

The Final Big Deal Project

90s MUSIC VIDEO!

Working in a group of three or four, select a song from the 90s and TELL A STORY (Narrative). The *song* itself doesn't have to tell a story, but you'll need to create one that fits the music.

- The video must be at least 3:00. If your song is shorter, the storyline should begin before music.
- Must have a BEGINNING, MIDDLE and END – need a climatic moment (a turning point). Tell a STORY. It can be in any genre.
- Any given clip can not be longer than 10 seconds.
- At least one scene must be set at RHS.
- You must use at least three clip **effects**. These must be chosen BEFORE filming and be a part of your storyboard/shot list. (slo mo, green screen, split screen, AE...)
- Must include creative camera work (dutch angle, crane shot, slider shot, steady cam, drone, etc)
- Be creative and original. **All shots must be originally shot by your group**. No clips from the internet allowed. *No friends or family may handle the camera*.
- Lighting design should be purposeful - may use gels, strobe, lighting effects, etc
- Have consistent costuming/props that fit your chosen **genre**. Your video can be set in any decade.
- Edit to the beat/rhythm...not just a bunch of shots to the music.
- You must have a [Pitch Sheet](#), [Shooting Schedule](#), [Storyboard](#), [Shotlist](#) completed and approved with your music before you begin production.
- No violence, guns, booze, drugs or inappropriate school behavior. Avoid using logos in costuming (if possible)
- NO REVERSING HALF THE VIDEO. **NOTHING BAD ON PURPOSE**. You are showing your skills in AV. Your video can, however, be cheesy.
- Do NOT remake the original video, even if it tells a story. You may honor the original in some way (rotoscoping in *Take on Me*, a zombie appears in *Thriller*...).
- First dibs: **no two groups can use the same song!** Get the LYRICS!
- IMPORTANT: You will be splitting your song into equal parts, and each group member is responsible for editing their section.

Sounds great, but what is a Narrative Music Video?

A narrative music video tells a story, logically or sequentially through a chain of events that are put together to run parallel to each other. At times it may even seem like a little film that stars a

main character who communicates with the audience.

When creating your narrative, you should remember these points:

1. Your story must have a beginning, middle and end.
2. Your story must have at least one lead character who engages the audiences through their thoughts, feelings and experiences.
3. There should be a relationship between the content of your song (style, voice, lyrics) and the content of the narrative (fact, context, iconography, visuals, etc.) for your audience to recognize.
4. Your narrative can follow either of these styles:
 - Illustrative – Where the visuals provide a literal representation of the lyrics
 - Amplifying – Where key meanings and effects are repeated to manipulate the audiences.
 - Contradicting – Where the visuals contrast with the music.

6. Create your story from the following **genres**

Action/adventure
Western

Comedy
Mystery

Drama

Fantasy/Sci fi
Romance
Horror/Thriller

GRADING BASED ON

Story

- Clear beginning, middle, end
- Compelling/interesting/creative
- At least two characters

Camera work

- Utilizes variety of shots and angles - with purpose
- ALWAYS uses the RULE OF THIRDS
- Shots are white-balanced
- Avoids stagnant shots
- Creative camera work

Lighting

- Lighting is purposeful and creative. Utilizes lighting effects.
- Must have at least one indoor scene with a three point lighting setup.

Editing

- Cleanly edited, to the beat
- Strong pacing
- Cuts on action
- Uses at least three special effects

- Song title/artist appears in video

SCHEDULE

April 17: Intro to assignment, brainstorming

- Team set up (3 - 4 members)
- Song selection
- Set up shared folder
- Job assignments (directing/cinematography, storyboarding, shotlist, costuming/props, lighting, editing)
Every member needs a specific pre-production job they are in charge of!

April 19 - 23: Pre-production

- Story Synopsis/Pitch Sheet
- Characters/costumes/props
- Shot list
- Storyboard
- Shooting locations/schedule

April 23 - May 3: Filming

- Mini-lessons on lighting, green screen, etc
- Team shares filming duties

May 6 - 15: Editing

- Mini-lessons on effects, After-Effects, song marking
- Teams share editing duties

This assignment is due: May 15, 2024

Helpful Links!

[*How to Plan and Storyboard a Music Video](#)

[Top 10 tips for making a cinematic music video](#)

[Creative Green Screen Effects](#)

[*12 Camera Movements for Cinematic Footage](#)

Inspiration Videos

High school made:

[Every Night is Friday Night](#)

[Foreign Lands](#)

[Love Vigilantes](#)

Some videos that tell a story:

[Simple Math](#): Amplifying

[Forget You](#) - Illustrative

[Everlong](#) - Amplifying

[Girls Just Want to Have Fun](#) - Illustrative

Special Effects: TRY ONE OF THESE IN YOUR VIDEO!

Superhero - <https://youtu.be/7JRHQlyZaAk>

Hollywood - <https://youtu.be/Ws8B6eSudXM>

5 Quick effects: <https://youtu.be/Gpx24coOP5U>

A whole bunch of cool tutorials! <https://www.youtube.com/c/CinecomNetMedia/videos>