

**Our group concept:**

A one sentence explanation of your music video. This sentence must include the type of music video, the music genre, an indication of your concept and why it will have audience appeal.

1 I'm Still Standing by Elton John will be an upbeat, humorous and feel good music video that will make the audience laugh and to catch their attention by using conventions as well as the variation of scenery and colours. The audience interest will be drawn to the humor and the clothing of the actors in the music video.

An outline of the music video. You need to describe the structure and how the music connects with the visual elements. Consider conventions.

We want to make a parody of the original song but add in our own variety of shots and costumes of the actors because this is a performance music video. We will follow the structure of intro/verse/chorus.

2 Our music video will consist of five conventions (underlined), Varied Locations & settings - we will film it at the beach in Ahuriri and around Napier. The lyrics will often be reflecting the visuals of the music video. Lighting - the lighting of the video will be natural and bright as this is a convention of parody music videos. Editing - editing of the video will have jump cuts to match the beat of the song as well as this is a convention of the medium. Type - Our music video will be a performance type of video and have choreographed dancing.

How and why the concept will appeal to the target audience. You can link to your peer feedback/survey to support your points.

3 According to our survey, most people liked the idea of where we were planning to film (the settings) as well as the idea of doing a dance/performance type music video that is a parody. The survey read that we needed to work on our dancing which is what we will try to do in the build up to filming. Lastly most people liked that we were doing an Elton John song, overall our feedback was relatively good and backed our ideas of what we were planning on doing.

The purpose of our music video is (consider the message/effect on the audience etc)

The purpose of our music video is to help the audience have a good laugh and to grab their attention to the variety of conventions we use as well as the particular locations we will film at. We're telling the audience that it is OK to be who you are and that bad things will happen along the way, but that there's still good in the world.

The tone of our music video will be...

The tone will be upbeat humorous and all round enjoyable

4 Updates to concept - give reasons for decision(s) & changes, revision, response to feedback etc. We will create the humor through different styles of choreography, over the top and bizarre costumes and facial expressions.

We will buy costumes from the op shops which are low priced and we can find lots of things to use throughout the video.

The actors in the music video will just be us and our mates.

**Survey - Create a google form survey for your target audience.**

Share the link for your survey with your teacher so they can post it to the class. Paste a link to your survey here: link removed

**Analysis of survey results**

Results	What did the audience want/respond with? Why? How can we alter our plans to target the audience?
The average person who took our survey was 16 most liked pop and the most common thing that appealed to people was the location of where it is being filmed. Most people liked the idea of filming in Napier, the idea of a dance type music video and lots of people liked the idea of using an Elton John song.	Some people said that we might need to practice our dance moves. We could alter our plans to the target audience by adding in the POV shot at some point during our music video because it was the second most wanted shot behind natural framing. The rest of the results suited our original planning and based on the survey our music video will appeal to our target audience.

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**TREATMENT: How you will create your media product**

**Visual Treatment**

<b>Audience experience during the video &amp; your purpose in creating it</b>
our purpose for making this music video is to help people have a laugh and genuinely just feel good. The aim is to give the audience an experience of laughter and a feel good vibe.
<b>Brief outline of Scenes</b>
Scenes will be reasonably quick and will involve dancing, actions representing the lyrics and natural lighting throughout.
<b>Overall tone and visual look of the video</b>
The tone of the music video will be cheerful and comical. Visuals of our music will be all over the place with the variety of different colours throughout the video as well as a choreographed dance performance.
<b>Impact of sound</b>
An uplifting sound that will make people have fun and enjoy
<b>Characters / Action</b>
Rip off, raggedy Elton John with similar actions from the original music video
<b>Mise-en-scene</b>
Cheap op shop costumes, filming in Napier/ahuriri, a plastic sword/walking stick/several pairs of sunglasses, actors will be 'Elton John' and a dancer
<b>Editing pace</b>
While editing, we will make quick cuts between different types of shots around the location as the beat of the song is rather fast paced
<b>Visual effects</b>
We are going to add a yellow tint throughout the video to add effect
<b>Titles &amp; Fonts - anything else</b>
I'm still standing in Redressed font

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7

Updates to visual treatment - give reasons for decision(s) & changes, revision, response to feedback etc.

