

MY MUSIC VIDEO



THE DULL USE OF COLOUR THAT WE USED IN SOME OF OUR ESTABLISHING SHOTS IS CONVENTIONAL TO THIS GENRE OF MUSIC VIDEO. THE ESTABLISHING SHOTS ARE USUALLY LONG SHOTS AND WIDE ANGLED. THE LOCATIONS ARE OFTEN URBAN AND LONELY AND TO REFLECT THE THEME OF DEATH, WE USED A WIDE ANGLED SHOT OF A CHURCH AND ADJUSTED THE BRIGHTNESS AND CONTRAST ON THE SKY. THIS IS CONVENTIONAL AS THE PROFESSIONAL VIDEO HAS A FILTER OVER THE ESTABLISHING SHOT TO EMPHASISE THE DULL LIGHTING.



SETTING: IN CHRISTINA PERRI'S MUSIC VIDEO SHE USES WIDE ANGLED SHOTS LOOKING OUT TO SEA. WHEN I SAW THIS IT EMPHASISED EMOTION. THE USE OF THIS SHOT IN OUR MUSIC VIDEO REFLECTS THE LYRICS, AS THE SUNSET IS GOING DOWN THE LYRICS SAY 'LIGHTS GO DOWN' WHICH WE FELT WAS APPROPRIATE TO RELATE TO THIS PARTICULAR SHOT. THE PAN OF THE SKY IS CALMING AND SUGGESTS A LONELY ENVIRONMENT WHICH IS CONVENTIONAL TO THIS GENRE OF MUSIC, INDIE FOLK.



MISE-EN-SCENE: THE COSTUME'S IN THE INDIE FOLK GENRE ARE OFTEN VINTAGE AND NEUTRAL COLOURS. WE CHOSE A WHITE FLOWY DRESS FOR OUR PERFORMER AND USED EXTRA MATERIAL TO MAKE IT APPEAR LONGER. THIS TIES IN WITH THE PROFESSIONAL MUSIC VIDEO IN 'THE POWER OF LOVE' BECAUSE THE ACTRESS IS ALSO WEARING A VINTAGE, CREAM DRESS.

PROFESSIONAL MUSIC VIDEO





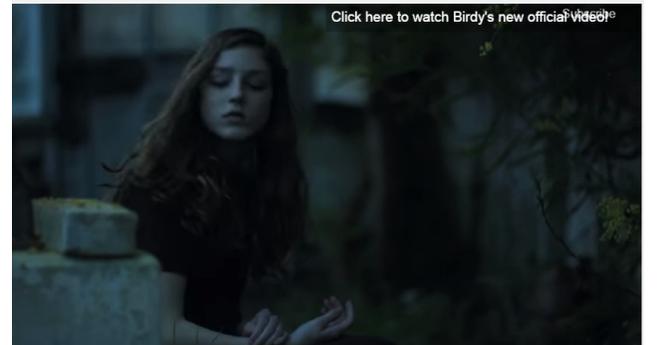
CINEMATOGRAPHY: IT'S CONVENTIONAL OF THE INDIE FOLK GENRE TO USE CLOSE UPS OF THEIR PERFORMERS AND WE WANTED TO EMPHASISE THE EMOTION AND HER FACIAL EXPRESSIONS THEREFORE WE DID THIS WITH THE USE OF CLOSE UPS AND LOW ANGLE SHOTS.



PERFORMANCE: IN THE INDIE FOLK PROFESSIONAL MUSIC VIDEOS THAT I RESEARCHED, THE PERFORMERS ARE MOSTLY FEMALE WHO PERFORM WITH EMOTION AND NOT MUCH MOVEMENT. WE WANTED OUR PERFORMANCE TO BE POWERFUL SO THAT THE AUDIENCE FEEL WHAT THE PERFORMER IS SINGING.



LIGHTING/STAR IMAGE: WE USED A DULL, NATURAL COLOUR PALLETTE THROUGHOUT OUR MUSIC VIDEO AND ALSO LOW KEY LIGHTING WHICH IS CONVENTIONAL TO THIS GENRE OF MUSIC. WE ALSO REPRESENT OUR STAR THROUGH A RANGE OF DIFFERENT SHOTS THAT CAPTURE HER REACTION SHOTS AND LOOKING DEEP IN THOUGH RELATING TO OUR NARRATIVE.





MISE EN SCENE: The use of colour in the professional music video and the silhouette is also shown in our music video. The use of the wide angle shot shows the setting around by the sea and the sunset. In many different Indie Folk music videos shots with the sunsets are visible therefore we wanted to include these as they are also visibly attractive.

