

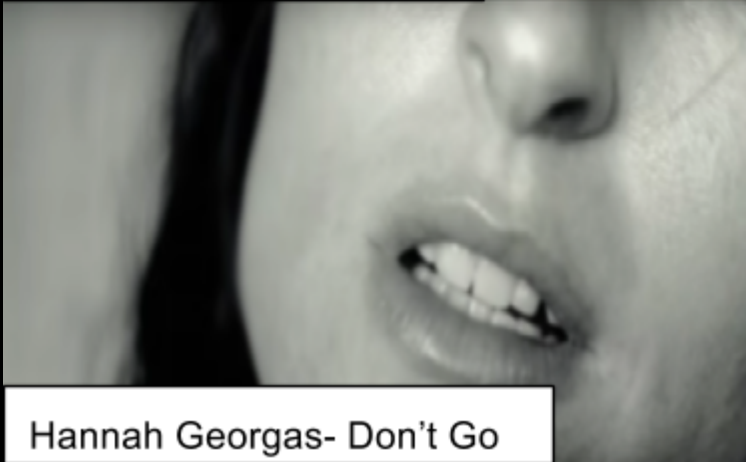
## PROFESSIONAL VIDEOS



Alexandria Maillot- Sunday Sara



Alaska- Maggie Rogers



Hannah Georgas- Don't Go

## ANALYSIS

**Images:** We took inspiration from the 'Sunday Sara' music video. Here, we liked how the performer was able to express her feelings and emotions through the use of one simply art display. Therefore, we decided to somewhat **replicate** this idea in our own music video, by using charcoal.

**Narrative Themes:** It is evident that the indie-pop genre clearly concentrate on depth of emotion in their music and visual images. Much like Maggie Roger's music video, we really wanted to have an element of the outdoors in ours. We felt that this would bring the authentic, natural style to our video. By simply connecting it to nature, we felt we did this in a very simplistic way. Therefore we **copied** this idea to some extent and **developed** it by setting our performer on a beach.

**Lighting/ Colour:** Music videos of this particular genre, generally consist of low-key lighting which once again perhaps represent the feelings and emotions being thoroughly displayed. For the performance sector of our music video, we fully believed it was essential for us to display the star's emotions as it was such a simple shoot. Therefore, we **took inspiration** from the 'Don't Go' video. By using a darkening black and white, we believe we were able to portray the deepening sadness he feels.

## MY VIDEO





## PROFESSIONAL VIDEOS

## ANALYSIS

## MY VIDEO



Amber Run- I Found

**Themes:** Another conventional aspect of this music video which we felt the need to **incorporate** in our product, is the concept of 'misery'. We believed that having a strong emotion demonstrated throughout the video, would allow us to make our product a lot more appropriate for the stated genre. However, we perhaps **conflicted** this element. The video 'I found' seemingly used low-key lighting throughout their video, however the majority of our narrative shots were high-key lighting perhaps going against this traditional convention.



Amber Run- I Found

**Star Image:** A simplistic star image is very important for an indie-pop performer. This clearly demonstrates their conventional authenticity, allowing the audience to fully connect with their character. Another key aspect in the video 'I Found' by Amber Run, was the factor of 'entrapment'. We wanted our female character to come across as somewhat trapped by the other star in this video. Therefore, it is clear that we **used** elements of this convention in our video. However, we **developed** this idea and made it more of a metaphorical convention, rather than one that was literal. Thus, here we can identify that perhaps this shows us the possessive side of this performer in our video.



Treat You Better- Shawn Mendes

**Camera:** Upon viewing Shawn Mendes' video 'Treat You Better', we noticed how there are a lot of close up shots included. We believed this would be a very conventional feature in our music video. So, throughout our music video we tried to **replicate** this. Therefore, it is evident that this would surely make our product a lot more appropriate for our genre.





## PROFESSIONAL VIDEOS



Shawn Mendes- Treat You Better



Bombay Bicycle Club- Carry Me



Amber Run- I Found

## ANALYSIS

**Narrative features:** We noticed that the concept of isolation and separation was a key factor in the music video 'Treat You Better' by Shawn Mendes. Moreover, we felt that this particular element would suit our music video particularly well and therefore make it seem much more conventional to the genre. Therefore we tried to **use** this particular convention in our video. However, we **took this further** and placed our performer in a large setting making her appear seem inferior to everything around her, exaggerating her isolation.

**Editing:** Artistic shots and a fast-pace of edit is a common feature amongst indie-pop music videos. Therefore, upon seeing the use of drums in this music video, we immediately felt as if it should be **incorporated** in ours. We felt by making a clear signifier for the beat, we would be able to make an emphasis on this in a very conventional/ appropriate way. However, we felt the need to **expand** this idea and therefore showed this impact in a close up shot.

**Mise-en-scene:** A simple, yet effective element to the mise-en-scene sector of an indie-pop music video appears to be essential. So, once again, we felt that this was most definitely a necessary element for our music video. Here, we seemingly identified another connection to a necessary factor of nature. Therefore, we **included** this element in our video due to how conventional it is to the indie- pop genre. Despite this, we **developed** this idea further and really focused on a slow motion, gradual shot of ink in water.

## MY VIDEO

