

## PROFESSIONAL VIDEO

## ANALYSIS

## OUR VIDEO



**COLOUR:** We saw that many videos in our genre focus on high key, naturalistic colours for the narrative and then low key colour in the performance. This is what we wanted to do as well to make it conventional. In the narrative it is higher key due to it being relatable to the target audience, indicating that the bands want the audience to focus on the narrative as well as it is usually happier. Whereas, the performance is darker, providing an insight into the darker moods of the genre.



**CAMERA:** We were conventional in our camera angles, setting, variety of shot distances. We looked at a lot of different videos to try and get some ideas of the kind of angles and shots that the videos in this genre use, we found that there were a lot of low key lighting shots. The use of handheld shots was very prevalent too, but most of the shots were on a tripod. The use of bands was very common, so we tried to incorporate some whip pans and pans alike. These shots put the focus directly on the performer rather than the surrounding setting as they are close up.



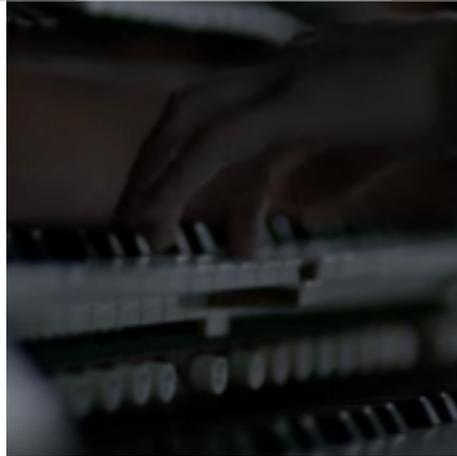
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**MISE-EN-SCENE:** We wanted to focus the way our performers looked around X Ambassadors as we are doing their song. We analysed what they tended to wear in many of their music videos. We decided to make Ben wear a shirt and Tyler, a t-shirt. We also focused on the background being conventional to the style of the song and the genre.

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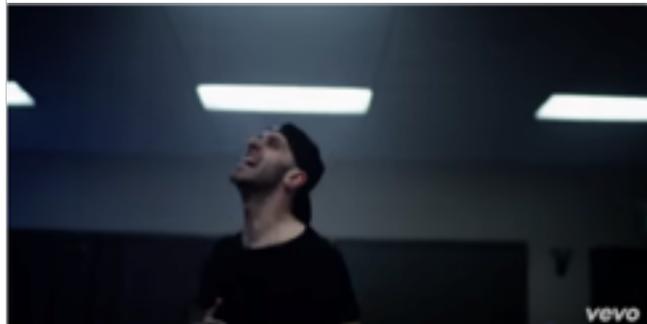
**NARRATIVE FEATURES:** Overall, our narrative is fairly conventional, to the renegade style of the song but not as conventional as the alternative rock/folk genre. We focused on just one performer, which is unconventional as many narratives in this genre focused on more than one performer. Our piano playing is conventional, but smashing up the piano is very unconventional. We hadn't seen any other video like it, since it fitted the renegade/rebellious theme we went ahead with it.



**NARRATIVE THEMES:** Our narrative theme was quite unconventional, as in many alternative rock/folk songs we could see that there was usually a couple or a group of people in the narrative. Whereas, in our narrative we decided to just follow a single performer around, focusing on him being a renegade rather than a group of people being rebellious together. We felt it would connect more with the audience if it was just a single performer being rebellious and breaking the rules.



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**EDITING:** Our editing style for this music video is conventional, with a lot of fast paced editing and editing to the beat. Although, we were unconventional in using a three-shot edit the is unconventional to the genre because there is never usually anything like this kind of edit. Due to the music being quite mellow and some of the lyrics quite deep and significant. We wanted to show the narrative as well as the two performers working simultaneously together. This also shows the colour contrast between the narrative and performance which shows the correlation of relatable and unconventional colouring.

**STAR IMAGE:** As we were doing an X Ambassadors song, we wanted to base our images off theirs. Most of the bands in the genre wore the same thing, shirts and t-shirts. Therefore, we kept our image conventional the the genre. We kept the instruments conventional to the genre, with guitars and drums.

**PERFORMANCE:** We decided to try and recreate the style that X Ambassadors have when they are performing in their music videos. We wanted the performers to have high energy and really playing as well as they could to recreate the style of performance. Although, we were unconventional as we really made our performers exaggerate their feel for the music, getting them to really perform as well as they could and with soul.

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**INSTRUMENTS:** We used typical instruments of the alternative rock/folk genre. Such as a guitar, floor tom and piano, this gave us the sound that we wanted and replicated the sound in the song so it all fitted together. These instruments are very conventional to the genre. Something that wasn't so conventional was the group clapping behind our main performers. This wasn't conventional because it looks choreographed, which isn't what the genre is about.

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