

# EDITING TV COMMERCIALS

TFM 327

# TV Commercials

- ▣ 30 seconds!
- ▣ Every Frame Counts
- ▣ Every Cut Counts!

# TV Commercials

- ▣ Substance over style...
  - Is it telling the story?

# TV Commercials

- ▣ Every Image or Shot Has a History

# TVC Editing

- ▣ Cut to tell a story
- ▣ Cut for no story

# TVC Editing

- ▣ All Styles of editing
  - ▣ Continuity
  - ▣ Montage
  - ▣ Music Video

# TVC Editing

- ▣ How should I learn how to cut TVC?
  - If you take a feature length film and cut it down to 30 seconds.
  - Make brutal decisions on what is CRUCIAL to the Story.