

# Music Video

In this project you will utilize the skills and concepts of audio/visual production to produce a music video in analog to digital format. Including and expanding upon design concepts and production skills developed in the Grade 11 Communications Technology Curriculum, you will produce a promotional video for a band, enabling you to also develop and refine design and problem solving skills associated with media production. In addition, you will create a shooting script, plan camera locations and movements, videotape and edit a live or simulated performance. Throughout this project cooperative work strategies and video content must reflect the moral and ethical philosophy of the School. This unit prepares students for post-secondary education leading to careers in audio/visual production.

Using up to 5 people, create your own music video. You are the MTV and Much Music Generation. Throughout your life you have been bombarded by advertisements for various products as well as music. The sole purpose of music videos is just that. They are advertisements to promote musical singles. The band hopes that the video will make their song popular and to give themselves more exposure. In turn this sells more CDs.

You are to choose a type of video from the following:

*The Live Band Music Video*

*The Story Music Video*

*The Artistic Music Video*

*The Mix Music Video*

## Criteria:

- ❑ During the music video you will match or sync singing and or instruments with the sound being played. There must be lyrics and they must be appropriate.
- ❑ You must be aware of lighting, shadowing and camera framing. Use a variety of camera angles/ Camera shots and techniques
- ❑ You must use your time wisely. If you work outside of class, you **must** still work during class.
- ❑ HD Cameras will not be signed out.
- ❑ You must create and set a schedule before shooting that I approve and stick with it. A calendar Format is best. List each thing that you propose to do each day. Be specific. Get it signed each day.
- ❑ Camera angles and locations will be documented using a simple storyboard that must be approved **before** shooting. (Must be at least 10 frames)
- ❑ A synopsis must be created and handed in to be approved **before** shooting
- ❑ Editing will be completed using Final Cut Pro X
- ❑ You must have full Video Credits at the beginning and end of your video (in proper music video format)
- ❑ Your video must reflect the moral and ethical values of our school
- ❑ The video must be under 4.5 minutes.
- ❑ You must alter the song in Garage Band (shortening is best)
- ❑ Competition of the music video on time is crucial for the success of the live video countdown. Failure to meet the deadline will be evaluated under professionalism.