PROFESSIONAL VIDEO	ANALYSIS	MY VIDEO

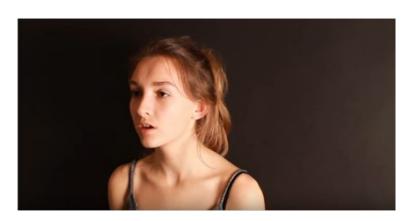**LIGHTING:**
When we were looking at artists of a similar genre, R&B and soul, we found that like in Rita Ora's 'Coming Home', the performance aspect of the video tends to be in low key lighting. So chose to follow this convention and have our female star in black low key lighting, to reflect how she's perhaps melancholy over her relationship collapsing. However we defy conventions with the high key lighting within the male's performance, he's in a bright white studio and lit up well, however this implies his hopeful and optimistic nature.
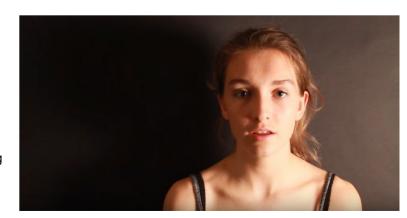

CINEMATOGRAPHY:
In our music video we really wanted to create something that was aesthetically pleasing and artistic. We filmed many shots of the close up shots with a shallow depth of field like the one to the left. Perhaps we defied conventions a little with all the sharp pans however we were fairly conventional with use of the camera. As the genre is Soul, we wanted to reflect that, and as like in the professional videos, a lot of the camera movement and activity is slow, like the start of our video.

PERFORMANCE:
Similar to Rita Ora's Coming Home, our performance is quite subdued and somber. Conventionally, we would expect a really powerful and emotionally engaged performance, but we decided that for the thematic ideas we've encoded within our video, we chose a less potent performance, particularly for the female. Our males performance is stronger, portraying his optimism and determinism for the future of the couple.

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THEMES:
Ideas of being lost and alone are present within Hopeless Wanderer, and we similarly used these themes within our music video by considering the proxemics. We used a lot of negative space with extreme long shots with promotes themes of isolation and loneliness. Our video also draws upon themes of love, passion and human instinct, presented with their urge to suddenly start running toward each other.

VISUAL STYLE:
We have created a similar visual style in our opening to Mumford and Sons Hopeless Wanderer. The lense flares created this disorienting, almost dream like effect especially as we filmed in this forest setting. This is more conventional of the indie folk genre than R&B or soul, however we intentionally defied the conventions to encode themes of isolation and loss.

NARRATIVE:
Hopeless Wanderer amplifies the lyrics, it seems like someone who is struggling to combat depression, who reaches out to someone they love who also is. However we had more of an illustrative approach to our video, as we got our actors to just run as the songs reads. Nonetheless we amplified the thematic references within our music video to create that longing devotion to one another.

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TITLES:
We created fairly similar titles to Beyonce's Mine music video, where they have similar shaped typography however we used the sky as a background and filled the font with other footage of sky we took. We did this to reflect the genre of our music video better, as we followed the indie conventions to portray the underlying themes within the lyrics of the song.

STAR IMAGE:
The artist of both songs is the same however, as you can, we manipulated our star image. Beyonce on the left is represented as this sexual icon, and that is recognised throughout the video, with the heavy make-up, provocative clothing or sometimes no clothing. However we altered this image, as you can see our star is presented as sweet, innocent and naive. Her white dress and lack of makeup create an raw and natural image, which is fairly typical within the indie genre.
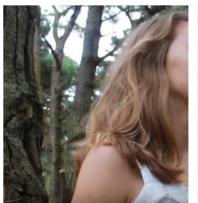
EDITING:
In terms of editing we really liked the fast paced edit like in Beyonce's video to the left, which was cut to flicker between the two shots, we did something similar in our video, however instead of flickering between the male and female, we just cut different angles which gave it a really disorientating, engaging look. We also used some quite quirky edits, such as when we split the screen between the two characters running, and when the narrative run

through the performance. This helped us to encode different ideologies within our media text.