**MUSIC VIDEO**

Colour Correction

Greater control to create the right feel to match the genre and the connotations of the genre, song and performer.

Adobe After Effects (CS5)

Adobe Premiere Pro (CS5)

Speed

Emphasise on an important part of the narrative.

Speed to match the song pace.

RGB Colour Correction

Greater control of the colours to get the right colour for the genre and song.

Opacity

To reflect the star values.

Create a relaxed feel of the music.

Blurs & Filters

Emphasis on something important to the star.

Brightness & Contrast

To create the sense of the star.

Link to the happy lyrics.

Create more colour.

Razor

Cutting to the rhythm.

A mixture of montage and continuity editing in order to portray the performer’s values.

Pace of editing changes for pace of song.

Editing to match lip-syncing.

Adobe Premiere Pro (CS5)

Sound Levels

To create more atmosphere and involve the audience.

Adobe Bridge (CS5)

 Animation

Finding the right effect for the feel on the video.

Adobe After Effects (CS5)

 Titles - Animation

Link the text to the storyline.

**THRILLER**

 Sound Effects

To create the same mood. Emphasise an element through louder effect than the music.

Cutting Music

Cutting to the rhythm to ensure that the same feel is created from the footage through the music.

Adobe Sound Booth (CS5)

**PRELIMINARY TASK**

Crop

To change the shot length if it doesn’t work or remove something from the shot.

To put emphasis on something/someone.

Razor

Create a sense of atmosphere.

Filters (Black and white)

To emphasise the past.

Transitions (Dissolve and fades)

To create tension.

Have a clear change of scene to aid the audience.

Motion/Pan/Zoom (Keyframes)

Change of shot length, make the shot more creative and make it look more interesting.

Speed

To put emphasise on the girl’s reaction for the entire shot.

Razor

For the editing to make sense and so that there were no continuity errors.

Dialogue matches the editing.

Create a sense of continuity and meaning.

Adobe Premiere Pro (CS5)

**POST-PRODUCTION**

Application/Programme used

Tools used

The meaning/aesthetic which was created through using the tool