

Music Video Proposal

PRODUCERS: Lewis Dixon, Catherine Dunning, Gemma Pile, Robert Thompson.

PERIOD: TODAY'S DATE 04/10/10 DUE DATE: 07/10/10

TITLE: MerryGoRound ARTIST: The Vines LENGTH: 2:12

What is the song about, what is message of the song?

It's about life and its drama.

Who is the intended audience for this production?

Target audience: approximate age 14-30

What is the message or idea you hope to communicate to the audience as they watch the finished production?

We will try to show the audience a powerful band performance and an insight into the troubles of the life of the vocalist / guitarist.

What will happen in the production?

There will be a band performance filmed in a studio. It will consist of three band members: a drummer, a bassist and a guitarist/vocalist. The drums will be set up at the back, with the bassist and guitarist flanking either side. The video will open with only the vocalist / guitarist playing and singing, with a zoom in shot and when the other instruments join the song so too will the rest of the band. When the chorus kicks in the lights will darken and flash as the music tempo picks up, returning to normal for the verses. Depending on availability of props the video may end with a guitar being smashed.

There will be a short amount of narrative included. As the song is only two minutes it will not be a circular narrative. It will be set in the same studio that the band is playing in, but will be set previously, showing the singer / vocalist dealing with the issues of writing a song. This narrative will be mixed in with the band performance.

Where specifically will you shoot?

Orpington College studio.

Who will be appearing in the production?

There will be three band members. Drummer, bassist, guitarist / vocalist.

How long will it take you to tape?

One session, approximately 2-4 hours.

What other footage will you use and where is it from?

None.

How long will you need to edit the production?

Approximately 1 week.

Which editor do you plan to use? (Linear or non-linear)

Adobe Final Cut Pro – Non-linear.

How will you divide the following responsibilities between the partners?

Concept / Idea

Group

Director / Producer

Lewis

Script or Storyboard

Rob

Camera Operator

Catherine, Gemma.

Audio

Catherine

Talent

Lewis, Gemma.

Props

Gemma, Rob.

Editing

Catherine, Rob

Location –

Group: Gemma, Rob, Lewis, Catherine.

Lighting –

Gemma / Lewis

What other crew positions if any will you need and who will fill these positions?

None.