

# Study at the Worlds Greatest Place



0870 62 65 100

- *London Academy of Media Film TV*
- *Music Video Production*
- *Sunday 4pm-7pm*
- *Lecturer: Andi Reiss*

**Andi Reiss** is a film writer, producer and director. Despite a background in English, design and painting, he was drawn to cinema. Rarely distinguishing between the two, Andi now freelances as a writer/director and producer of drama and documentary. In addition he has directed, shot, edited and produced a number of music promos and commercials. Andi is the director of the critically acclaimed refugee feature docu-drama "Cargo" (which he also produced), and the short films "Sleeper" and "Little Angels" amongst others. Andi is the director/producer of the documentaries "Special Delivery", "Empty Vessels" and "Killer Cure" (which he also produced). Andi has worked in many different mediums, and on a variety of formats from 35mm to HDV, and is employed as a cinematographer, editor and cartoonist as well as a writer, director and producer.

## **Week 1**

### **Music video genres.**

The history of music videos from Elvis to the present day.  
Watching music videos and discussing music video techniques.

Live performance

Narrative stories

Social Commentary

Animation and effects

## **Week 2.**

### **Creating an idea for a music video, storyboarding and shot listing.**

Pencil sketches, Cinema 4d and computer storyboards.

## **Week 3**

### **Location research and how to budget for a music video**

(between £5,000 and £30,000)

Getting deals on equipment and facilities.



## **Week 4**

### **Camera techniques.**

Field of View

Transitions

Camera Angle

Camera moves

Panning

Dolly shot

Crane shot

Lenses

Zoom Lenses and the Vertigo Effect

Depth of Field Effects

Green Screen

## **Week 5**

### **Shooting a music video.**

## **Week 6 and 7.**

### **Editing**

Cutting to rhythm

Spotting

Boris

Sprite-based particle effects application

Duplicating an artist in the Same Shot

Transporter Effect

Ghost Effect

How to Blur Part of an Image

## **Week 8**

### **How the industry works.**

Commercial and Music Video production companies, producers, directors and the company's roster.

Winning the job: pitching to artists, bands and agencies

Distribution: the ever increasing opportunities for

showcasing music videos on TV and multimedia platforms.

Career Opportunities: useful tips to build a show reel and make industry connections in London.

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