a 10-minute discussion on a topic of interest in the film and television industry (Ex: New technological developments, business strategies, festivals, storytelling method, producing, distribution, representation, etc.). Draw upon your previous coursework, including Liberal Studies courses, and identify an idea, method, or concept from a discipline outside your major field of study to help formulate your position on your chosen topic. How can your chosen topic be implemented/utilized and what is the potential societal/cultural impact?

Online students will submit a link for a video presentation of their Industry Research Project to an assigned D2L Discussion Group Forum. Project must be submitted before 1:30pm on Monday, January 23rd. No need to submit this assignment to the corresponding D2L Submission link.

Note on Video Presentations: You should post a video of yourself presenting the topic/work - just use the camera on your computer or phone. This does not have to be super polished as long as we can see and hear what you are presenting. You could also create a video where you talk over images, footage, etc. if that's something you prefer.

Ideally, this video should be posted to YouTube, Vimeo, etc. (whatever online video platform you use that's easy for everyone to access) and you should paste a link to this video in your assigned D2L group discussion forum. Make sure you provide a password if you elect to limit access to the video. It's generally not a good idea to try to post large video files directly into D2L as it will take forever to upload/download. You may want to provide a separate video link to show an entire short film, reel, website, etc. if this is applicable to your chosen project.

Career Plan Portfolio (20% of Final Grade)

There are two components to the Career Plan Portfolio outlined below. All documents should be saved as PDF files in a zip folder to the corresponding D2L Submission link before 1:30pm on Monday, February 27th.

- Statement of Purpose – This document must clearly express your long-term goals in the film and television industry and the steps you plan to take in the next one to two years to accomplish these objectives. The paper must be a minimum of 5 pages.
- Resume – This one-page document should outline your most important experience, training, and accomplishments to date in the film and television industry.

The instructor will be conducting individual remote meetings via Zoom Video Conferencing the week of March 6th to go over the Career Plan Portfolio assignment. Sign-up schedule will be provided later in the quarter.

Capstone Project Rough Draft (10% of Final Grade)

Capstone Projects in Cinematic Arts usually consist of assembling, preparing, and/or designing a selected presentation of the best work you have done with the intent of showcasing your unique voice and opening professional opportunities in your chosen field. For most students, this will take one of the following forms:

- A Demo Reel: Create a reel that showcases the best work you have done. Reels are essential for many filmmaking specialties. Most reels should run between 2 – 3 minutes.
- Professional Website: If you already have a reel and/or if you have a wide variety of audio/visual materials to showcase, you will need a professional website to host the media and present yourself as a professional. accomplish these objectives.
- Story Pitch: For screenwriters and producers, you will create a 15-minute story pitch for an original feature film or original television series. As part of this pitch, the student will present a three-page treatment for feature projects or a series bible for television projects.
- Standalone Option: If the appropriate options above have already been completed, the student will need to propose a standalone project that can be produced in the allotted time frame and that will somehow advance or extend the student's goals. If your professional goals do not fit into the options above you may also propose a relevant project. Instructor approval required.

There are two parts to the Capstone Project Rough Draft outlined below.

- Presentation – You will present a 5-minute presentation of the Capstone Project Rough Draft on February 7th. Feedback on your project will be provided by your peers/instructor with a focus on things to improve upon for the Capstone Project Final Draft submission.

Online students will submit a link for a 5-minute video presentation of their Capstone Project Rough Draft to an assigned D2L Discussion Group Forum. Project must be submitted before 1:30pm on Monday, February 6th. No need to submit this assignment to the corresponding D2L Submission link.

Note on Video Presentations: You should post a video of yourself presenting the topic/work - just use the camera on your computer or phone. This does not have to be super polished

as long as we can see and hear what you are presenting. You could also create a video where you talk over images, footage, etc. if that's something you prefer.

Ideally, this video should be posted to YouTube, Vimeo, etc. (whatever online video platform you use that's easy for everyone to access) and you should paste a link to this video in your assigned D2L group discussion forum. Make sure you provide a password if you elect to limit access to the video. It's generally not a good idea to try to post large video files directly into D2L as it will take forever to upload/download. You may want to provide a separate video link to show an entire short film, reel, website, etc. if this is applicable to your chosen project.