Chose redressed as the font because it looks nice and elegant and is captivating to the eye

**AURAL TREATMENT**

Music/sound effects we will use <u>Remember to consider the following aspects</u> - genre of music video - lyrics - editing to suit the music / appeal to audience - other sound effects / diegetic sound	Why we are using them and how they will appeal to our target audience
1. The genre of the music video is a performance type 2. One of our 5 conventions was in some of the music video to edit the video to the beat of the music	1. We chose performance as our genre of music video as we feel it will appeal to our target audience with the different costumes and variety of dancing. 2. We are using this convention because it gives a different effect to the video and it will appeal to our target audience as it is satisfying to watch and listen.

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**Updates to aural treatment - give reasons for decision(s) & changes, revision, response to feedback etc.**

We chose the genre of our music video as dance/performance because it gives similarities to the original and we feel we can make the dancing into a humorous manner.

Convention - what is it? Why used?	Examples of how you'll use it in your video.	Why will the examples appeal to the target audience?
Editing to the beat of the music for emphasis on location change.	The jump cuts we are using between different locations will be on the beat of the music. We will use this towards the end while the song carries on singing 'I'm Still Standing'.	This will appeal to our target audience because with all the jump cuts it will keep them engaged and interested in watching the music video.
Varied, interesting locations	Using our quick jump cuts to change the different types of locations including Ahuriri Beach, the gardens, the boardwalk in Ahuriri and the Napier Pier during the video. This will be used at the start to establish the music video's atmosphere and get the audience engaged as soon as possible.	Because people will recognize and be able to picture where we are and they will be able to relate to where we are filming. This is appealing to them as Napier has a great variety of beautiful scenery.
Lyrics representing the visuals	We want to use actions and act how the lyrics are said. This will be used during the lyrics of 'You'll wind up like the wreck you hide behind that mask you use', the video will show people with white masks on, a photo of this is in the storyboard.	So that people will be able to understand the lyrics more and get a better idea of the meaning. Using this also enables us to add humor to the video.
Lighting	Try to use as much natural sunlight as possible as it is a humorous parody. In the scene at the end when 'Elton John' is playing the keyboard in the sunset, we will be using natural lighting.	We want to use natural light so the video feels more natural and upbeat.
Performance	The actors are going to at least try to dance even if it isn't pretty it'll do. Examples of this will be at the start at the gardens by the Soundshell when we have a 180 degree shot.	Our performance music video will appeal to our target audience as it will be entertaining and humorous to watch.

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8 **Updates for conventions - give reasons for decision(s) & changes, revision, response to feedback etc.**  
Our reasoning for these conventions are because we feel that all of these will help the audience be engaged and will constantly appeal to them. For example, with the location convention, the targeted audience for the music video will know where the video is based, this will give them a sense of relation to the music video.

9 We responded to feedback by giving reasoning behind why the locations we are using in Napier are appealing to the target audience and how we are going to add a yellow tint during editing for the music video - 31/03

**Location Scouting**

Setting - include photos of each location	Used in which scenes	Location: address/description/images	Justification of location choice - Why?	Permission to use?
	At the start when music is building into lyrics	Gardens and flowers by the Soundshell in Napier	The Gardens is nice place to film as it isn't normally busy and the flowers have bright colours that will stand out in the background	All 5 of these locations are free to the public to use
	One of the end scenes during the seven 'I'm Still Standings'	Clocktower above XXXXX in Napier	The Clocktower is a useful setting/location to film as it is tidy and is a relatively nice looking building.	
	At the end of 'Elton John' with a keyboard	The Pier on the beach in Napier	This is a great place to film as on the pier itself you have an amazing view of the ocean in the backdrop	
	The opening scene and the scene with the first lyric of the song	Ahuriri Beach	Ahuriri is a close enough comparison beach to the one Elton John used in the actual music video of 'I'm Still Standing' We chose Bluff Hill as a filming location because it has an amazing view of Napier and is a great establishing shot for the start of our music video	
	Last scene of the build up of music to the song	Bluff Hill		


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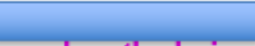
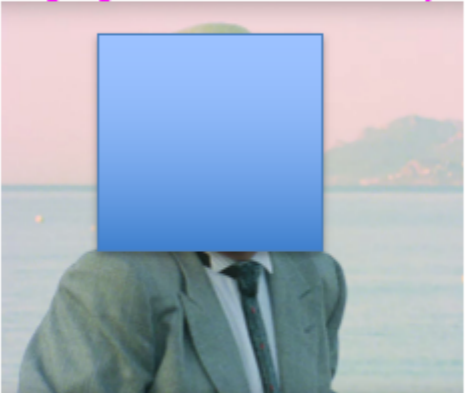

**Updates for locations - give reasons for decision(s) & changes, revision, response to feedback etc.**

People recognize these places and they also have a similarity to Elton John's music video. These locations were chosen as they all are public spaces, therefore we don't need permission to use them and our target audience will know where we are filming. We decided instead of filming at the soundshell for one of the opening scenes, it was better to have an establishing shot from Bluff Hill in Napier to make it clearer for our audience where the music video was set. We were able to use the soundshell at a later point in the video with Elton dancing on the stage.

