

Evaluation Question 1



OneRepublic - 'Counting Stars'

Camera - A conventional shot used in alternative rock is a wide angle long shot of all the band members playing together. We used a similar shot to this in order to create a predictable pleasure for the audience. However, the star is usually in the foreground with shallow focus. Whereas we decided to **challenge** this as we wanted to clearly show the genre of music by using deep focus in the long shots of the whole band and instruments.



Paramore - 'That's what you get'

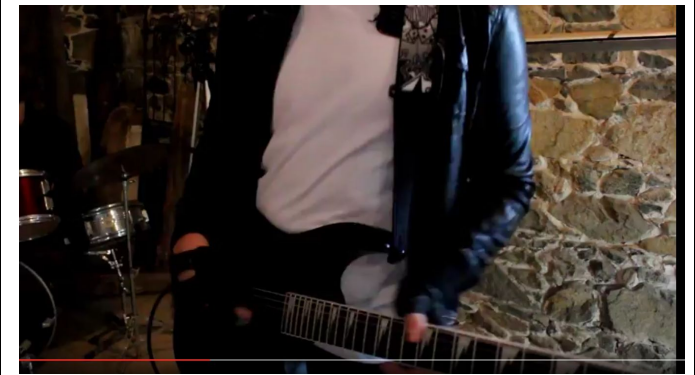
Star Image - After watching some of Paramore's music video we decided that the star image of our lead performer was the most important as it was with them. We noticed that the performer broke the 4th wall and sang to the camera, we **replicated** this in our music video as it invites the audience in and represents the performer as present. Her costume, makeup and hair were vital for the representation as we noticed stars of alternative Rock music videos usually have an edgy and quirky representation through the mise-en-scene. We have used bold eyeliner as Hayley but have added in dark red lipstick and dipdyed hair. We did this as we made red a recurring colour across our products.





Paramore - 'Misery Business'

Mise-en-scene - We cut to close ups of the instruments used as the guitar and drums are frequent images in music videos of the genre. Another conventional feature we noticed was the use of symbolic codes through the props. We **used** the pearls as a symbolic code, they represent the fake image the media has created of her. When she breaks them off at the end it symbolises her breaking through the fake image the media created of her. This is similar to the dead flowers in the hospital in Paramore's 'Monster' which represent the death of a loved one.



Zedd - 'Stay The Night' ft. Hayley Williams

Colour - We decided on **using** red tinted colour correction and red props to symbolise her passion and anger at the misrepresentation. We did this after seeing the way colours were used for symbolism in Zedd's music video for 'Stay the night', with the red and blue representing two sides of the relationship. We made sure that red was **used** in both the narrative and the performance in order to have continuity.



Paramore - 'When It Rains'

Narrative - Our narrative **features** a flashback which is unconventional of the genre. We **developed** this so that at the end to show the image of her as the puppet and then the pearls dropping again to signify that she is broken inside the puppet. This is a non-linear narrative, this is **unconventional** and we were **influenced** to try this because of the narrative for the music video 'When It Rains' which involves flashbacks to reveal the themes showing the bullying that lead to his suicide attempt. Our narrative **duplicated** this with a slow reveal starting with close ups until the audience see the full picture, this is to show that the media dresses her up like this.





Paramore - 'When It Rains'

Themes - After watching Paramore's music video for 'When It Rains' we realised that it was important for there to be a message behind the music video. Where the theme here is of teen suicide, we decided to **replicate** this with our themes would be of media manipulation and encouragement to be yourself. We revealed our themes through a slow dressup of the puppet and the star attempting to break out of this false image. The idea of slowly revealing the narrative themes was **influenced** by the reveal of the theme in the 'When It Rains' as it isn't fully revealed until the final shot (shown right).



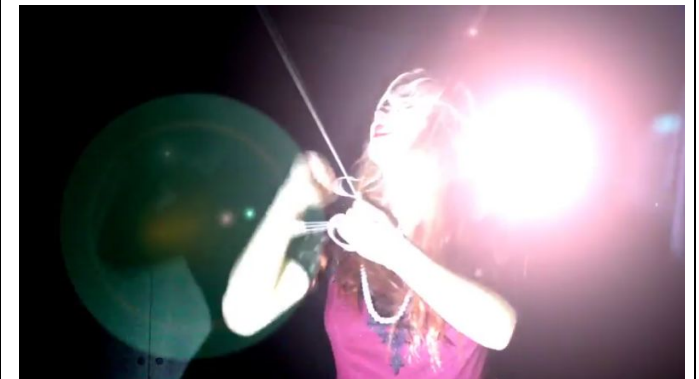
Paramore - 'Monster'

Location - When we researched the Alternative Rock genre we noticed the locations are usually abstract and obscure. An example of this can be seen on the right in an abandoned hospital. We took **influence** from this by setting it in a old unused barn. This also helped to represent the star as edgy and it fit with the generic conventions. The wooden beams and fence in the background are reflective of the themes of being trapped and are a nod to the name of the song: Fences.



Zedd - 'Stay The Night' ft. Hayley Williams

Lighting - The repertoire of elements for the Alternative Rock genre is low key lighting. We have **duplicated** this in the narrative of our music video, the star is depicted with a black background and only her and the string can be seen this is similar to the shot to the left. This symbolised her isolation, as well as representing her as extraordinary and important. We decided to **contrast** this by using lighting flares at certain points in the video this created the effect of camera flashes reflecting the fact that this is the misrepresentation created by the media. These camera flashes only come when she is struggling



symbolising the media's obsession of reporting on the negative moments in celebrities lives. The lighting is used in 'Stay the Night' in a thematic way as the spotlights represent the spotlights on the broken relationship.



Paramore - 'Monster'

Editing - Since the pace of Alternative Rock music is fast and upbeat we have **used** this with fast cuts to the beats. Paramore's music video 'Monster' has a fast paced edit which cuts between a narrative and the performance. We **took** this into account when creating our music video. Another important editing convention we noticed was that there is one section of the song where the pace should increase, this can involve jump cuts. We have **done** this in a section of our video.

