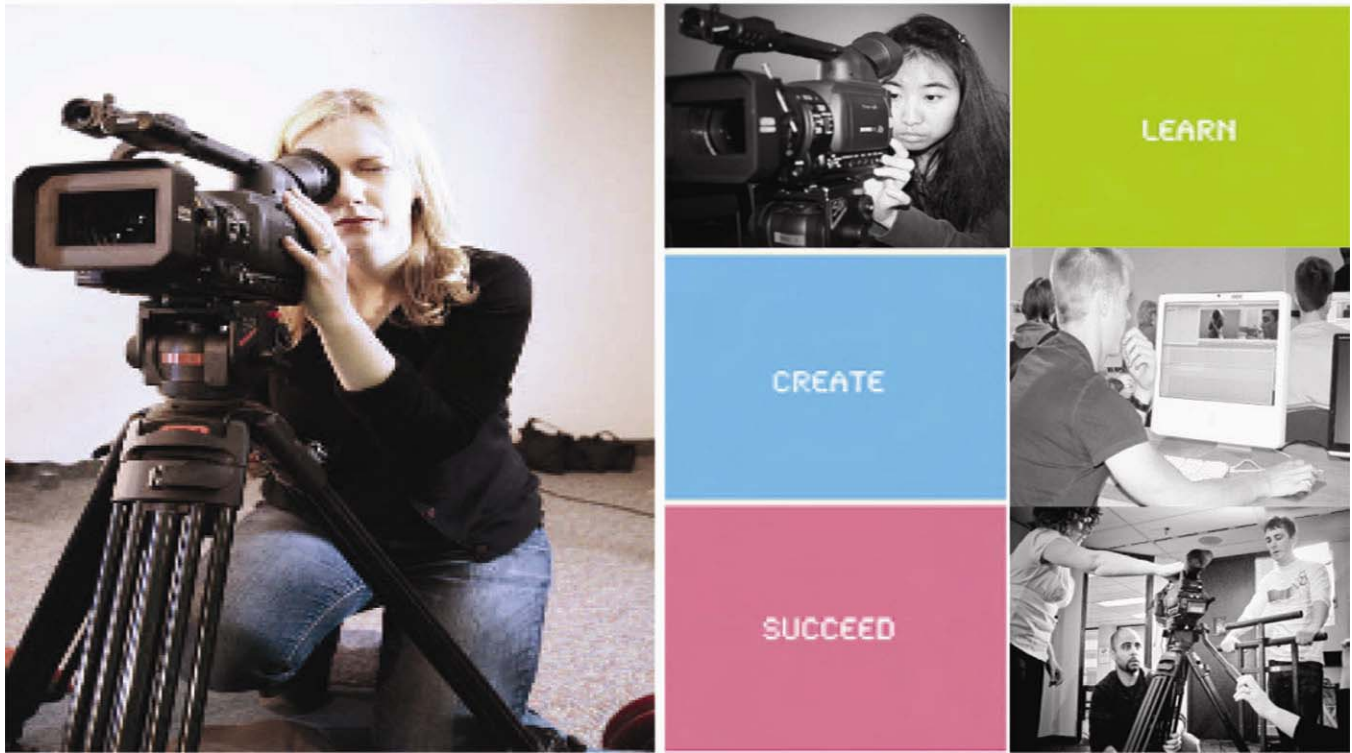


# Music Video Production



**Want to create music videos and work in one of the most exciting areas of multimedia? This Program is for you! Students start by learning the “mechanics” of film production – directing, editing, production management and cinematography. Then students apply these skills by actually shooting music videos!**

**You not only learn “how” to make a music video, but you learn the process of creating original music videos, using your unique vision. If you have a passion for music videos, this program will help turn your passion into a successful career.**

**Students finish this eight month program with a recognized Diploma.**

**This program prepares you for a career as a music video assistant producer, assistant director, assistant production manager, cinematographer and assistant editor of videos and films.**

## Term 1

### **MV110 – (70 hrs)** **Introduction to Film & Video** **Production**

This course is a general introduction to the overall process of completing a film/video production. The course begins with the understanding of how an idea is developed into a shoot script – to prepare for the production by breaking down the script – then casting and crewing. Next comes producing, shooting, directing, and the whole process of post-production. Also examined are budgeting and funding.

### **MV120 – (70 hrs)** **Music Video History & Theory**

Course work provides the history and analysis of the music video business and the use of the music video as a marketing tool. The course will focus on style, structure and the audience.

## Term 2

### **MV130 – (70 hrs)** **Cinematography & Videography**

Cinematography and videography will both be examined as many of their disciplines and techniques are the same. This course will examine a variety of different format cameras. Topics covered will include framing and composition, basic lighting setup, duties of camera crew, using filters, using gels, and lighting for drama and documentary.

### **MV150 – (70 hrs)** **Editing Audio and Visual**

This course explores the theory, purpose and procedures of editing. Software used includes Final Cut Pro and music software programs. The theory of editing is fully discussed to know 'why', before figuring out 'how'.

## Term 3

### **MV210 – (70 hrs)** **Film & T.V. Directing**

This course explores all aspects of filmmaking from the director's point of view. Topics include the life of a director, the director's team, and famous directors. Students carefully do a script breakdown and create a shot list.

### **MV250 – (70 hrs)** **Production Management**

The students will gain understanding of how to budget for a music video. They will develop a plan for the budgeting, the acquisition of talent and location. The student will gain knowledge of scheduling and post production procedures.

## Term 4

### **MV260 – (70 hrs)** **Music Video Production I**

Working as a team students will produce three different music videos. Each member will be given a specific task and as a team, they will put into practice all of the theory they learned in the previous six courses. All members of the team will present to the instructor their concept and treatments and the students with the best presentation will be chosen as the Director and his/her treatment will be used. The rest of the team will work on specific tasks including budget, securing talent, wardrobe and makeup and adhering to a specific deadlines. The duties of the team members will change for each of the three videos.

### **MV270 – (70 hrs)** **Music Video Production II**

Working as a team students will produce three different music videos using real artists in three genres, rap, pop-rock and country/folk alternative. All members of the team will present to the instructor their concept/treatment for the three artists and the students with the best presentations for each genre will be chosen as the Director and his/her treatment will be used. The other members of the team will be given specific tasks and as a team they will produce three music videos. The three videos will then be given to the students to use in their demo reel. The duties of the team members will change for each of the three videos.