

Atozzio – Til it's gone (RNB) 4:12mins

The music video concept is about two couples that broke up because the girl cheated on the guy. Few months later the ex-girlfriend decides to call up the guy and ask to meet at a café. The guy makes his way towards the café and while he is walking there he gets all these flashback memories of him and the girl and the pros and cons when they were together. At the end of the music video the guy sees the girl through the window sitting down waiting for the guy to arrive. As he walks closer toward her he gets hit by a car then the ex-girlfriend runs outside screaming his name while she gets on her knees and helps the guy up, the guy sits up and whispers in her ear, 'I don't love you anymore', then stands up and walks away (fade out).

The motto of the music video is about 'You don't appreciate what you have until it's gone' **(1)**

Flashbacks: *(lists 8 in total in varying detail)*

- ~ Couples holding hands (loving each other)
- ~ Argument (slow motion/yelling)
- ~ Finding a stray dog
- ~ Taking the dog home and washing it together (slow motion)
- ~ Sitting on a park bench along with the dog, ex-girlfriend comes along with new boyfriend. The dog runs up to the couple and the girl picks it up and pats the dog. The main character chases the dog and ends up meeting his ex-girlfriend and her new boyfriend while giving a jealous look and takes back the dog in his arms.
- ~ Walks past a jewellery store with the girlfriend, she finds a necklace she really likes. The main character disagrees then turns around and walks off with his arm around the girl while looking back at the necklace
- ~ CUT TO next day the main character comes back to the store to buy the necklace for the girl as a surprise present. He finds that the necklace is missing on the stand so he goes in the store CUT TO
- ~ New guy putting on the necklace on the girl. Close up shot of the main character's expression
- ~ THE BREAKUP SCENE: sitting in a café, girl tells the main character it's over while holding his hands (close up shot of hands) CUT TO the girl's iPhone starts ringing and the new guy's pictures pop up on her phone screen CUT TO the main character slowly lets go of her hand and walks off disappointed and mad **(1) (2)**

Target audience: teenagers will enjoy this music video because they can relate to what's happening. The genre of this music video is romance. It's targeted to girls and boys who have been in a relationship. The music video shows a scenario in what might happen to other couples. **(1)**

Tone of the music video: at the beginning of the video the tone brings a sad and confused vibe. This will be shown through the dull lighting, the setting and the characters' facial expressions. As the video progresses, the music becomes more upbeat and brings more of an energy vibe when the main character has the flashbacks about his relationship. At the end of the music video the tone gets more intense as the main character has an accident. The intensity will be shown through the slow motion movements and facial expressions and lighting. **(3)**

Codes and conventions: **(2)**

Flashbacks: For my music video I'll be using flashbacks to tell a short story of a couple when they were together. This will show the emotions of the main character and how they are feeling through the flashbacks

Lighting: I'll be using different types of lighting throughout the music video. The scenes that are shot at night/dawn are to show that it is the present and the lighting for the flashbacks is shot in the daytime. This shows the audience the differences between the flashbacks and reality. In some scenes the lighting will be nice and bright when the flashback is a happy moment and the light will change to dull when the main character has a negative flashback.

Slow motion: When I'm editing the music video I'm going to put some slow motion in the positive/flashback scenes to show that the main character wants those good memories to last forever. The slow motion effect will communicate this idea.

Camera work: The camera work is going to be from a steady tripod, and in some scenes there will be slow panning from one place to another to show the location. There are mostly close up shots of the actors to show the facial expressions without the need of dialogue.

Cutaways: The video will have a lot of cutaways to show the flashbacks between reality and the past memory.

Setting of the music video: (6)
 At a house (start of scene)
 Streets and road (walking)
 Shopping mall/jewellery store (necklace scene)
 Café or place to eat (break up scene)
 Beach (couples are together, love/happy scene)
 Park (finding stray dog)
 Backyard of a house (washing the dog scene)

Props: (6)
 iPhone (cell phone)
 dog
 necklace stand
 a necklace
 car

S.W.O.T. (4)

Strengths	Weaknesses	Opportunities	Threats
Actors (██████████) Costume Props Editing skills Transport Instrumental cover DSLR camera (Cannon EOS600D) Knowledge of shooting a music video	Acting skills Positions of different camera angles Producing the music cover Getting the necklace stand	Locations Hair & Make up Props	Weather Actors who won't take the production seriously Commitment to attend filming Copyright issues

Practicalities	Possible impact on the production process
Time	We only have 7 weeks to shoot and edit our music video so it might not be as good as we want it or if we stuff up our shots we won't have much time to shoot more footage
Talent	We are a bit worried that our actors won't take their role seriously and will muck around. We are using friends as our actors so hopefully we can just tell them it's important and they will work hard for us. We are also not sure on their acting ability. Because our video is quite serious we need them to do good acting to make our audience believe our story.
Weather	We need it to be sunny for our shots at the beginning to reflect the happy mood and then we will shoot the last scene at night. This might be a problem because we don't have access to very good lighting so our footage might look grainy and amateur.
Equipment	We have access to a good camera but haven't really done much filming before so we might end up with a boring video.

(5)

Pre-Production: (7)

Director: ██████████
Production Assistant: ██████████
Camera Person: ██████████
Editor : ██████████
Sound : ██████████
Lighting : ██████████

Equipment & Props: (6)
 Canon EOS600D
 Tripod
 Lights
 Portable speakers
 Car
 iPhone
 silver necklace
 Necklace Stand
 Dog (██████████)

Cost:
 Jewellery Necklace Display Stand
 180mm = \$15.00 on trademe.co.nz
(Trademe sale proof included)

Clearance Forms: *included for three actors + locations*

Actors : (7)
 ██████████
 ██████████
 ██████████

Potential Risks: Starts to rain while filming music video
 Getting permission to film in other people's house
 Not getting necklace stand on time (4)