



U29 LO3: Be able to originate and plan a music video production for a specific music track

**Deadline: 4<sup>th</sup> March 2016**

**LO Aim:** Originate and plan a music video production for a specific music track to a technical quality that reflects near-professional standards, showing creativity and flair and working independently to professional expectations

### **Task Description**

For this learning objective, you are required to fully plan your music video. The usual planning and preparation is needed including storyboards, location reces and props lists – however in this unit, you have a greater scope to be creative!

Why not consider using the green screen for some graphics behind your 'artist' or even placing them in a far away city! You have a world of possibilities in this unit and you can really push your creativity to the max.

Are you going to lip-sync? A choreographed dance routine? Make your music video look as professional as possible – remember that it needs to be authentic.

All of your decisions should be supported through your research. This will help to ensure you are always addressing the correct target audience, potentially making your music video as successful as possible.

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## Task 1

### Audience Research

Create a survey using [www.surveymonkey.com](http://www.surveymonkey.com) – this survey should research the target audience of the **original video**. Email your survey to the students in the class and upload your results to Weebly.

If you are changing the video to suit a new target audience then you must show research on your new audience.

- Audience classification
- Buying patterns
- Product / media preferences
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## Task 2

### Market Research

Using **secondary research** and your **own self-generated opinion** upload and discuss the following

- What / who is your closest competition?
- Where can this video be placed in the market? (Pop / R & B/ Metal etc.)
- Compare to others of the same style in the market.

## Task 3

### Production Research

Using **primary research** (going to locations / having auditions) and **secondary research** upload and discuss the following

- Talent (proof of auditions to play the role in the video)
- Location recces
- Content – Why will the content work/be successful?
- Placement – YouTube / CD's and why – compare to others
- Equipment and facilities you will need





## Task 4

### Treatment

Collate all of the above information into a treatment detailing why you have chosen to make your video in this way. Use your research to support your decisions and refer to as many examples of successes AND failures.

## Task 5

### Pre-Production

You should now be in a position to plan your music video to a professional standard. Your pre-production should include the following

- Your performers style
- Your performers image
- Video Style
- Storyboard
  - Props List
  - Production Schedule
    - Script – lyrics written out, camera movements, angles and continuity notes attached
      - Your interpretation of the lyrics
      - Clearances – you should email the record company of your chosen artist to ask permission to use the song. (you do not require a response)
    - Risk Assessment
    - Call Sheet
    - Found footage