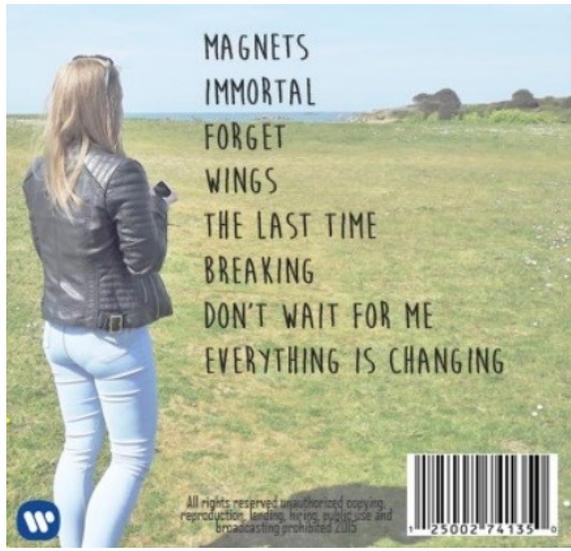


CINEMATOGRAPHY: The use of close-up's are the most frequent in both the professional music videos and our music video. This focuses in on something in particular. In this music video and ours we use close up of the material within the performers costume.

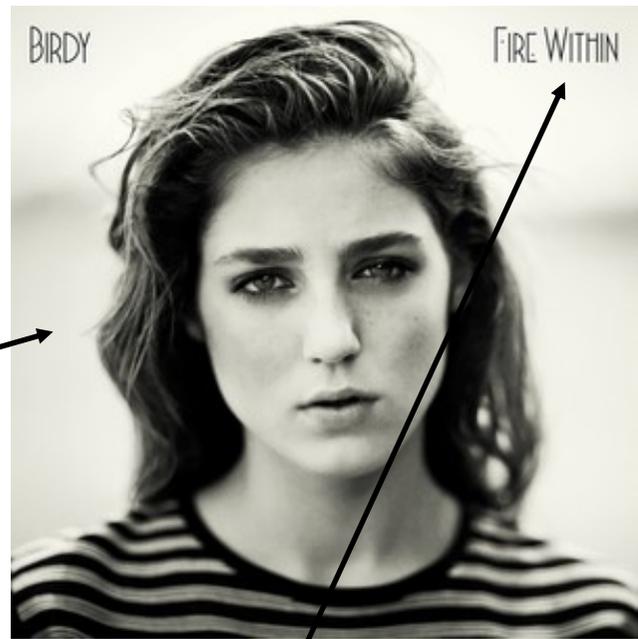


NARRATIVE THEMES: Throughout the Indie Folk professional music videos that I watched, its conventional that there is often the narrative theme about a relationship or a broken relationship. For our narrative theme, we used flash backs of the couple, however he died and she's thinking about their memories together, which also links in with the lyrics. We include montages of them which is conventional of this music genre.





PROFESSIONAL DIGI-PAK.



MY DIGI-PAK

FOR OUR DESIGN, WE HAVE OUR PERFORMER IN CLOSE-UP ON THE FRONT COVER. SHE IS ALSO ON THE BACK COVER IN LONG SHOT WITH HER BACK TO THE CAMERA. THIS SHOT CREATES AN EMOTIONAL RESPONSE TO THE AUDIENCE AND REFLECTS THE THEMES OF BEING ALONE AND ISOLATION. IT HAS CONTRAST WITH THE THEME OF HER BEING ALONE AND LONELINESS AND THE WIDE ANGLE AND OPEN SETTING THAT SHE IS LOCATED WHICH SUGGESTS THAT SHE IS FREE. THESE TWO THINGS CONTRAST EACH OTHER HOWEVER FITS IN WITH OUR MUSIC VIDEO, WINGS AND HOW THE AUDIENCE CAN INTERPRET THESE DIFFERENTLY. AS FOR THE PROFESSIONAL DIGI-PAK, THEY ALSO USE CLOSE UP OF THE PERFORMER'S FACE.

THE PROFESSIONAL DIGI-PAK USES FILTERS AND PUTS THE PERFORMER IN BLACK AND WHITE, AS FOR OUR DIGI-PAK WE EDITED THE IMAGE TO MAKE IT BRIGHTER AND SLIGHTLY OVER EXPOSED INSTEAD OF PUTTING A FULL FILTER OVER IT. AS FOR THE COLOURS, WE USED THE SAME COLOURS THROUGHOUT ALL OF THE COVERS, NATURAL COLOURS NOTHING TOO BRIGHT OR BOLD. THE INDIE FOLK GENRE CONVENTIONALLY DOESN'T USE BRIGHT COLOURS.

THE FONT THAT WE USED IS UNIQUE AND REFLECTS THE INDIE FOLK GENRE. IT IS ALL IN CAPITALS WHICH MAKES THE TEXT BOLD AND CLEAR TO THE AUDIENCE THAT ARE READING IT. THE ALBUM NAME AND THE PERFORMER'S NAME IS IN A LARGER SIZE THAN THE TRACK LIST BECAUSE THIS IS MORE IMPORTANT. THIS IS CONVENTIONAL TO ALL DIGI-PAKS. BOTH FONTS ON BOTH THE PROFESSIONAL DIGI-PAK AND MY OWN ARE SIMILAR, THERE ARE LARGE SPACING'S BETWEEN EACH LETTERS MAKING IT EASIER TO READ.