

# Comparing a First Cut and a Final Cut

How many differences can you spot between the first cut and the final cut of this television spot? Answers below.

First Cut	Final Cut
<p><b><u>Audio</u></b> Natural room ambience as recorded on location.</p> <p>Some of the takes have pauses or stutters.</p>	<p>Most background noise is eliminated, and only selected ones remain.</p> <p>Theme music, sound effects, voices of other characters.</p> <p>Better takes were selected with smoother dialogue.</p>
<p><b><u>Video</u></b> Picture is raw and blurry.</p>	<p>Picture is crisp and clear.</p> <p>Color grading has been done to increase overall vibrance.</p>
<p><b><u>Action</u></b> Follows the script exactly.</p>	<p>Action is embellished to make it visually more interesting, e.g. shots of the room that tells the story of the restaurant, interaction between the staff and customers.</p>
<p><b><u>Length</u></b> Too long for a 60 second spot.</p>	<p>Video is within 60 second requirement.</p>
<p><b><u>Pay Off (message and attribution)</u></b> Does not contain an end message or call to action.</p>	<p>Contain a call to action and end credit.</p>