- Capstone Project Proposal – This paper must clearly outline what you plan to present for your Capstone Project Final Draft and how this project will be used moving forward. This paper must be a minimum 2 pages, saved as a PDF file, and submitted to the corresponding D2L Submission link before 1:30pm on Monday, February 6th.

Capstone Project Final Draft (30% of Final Grade)

Capstone Projects in Cinematic Arts usually consist of assembling, preparing, and/or designing a selected presentation of the best work you have done with the intent of showcasing your unique voice and opening professional opportunities in your chosen field. For most students, this will take one of the following forms:

- A Demo Reel: Create a reel that showcases the best work you have done. Reels are essential for many filmmaking specialties. Most reels should run between 2 – 3 minutes.
- Professional Website: If you already have a reel and/or if you have a wide variety of audio/visual materials to showcase, you will need a professional website to host the media and present yourself as a professional. accomplish these objectives.
- Story Pitch: For screenwriters, you will create a 15-minute story pitch for an original feature film or original television series. As part of this pitch, the student will present a one page “leave behind” for feature projects or a series bible for television projects.
- Standalone Option: If the appropriate options above have already been completed, the student will need to propose a standalone project that can be produced in the allotted time frame and that will somehow advance or extend the student’s goals. If your professional goals do not fit into the options above you may also propose a relevant project. Instructor approval required.

Online students will submit a link for a 10-minute video presentation of their Capstone Final Draft to an assigned D2L Discussion Group Forum in lieu of attending class. Project must be submitted before 1:30pm on Monday, March 13th. Aside from any written material (treatments/series bibles), there is no need to submit this assignment to the corresponding D2L Submission link.

Note on Video Presentations: You should post a video of yourself presenting the topic/work - just use the camera on your computer or phone. This does not have to be super polished as long as we can see and hear what you are presenting. You could also create a video where you talk over images, footage, etc. if that's something you prefer.

Ideally, this video should be posted to YouTube, Vimeo, etc. (whatever online video platform you use that's easy for everyone to access) and you should paste a link to this video in your assigned D2L group discussion forum. Make sure you provide a password if you elect to limit access to the video. It's generally not a good idea to try to post large video files directly into D2L as it will take forever to upload/download. You may want to provide a separate video link to show an entire short film, reel, website, etc. if this is applicable to your chosen project.

Zoom Policies

The DePaul [Code of Student Responsibility](#) applies to online behavior as well as in-person or classroom behavior. The following are policies for the course meetings with Zoom:

- General – Sign in with your preferred first name and last name. If you do not have access to a computer or smartphone with internet access, call into class. This is not optimal; try to locate an internet-enabled device to use for this course. Please stay engaged in class activities. Close any apps on your device that are not relevant and turn off notifications.
- Video – Turn on your video if you feel comfortable doing so. It is helpful to be able to see each other, just as in an in-person class. You may also elect to turn off your video if you have limited internet bandwidth, no webcam or if you're unable to find an environment without a lot of visual distractions.
- Audio – Mute your microphone when you are not talking. Be in a quiet place when possible and turn off any music, videos, etc. in the background.

Attitude

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. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

Civil Discourse

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Changes to the Syllabus

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be

thoroughly addressed during class, posted under Announcements in D2L and sent via email.

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. Please see <https://resources.depaul.edu/teaching-commons/teaching/Pages/online-teaching-evaluations.aspx> for additional information.

Academic Integrity and Plagiarism

This course will be subject to the university's academic integrity policy. More information can be found at <https://resources.depaul.edu/teaching-commons/teaching/academic-integrity/Pages/default.aspx>.

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: <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

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>

Incomplete Grades

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval. Information about the Incomplete Grades policy can be found at <http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx>

Students with Disabilities

DePaul Students seeking disability-related accommodations are required to register with DePaul's Center for Students with Disabilities (CSD) enabling them to access accommodations and support services to assist with their success. There are two office locations:

- Loop Campus (312) 362-8002
- Lincoln Park Campus (773) 325-1677
- Email: csd@depaul.edu

Students who register with the Center for Students with Disabilities are also invited to contact Dr. Gregory Moorhead, Director of the Center, privately to discuss how he may assist in facilitating the accommodations to be used in a course. This is best done early in the term. The conversation will remain confidential to the extent possible.

Please see <https://offices.depaul.edu/student-affairs/about/departments/Pages/csd.aspx> for Services and Contact Information.