Creative Industry Response – Brief Launch 28th September 2021



1. Create a new wix page titled **“Music Video”**
2. Provide a summary of the brief and what you are being asked to produce – what are the key requirements?
3. **Individually** create a mind map of initial ideas you have in response to the brief
4. Design a mood board which communicates your initial visions/ideas for the music track you have chosen
5. **You may wish to do this task before developing your own idea if you are struggling for an initial idea.** Research industry music videos to obtain inspiration for your own ideas – collate these case studies into a PowerPoint and make annotations about what *styles*, *conventions*, *techniques* you are going to use to build upon your own ideas

USEFUL RESOURCE: <https://www.youtube.com/watch?v=MmvzBZni_WM>

**Styles of Music Videos:**

* Performance
* Narrative
* Interpretive
* As Live/ In concert
* Surreal
* Animation
* Homage
* Parody

**Conventions & Techniques used in Music Videos:**

* Cutting to the beat
* Lip syncing
* Animation
* Effects
* Green screen/chroma key
* Camera techniques
* Lighting techniques
* Symbolism & iconography
* Stereotypes
* Typography/graphics