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**Test Shots - use actual shots**

Shot - include photos/screenshots/links to each test shot	Why we will/won't include it in our film	Any possible issues (lighting, equipment, actors etc)
	Our first filming session went really well with the natural lighting and bright colours. We needed to be aware of shadows because of the sunlight	The only issue we could face is the weather, and how much sun there is at different times of the day. We also had people wandering in and out of our set-ups. We need to make sure no one accidentally ends up in the background.

Character / performer profiles Include name, physical description, motivation, actions and any obstacles they face. You could also include pictures of your actors	Costumes/make-up/props for each character / performer what they reveal about the character? You could also include visuals.
<p>'Elton John' is both  Most of the actions will be based on the lyrics and body language will make him look upbeat.</p> 	<p>Both of us will be playing the character of Elton John wearing suits and hats. Throughout the music video each of us will appear wearing a variety of different sunglasses/glasses. This reveals the character is whacky and doesn't really care what he wears and is his own man.</p> <p>A couple of props he will use will be a walking stick (shown in the picture below) and a keyboard that will be used at the end of the music video on the napier pier.</p> 

**Updates for characters - give reasons for decision(s) & changes, revision, response to feedback etc.**

It made more sense to have one of us playing Elton for continuity reasons. When we did test shots it looked silly having two different actors. We changed to one actor only.




**Type of music video (narrative, performance, abstract, other): Performance**

**structure chart**

Structure	What will happen in my music video?
<p>exposition/beginning/normality</p> <p>How does it start? The music video starts of the actor being elton john walking towards a bench in Ahuriri</p> <p>What do we see at the beginning? 'Elton John' walking towards a park bench and looking out to the beach in Ahuriri</p>	<p>A presentation of some great scenery in Napier/Ahuriri as we represent lyrics into visuals and give our target audience a good time during our performance type of music video.</p>
<p>EVENTS</p> <p>What happens first? 'Elton John' walking towards a park bench in Ahuriri</p> <p>What happens next? We have him turning around and lip syncing the first line and then the music video kicks off</p> <p>Then what happens? For the next minute we are symbolising the lyrics with the actions being made in the video</p> <p>Chorus #1</p> <p>Chorus #2</p>	<ol style="list-style-type: none"> <li>1. sound shell</li> <li>2. napier pier - 'Elton John' playing keyboard in sunset</li> <li>3. sound shell gardens - 180 degree shot</li> <li>4. bluff hill - establishing shot at the start of music video</li> <li>5. ahuriri beach - used throughout music video (main Location)</li> <li>6. Ahuriri Boardwalk - Main place where 'Elton John' walks round</li> <li>7. Napier Town Clock</li> </ol>
<p>end/resolution/How does it end? 'Elton John' playing a keyboard in the sunset on the wharf/pier</p>	

**Updates for structure - give reasons for decision(s) & changes, revision, response to feedback etc.**

We realised that our structure didn't work with the structure of the song. We changed it so that he was on the Soundshell for each chorus as that's a convention.

		
<p>Shot: 'Elton John' walking down boardwalk with camera following him - dancers round him</p>	<p>Shot: Clown uses sword under 'Eltons' legs and he jumps over it - same tracking shot</p>	<p>Shot: Clown turns around - close up on clowns face</p>
<p>Audio: You're starting down the road leaving me again</p>	<p>Audio: The threats you made were meant to cut me down</p>	<p>Audio: And if our love was just a circus, you'd be a clown by now</p>

**Updates for storyboard - give reasons for decision(s) & changes, revision, response to feedback etc.**

Talked with sir about how we need a variety shot ranges eg. long shot, mid shot, close up shots

**Pre Production responsibilities**

The crew. Indicate who will be responsible for the roles:

- Director
- Production assistant (makes bookings, coordinates release forms etc) - **XX**
- Camera person - **XXXXX**
- Editor - **XXXXXX**
- Sound - just the song
- Lighting - all natural
- Actor(s) - **XXXXXX**

Equipment, props, costumes. This includes all filming and editing equipment.

