

ART HOP SCREENINGS and FINAL EDITS

ROUGH Screenings and First view Feedback+

ARTHOP Screenings and First view Feedback+ (1V+)

Thinking like a STRATEGIC ANALYST FOR THE 1V+:

Short written descriptions of each of the following:

1. Catchy Title? Better Title? From clip quote?
2. **Hook-Intro?** Attention Grabbing enough? What could possibly be done better?
3. What might to be changed/altered, re-cut, trimmed, dropped, or re-timed?
4. What could/should they “LEAN INTO”?
5. What’s missing? B-roll? Context shots? Montage? ...and therefore needs to be **ADDED**?
6. Informational/Documentary value?
7. **ENTERTAINING-COOL FUN(NY) FACTOR--VIRAL?** (Montage sequence? Graphics? Titles? SLO-FAST MO)

Working Towards a FINAL MASTER CUT

- 1. FILM/TV/VIDEO IS A PUBLIC MEDIUM!** Entertainment value for wide demographic—FUN, emotional, playful, serious, engaging.
- 2. Accentuate the ART and the ARTIST** (Take a good idea and run with it. Blow it out of proportion. Taking an idea to the creative Extremes)
- 3. DON'T USE CRAP FOOTAGE** (or COVER it up with B-roll)
- 4. Get rid of BLACK SPACES** between edits and... STRAGGLERS
- 5. LOTS of B-roll:** CLOSE-UPS, Facial Expressions, Extreme Close-ups, interesting angles, strong shot compositions.
- 6. AUDIO MIX**—drop music volume
- 7. SLOW DOWN ANY CAMERA MOVEMENTS!!!**
- 8. Creative MONTAGE EDITED SEQUENCES**
- 9. DETAILS MATTER!** GIVE YOUR SELF TIME to work through the DETAILS TOWARDS A FINAL CUT AT HIGHEST RESOLUTION POSSIBLE.
- 10. STRONG Ending Credits**
- 11. FINAL CHECK ON YOUR MASTER CUT**

