

Group Members:

Development:
Devising Your Idea for a Music Video

This will be a 'working document.' You will continue to edit after production meeting 2 and 3 as research informs your ideas. The ideas that derive from production meeting 2 will be identified in black font. After production meeting 3, you will edit the form where appropriate in another font colour i.e. red or blue.

Chosen piece of music:	Track name: 24K Magic	Artist's Name: Bruno Mars	Duration: 3:46
Description of the music Chosen:	Pop Song that flexes luxury living		
Obvious Interpretations of the music: (Discarded / Initial ideas)	The lyrics flex his wealth as well as the video		
Sources of Inspiration & ideas: (Explain where your ideas have come from or write down your thoughts on where to look for inspiration)	The lyrics were our inspiration as we took them very literally. Our own thoughts on "flex" of culture also inspired us.		
A clear but brief description of the music video that you have decided to make:	Warantine based video where a person turns into a carrot after mis-interpreting the lyrics. He then emulates Bruno Mars but isn't seen seriously.		
The target audience for your video:	Age: 14-18 Gender: Male Special Interest Group:	Class: Only Ethnicity/ Race: Only	Channel/s on which the music video would be suitable to broadcast: YouTube
Actors/ Performers required: (Give details)	Carrot needs an actor, Harvey is villain Security Guard, Calvin Push over person, Matt		
Set design /Set dressing considerations:	Bright vibrant colours, well lit		
Costumes required: (Give Details)	Carrot costume, Harvey		
Props required: (Give Details)	Chains, bubble, car		
Use of Graphics: (Give Details)	Text on screen, subtitles		

Technical Planning:
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Recording Format:	CF Card
How lighting will be used:	On location won't matter, in studio will need to be bright and vibrant
Lighting equipment required:	Studio lights
Ideas for camera positioning and camera movement:	Close up, tilted, low angle, moving around whilst dancing

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Camera Supports required:	Tripod, surveillance
Camera Focus:	Slow motion, focusing to camera, POV
Use of additional visual equipment: -Video Projector -Chromo Key -TV monitors	LED lights, monitor for when he makes music video
Will the Use of additional pre-recorded footage or stills be required: What will they be? Where will they come from?	We don't think we will need it.
Post-production required: Describe any effects that will need to be added in post production:	multi-image, distortion, quick cuts, blurbents