**A camera, Tripod, Clown costume/makeup, a keyboard, outfit from the op shop/ and lego**

Location details:

- Where (Description and address) - **Around the Napier soundshell, on the pi napier and around/on the beach in Ahuriri**
- When (Date and time of day) - **Most of the video will be filmed during the m scene with the keyboard will be filmed while the sun is setting**
- Owner details if relevant

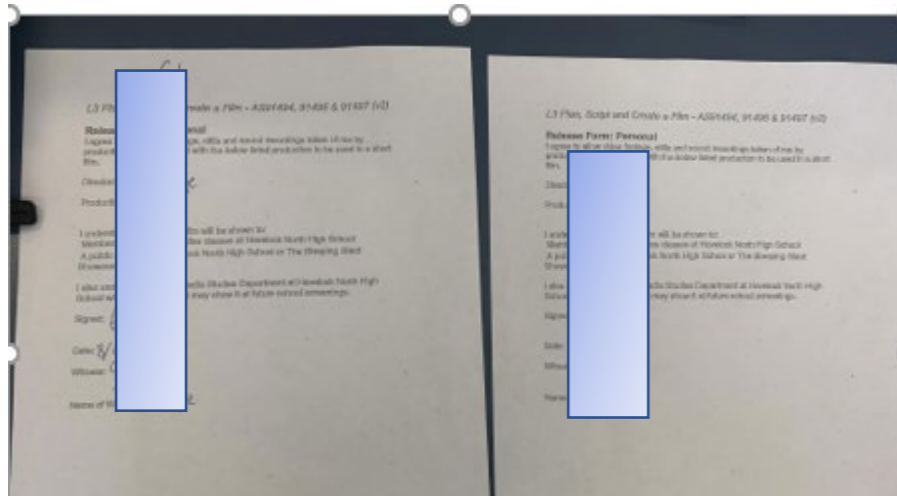
Potential risks

**We could end up getting to Napier/Ahuriri and it could be a very busy day which be too many people around to film.  
Sunlight and shadows are a problem**

Costs (for example, costume hire, bus fare, koha)

**Costumes, props and possibly bus fares – we can afford to spend \$15**

Clearance forms. These could be required for actors, locations, music, sound FX - **include pictures of the signed release forms here**



**Deadlines Calendar**

Create a calendar of deadlines for your film and insert it below. Include dates for shooting, reshooting, editing, screening of rough cut, re-editing etc.

Date	Times	Action	Personnel	Location	Gear	Props	Continge
4/4	All day	Start filming	XXXX XXXXX	Napier	Camera costumes	Lego Piano Walking Stick	
5/4	All day	Finish filming	XXXXX	Napier	Camera costumes	Lego	

**Need to find a another actor**

**PRODUCTION CONTINGENCIES**

POTENTIAL ISSUES	WHAT MIGHT HAPPEN?	HOW CAN WE AVOID THESE ISSUES OR DEAL WITH THEM EFFECTIVELY
PRODUCTION TEAM ISSUES	Unable to get there	Try film on a different day
TECHNICAL ISSUES	Can't use cameras	Use phones
FUNDING/BUDGET ISSUES	Out of money	Make more by working
COPYRIGHT ISSUES AND	Music not what feature	Get them

**S.W.O.T.S ANALYSIS**

(Strengths, weaknesses, opportunities and threats – include strategies to overcome weaknesses & threats).

**Add any updates for SWOTS under each category - give reasons for decision(s) & changes, revision, response to feedback etc.**

<b>STRENGTHS:</b> work well together and have good communication
<b>WEAKNESSES + Strategies to overcome them:</b> it could be a struggle to get over to napier, finding costumes. To overcome these two weaknesses, we will need to sort out rides over there ASAP and find the costumes about a week before we film.
<b>OPPORTUNITIES:</b> We can explore napier and ahuriri in a more indepth way than we have before and making this music video can enhance our skills on making/editing films/videos in the future.
<b>THREATS + Strategies to overcome them:</b> unable to get to napier easily and film there, we will overcome this by sorting out rides over there a few days before to ensure we can film there.

**Response to peer review of planning:**

What feedback was given? What changes will yc make any new updates to your concept/treatmer

- We need to put dates on our updates though they ai
- Our concept is awesome alswell
- There wasn't a link to our survey
- Our convention were ample
- We could use more aural treatment
- Our location are pretty good
- We have no test shots