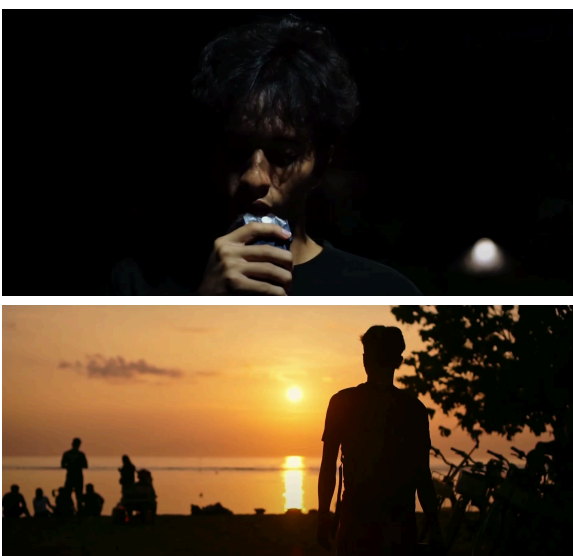
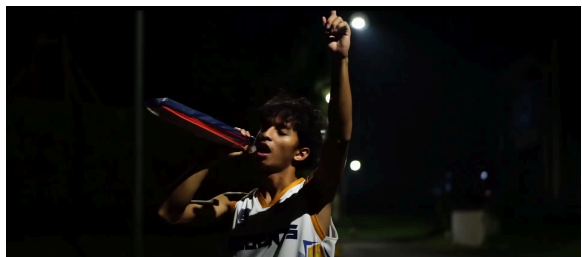


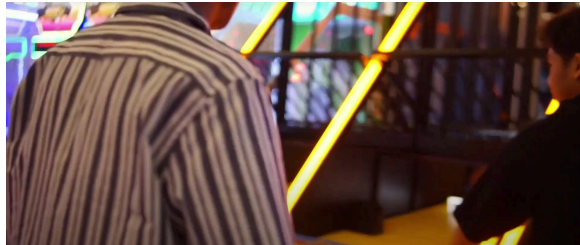
Music Video

	Title Card This is our title card, which uses a mixture of a sans serif typeface, for our title and a cursive typeface for the band name. The sans serif typeface was done to create a sense of simplicity which reflects the indie genre, and it's more simple perspectives. The cursive typeface is used to create a sense of personal connecton between the audience and the artist, so that the audience feels more related to the artist
	Foreshadowing One of the shots in the opening of our music video is a closeup of our artist's face. This is done to show who the main character in the music video is going to be and establishes a direct connection with the audience, showing who the main singer of the band is. The poor directed lighting is used to keep some of the face hidden to emphasise sadness, since the juxtaposition from the beginning shot of the sunrise. Indicating that the happy moments in the music video will be directly followed up with sad moments
	Band Shots A mixture of Close ups, Long Shots, Medium Shots were used in the music video to show the band. Closeups were used to show the singer's emotions as well as the instrumental performances, different angles were also used in the close up to keep it diverse. Long shots, were used to show the band in it's entirety, displaying the whole band members in one frame. This also allows for each of the band member's performances to be seen in one frame. In scenes where only the singer is present Medium shots were used to show the singer's actions instead of just the singing performances.



Arcade Medium Shot

Another one of the shots used are the **medium shots** where our artist is with his friends. Medium shots were used to show the actor's emotions and actions. This scene contained many **colourful and vibrant lights** to indicate **happiness**, the emotion felt by the artist in that moment since he is hanging out with his friends, as if he is in his own colourful world. The setting in the shot is an **arcade** where it symbolizes a place of **joy** in the scene



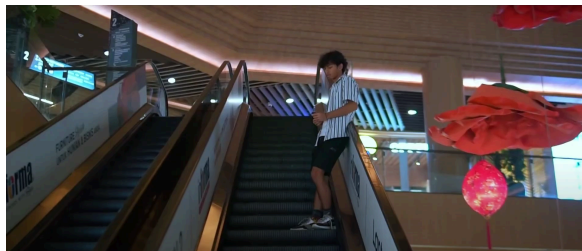
HandHeld Camera

My music video has multiple scenes where a **handheld camera movement** is used. This is done to have a **sense of realism**, **immersing** the viewer with the music video. This also follows **conventions** of the Indie music genre.

This Camera technique also makes it look like it's found footage taken by the artist

Underdog

Low angles were used to give a sense of **optimism** and make the audience have an **underdog** connection with our artist, so that they'll root for him to be **happier** in the story.



Cut To the Beat

For many of the sequences in the video, a form of editing called **cut to the beat** was used to **sync up the visuals with the song**, blending the two together.

This also **follows conventions** of music videos, they all have a form of cut to the beat to blend the song and the scene

Comparison

Cut to the beat was coupled with **match cuts** in these sequences, the main **composition is kept** the same to **show a direct comparison** between the two scenes. In this case, the two scenes are one where our artist is with his friends, and one where he is alone. This is also a form of **Juxtaposition** where it makes the second scene have more of an impact to the viewer since it contrasts with the first scene

Isolation

In this scene, a **Long Shot** was used to show how isolated and alone the artist is, in comparison to when he's with his friends. A **Blue** filter is also used in scenes where he's alone like in this one, to show how the artist



feels **sad** in this moment.

Near the end of my music video I've decided to **fade our music video to black** showing our artist being alone, showing that he'll **forever end up in sorrow, slowly letting depression take over him.**