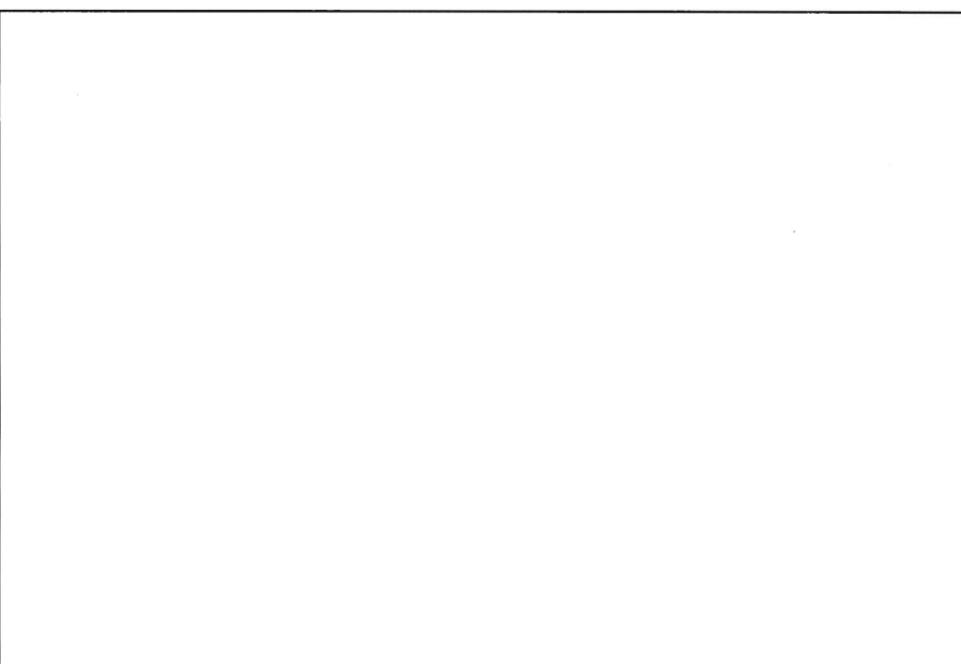
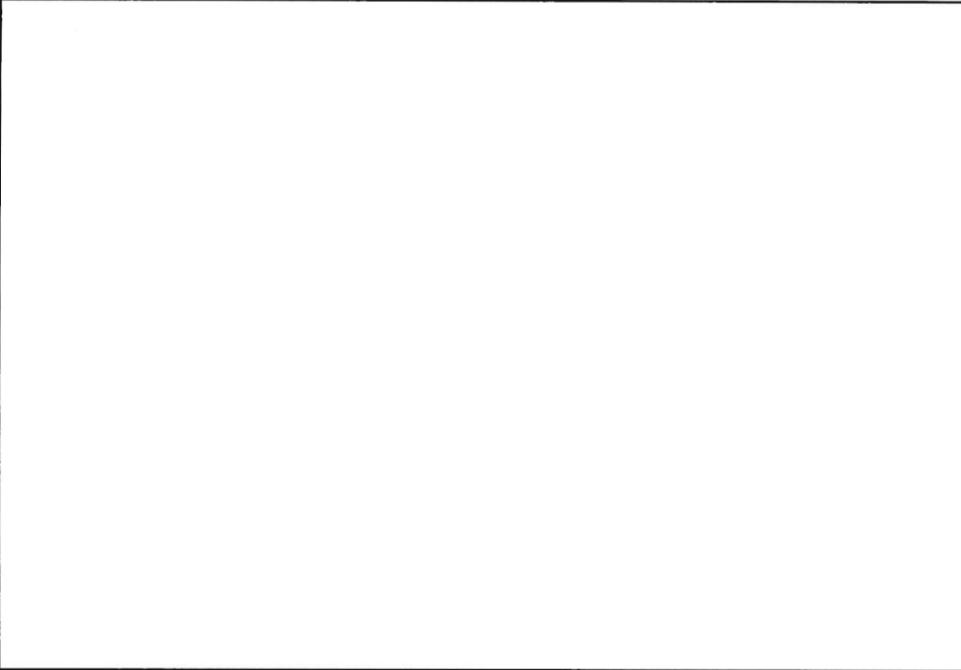
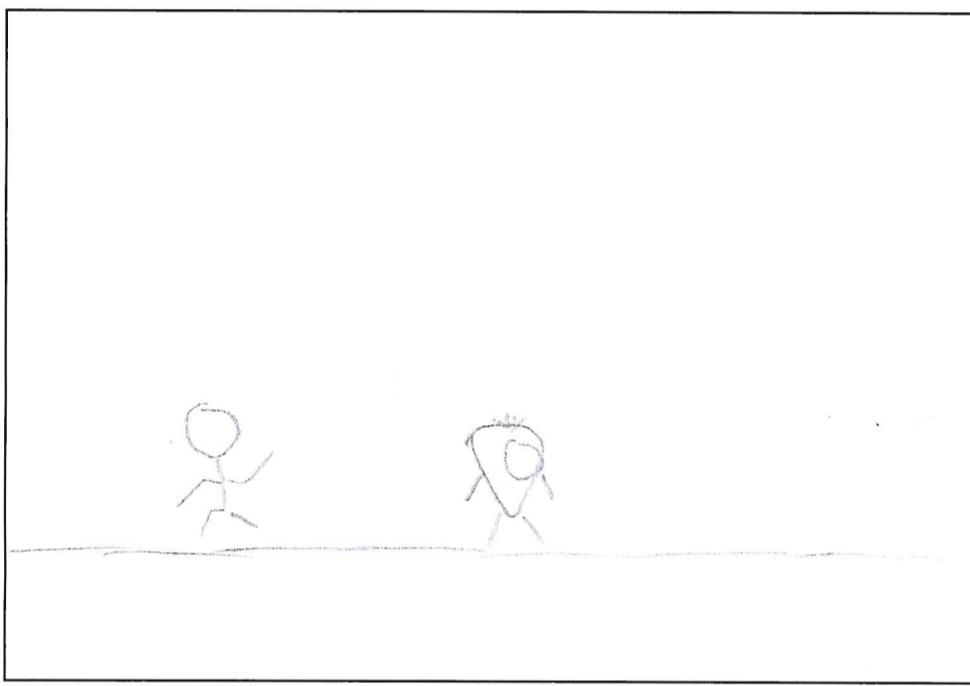
Other Considerations:

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Rehearsal time:	Devote time to make sure lip syncing and dancing is ok
Materials Needed:	Costumes
Experimentation / Testing that needs to be carried out:	Testing if the drink looks convincing
People's involvement from outside the class: Consider their: -Availability -Reliability	People as customers, reuse cast members
Skills Required:	filming, editing, lip syncing
Technical Knowledge Required:	premiere pro, how to work the cameras and other equipment

Additional Notes:
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Three Visualized Shots From the Storyboard:
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- 1) He's sitting down listening to the song.
- 2) got an idea to eat a carrot then falls asleep.
- 3) He is already he's woken up as a carrot and the song starts playing.
- 4) He bursts out the building of some kind.
(could be any setting or a class room.)
- 5) Could be throwing his hands in ~~the~~ the air with his chains.
- 6) Dancing and lip singing in the video.
- 7) Show time he can walk into the studio and start singing and being abnormal.
- 8) Flexing in the cars in the car park.
- 9) Him walking out the store with liquor.

10) the song goes into
Slow motion
showing him
being drunk

11) We can have a
security guard at
a door of
a juke club.
and he wont let
him in.

12) gets agresive and
gets chased.

13) goes into Market-
walks out with
a carrots on a chain
and ends up being trucked
with security guard and they
start dancing.

14) (wks to black of him waking up
and he is back to normal. Teacher
asks question and he stupidly
responds with the word carrot.