

# Explorations: Music Video



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# Music Video Breakdown

- Often abstract, overlap with experimental film
- One “foundational” shot or storyline, scenes showing off the artist are pieced in
- Colors used to enhance the message of the song/depict the emotion of the song, or tell a story



Queen, “*Bohemian Rhapsody*”

# A Brief History



The Beatles' "*We can work it out*" (1965) is an early example of the kind of music videos we think of today. Multiple angles, but more like a live performance.

"*Penny lane*" (1967) started to incorporate avant garde cinematic techniques to tell a story. One of the first bands to collaborate with a filmmaker.



MTV made music videos an important part of pop culture, you couldn't be a musician without a music video. (*Video Killed the Radio Star*)

01

## Pre-production

Inspiration, research, and planning.

# Planning

How can cinematography and editing enhance the upbeat energy of the rap song?

- Shot list: the backseat of a car, grocery store aisles, an empty parking garage (leading lines)
- Fast paced editing, switching between shot types to keep the viewer engaged
- Making sure the artist was having fun, keeping the energy up!
- Incorporating bright colors and interesting visuals

# Inspiration



Leon Fanourakis,  
SANTAWORLDDVIEW & Xansei “ブチ上げ戦隊” - shot types



The Pharcyde “Drop” - camera movement



Tyler, The Creator “LEMONHEAD” -  
use of color & editing style



Aminé “Compensating” - editing style

02

## Filming & Post-production

Enhancing the upbeat energy  
of the song.

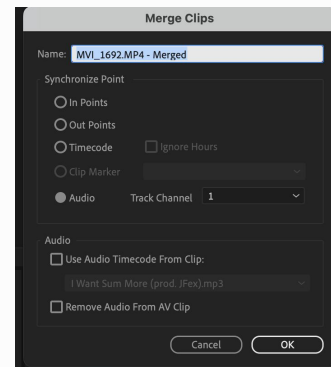
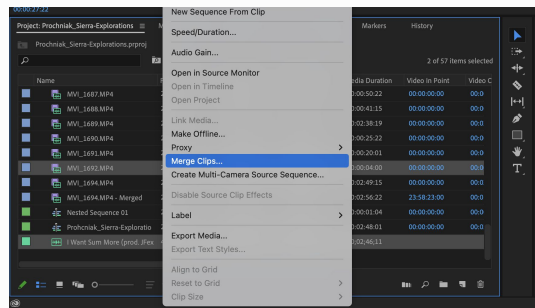
# Filming Process

- Playing the music and rapping the lyrics out loud instead of lip syncing so it would look more natural when merged with the audio file
- Handheld and tripod shots in order to create a more engaging sequence

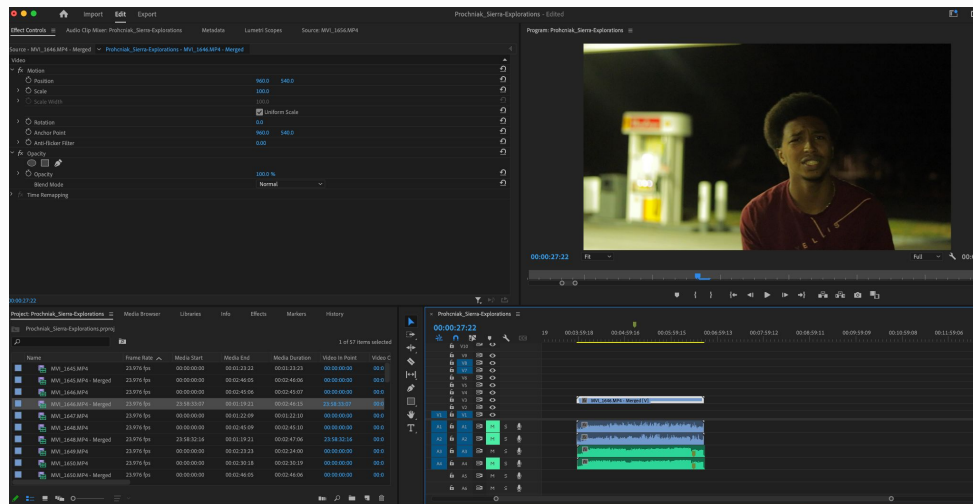




# Editing Audio



Merging the audio track with the raw audio



Aligned files in the timeline

# Editing Visuals



- Color grading - music videos often are heavily saturated or have a lot of effects
- Different from editing a narrative film because you don't have worry about jump cuts/continuity to the same extent

