

MUSIC VIDEO

Working independently, you will produce a MUSIC VIDEO. The length of your videos will vary, depending upon the song you select, but they should run between 3 -4 minutes (3 minutes minimum).

1. Select a song for your video.
2. Type out or print the lyrics to the song.
3. Decide upon a **concept** for your video.

Will you simply “tell the story” of the song?

Will your video send a meaningful message?

What can you do DIFFERENTLY than the original video—what other message can you send with this song?

4. Complete the Music Video Project Planning Sheet. You will not be allowed to begin filming until this sheet has been submitted and approved.
5. Film your scenes.
6. Lay down your music track first.
7. Edit your video footage.
8. Add titles.

***Pay careful attention to the pacing and impact of the visuals in this video. Edits should occur every 2-3 seconds (approx.) and include different camera angles that you can imagine. The delivery of a good concept, presentation of a strong theme, and use of effects (photographic and electronic), will all be factors. **You may NOT chose music with SWEAR WORDS or RACIAL SLURS. You will lose an automatic 20 points if you do.**

EVALUATION CRITERIA:

10 pts. Interest and Purpose

Music Video has a clear and interesting purpose.

30 pts. Videography – clarity

Video did not shake/rock unnecessarily and the focus was excellent throughout.

30 pts. Videography – interest

Many different “takes”, camera angles, and use of effects.

5 pts. Met Deadline

5 pts. Titles and Credits

All titles and credits are accurate, legible, and draw viewer’s attention

20 pts. Music Video Documentation turned in, completed, with video

TOTAL POINTS = 100 Points