

MUSIC VIDEO

Working independently, you will produce a MUSIC VIDEO. The length of your videos will vary, depending upon the song you select, but they should run between 3-4 minutes (minimum).

1. Select a song for your video.
2. Type out or photocopy the lyrics to the song.
3. Decide upon a **concept** for your video.
 - Will you simply “tell the story” of the song?
 - Will your video send a meaningful message?
 - What can you do DIFFERENTLY than the original video--what other message can you send with this song?
4. Complete the Music Video Project Planning Sheet. You will not be allowed to begin filming until this sheet has been submitted and approved.
4. Film your scenes.
5. Lay down your music track first.
6. Edit your video footage.
7. Add titles.

*** Pay careful attention to the pacing and impact of the visuals in this video. Edits should occur every 1-2 seconds and include every camera angle you can imagine. The delivery of a good concept, presentation of a strong theme, and use of effects, photographic and electronic), will all be factors. You may NOT choose a copywritten song. ***

EVALUATION CRITERIA:

20 pts. Interest and Purpose

Music video has a clear and interesting purpose.

20 pts. Videography--clarity

Video did not shake/rock and the focus was excellent throughout.

40 pts. Videography--interest

Many different “takes,” camera angles, and use of effects.

10 pts. Titles and Credits

All titles and credits are accurate, legible, and draw viewer’s attention.

10 pts. Length of video

Music video was of an appropriate length, and between 3-5 minutes.

MUSIC VIDEO PROJECT PLANNING SHEET

Name: _____

Song: _____

By Artist: _____

What is your concept for this video? What message are you trying to send?

BRIEF ACTION SUMMARY:

In the space below, give a step-by-step summary of the action of your video.

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Steps

You Will Need

- A song
- An idea
- A shot list
- A video camera
- Video and audio editing tools

Step 1: Pick a song

Pick a song. Ideally, you want one that's less than 4 minutes long. Songs that tell a story work well, though non-narrative approaches can also be arresting.

Step 2: Brainstorm

Brainstorm ideas for how you'd like to illustrate the song. And don't feel you have to be too literal; many of the greatest videos represent the emotion or theme of a song, not just its lyrics.

Step 3: Make a shot list

Take your idea and make a list of the shots you'll need to make your video. Draw sketches of particular shots that you think are very important. Planning shots ahead of time will make things run much more smoothly.

Step 4: Choose a style

Choose a style for the video. Maybe you want to shoot entirely in black and white, or maybe you want to use stop-motion animation. It's better to decide now than halfway through the actual shooting.

Don't forget to consult the band! Some bands will want to be featured in the video, some will want to have shots of them playing spliced into the video, and some won't want to appear at all.

Step 5: Start shooting

Shoot the actual elements of the video. Since the only sound in most videos is the song, you don't have to worry about audio.

If you're going to have shots of someone singing or rapping, play the song in the background of a shot to make sure their lips are perfectly synchronized.

Step 6: Do multiple takes

Do multiple takes of each shot, and don't be afraid to mix things up if a new idea comes to you. The more footage you end up with, the easier the editing will be and the better the video will look.

Step 7: Edit the video

Load all of your raw footage into an editing system, turn on the song, and start editing to the music.

Great videos feel like visual versions of the songs they represent. Make sure your edits reflect that—a bunch of quick, sharp cuts during a lazy bass solo is probably going to look awful.

Step 8: Add effects

Add effects to put the finishing touches on the video. Blur scenes, add slow motion, correct colors—this is just as much a part of the video as the shots themselves.

Some six months after appearing on YouTube, OK Go's video for "Here It Goes Again," which showed the band dancing on treadmills, had been viewed more than 10 million times—and had won them a Grammy.

The Planning

1. **Plan every detail, like who the lead character is and what song you're using.**
2. **Choose the entire cast (even the background characters, they are important too!).** Make sure you have good actors and actresses!
3. **Get props for the set, a camera and lights.** If you don't have lights, go outside on a sunny day and use something called a reflector. It's a piece of white fabric used to "reflect" light onto the set. It is the most effective way to make a professional looking video. You don't need to go out and buy one; you can use a large piece of poster paper or something similar. For the most effective way to focus light, use more than one or even a mirror. You can have a group of people holding it off camera.

Remember, the main person on screen is always the brightest on screen. When outside, always have the main characters back to the sun except when the sun is in the middle of the sky. This way, the reflectors can illuminate the person's face and front. Although there is a lot to do to get efficient lighting, it is worth it when you want a high quality video.

The Filming

1. **First, find the ideal setting.** It could be your room, a location outside, a trailer, or anywhere you want. Some people could rent rooms for the video shoot also.
2. **Set up your camera where you can see everybody in your video.** Tripods are excellent for this purpose, because you can smoothly turn the camera, and you avoid the "shaky hand" taping which messes up your great performance. Also, if you face the sun dead-on, your video will be too bright and you won't be able to see anything.
3. **Determine whether some people will be dancing and the others singing.** Maybe you want to change it up and have all singing, or all dancing.
4. **Play your song in the background while you're filming.** This way everybody is in tune and on the same page.