

Commercial Editing Techniques

1. The Creative Brief

- The Creative Focus of this Tutorial
- Getting Into the Mind of the Editor
- The Genesis of the Commercial
- Examining the Creative Brief
- Visualizing the Theme
- How a Commercial Can Miss the Mark
- Commercials Improve Your Filmmaking
- Finding the Right Tone and Feel
- Breaking Down the Script
- Organizing the Scene Footage

2. Getting Creative Feedback

- Screening the Rough Cut
- Abba's Reaction to the Cut
- The Value of Critical Feedback
- Abba's Critical Feedback on the Cut
- How Music Drives the Story
- Auditioning Music
- Timing Considerations
- Music Libraries
- The Downside of Music Libraries
- Locating Music Quickly

3. Modifying the Cut

- Whose Story is This?
- Location and Motivation
- Changing the Shot Order
- Cutting on Action
- Deconstructing the Downhill Scene
- How the Scene was Shot
- Renting Gear vs Purchasing
- Simulating High Speed Action

4. Notching Up the Emotion

- Creating More Conflict
- Viewing the Re-Cut Scene
- Cutting to the Boy's POV
- Creating the Warning Graphic
- Simplifying the Message

Using Layered Graphics
Cutting to Enhance Emotion

5. Reinforcing the Bottom Line

What is the Product?
Reinforcing the Product's Unique Selling Proposition
Why Clients Pay for Video Production
Reviewing the Problems in Scene 3
Creating Stronger Messaging
Artistic License to Make a Shot Work
Using Screen Capture Software
How Ad Agencies Approach Clients
Working Around Continuity Issues
Scaling Clips Captured with ScreenFlow
Enhancing the Product Message
How Messages are Absorbed by the Viewer
Compressing Time
Compressing Space

6. Creating a Stronger Payoff

Reviewing the Final Scene
Character Motivation
Finding the Moment in a Take
Performing a Slip Edit
Retiming to Stretch Out a Performance
Creating a Stronger Reaction for the Girl
Reviewing the Recut Scene

7. Creating a Stronger Brand Identity

Reviewing the Tag Line
Reinforcing the Theme
Foreshadowing the Tag Line
Creating the Title Style
Using the Title as a Template
Screening the Final Recut Spot