

Music Video Project Non-Broadcast Production

Music videos range from a simple video recording of a concert to a creative interpretation of a musical piece. The objective of this project is to listen to a piece of music and express it visually. Here are the requirements:

- The target audience is high school students attending prom. For this reason, the musical piece should have some energy and be “dancey.” Slow songs still are a possibility, though. If you have questions about this, I will help you.
- The song your group picks must be radio edit. Songs MUST BE APPROVED by me before you begin the next step in planning.
- You must complete a script and storyboard each scene for this production.
- Your video should include at least 30 seconds of video synced with audio. This does not necessarily have to be all at once or lip synced. You will see examples in class.
- You need to include at least 5 special effects created using Photoshop and After Effects. At least two must be quite complex (Masking, Expressions, etc)
- The video should interpret the musical piece you have chosen.
- You should incorporate multiple shots and tight compact scenes.
- Shots should be creative and editing should be complex.

You will be graded on the requirements listed above along with creativity and participation.