Music Video

Introduction

In this unit we have been asked to create a music video including things like a mise en scene, a genre and lighting styles and techniques. We are going to be researching these things throughout. Also, we have been asked to create an album cover that links to the song we choose for the music video. Another thing is we are going to learn how to use chroma key, which I am looking forward to try out.

Mise en Scene

Today I have learnt what Mise En Scene is, this is a French word used in the media industry and it means the arrangement of what is in the scene. To create a Mise En Scene you include lighting, color, costumes, props, and Décor which includes the location and set. Also, you should think about the space around the person the camera is focusing on, for example, if you're creating a sad scene the scene around the character might be empty with just the character alone.

The clip below is a short example me, Tegan and Layla created.

mise-en-scene

At the start you can see Tegan sitting at the table by herself, in an empty room on her phone. She is looking quite sad. You can tell we thought about the scenery and the framing in this as we chose a grey and white colored room with Tegan sitting alone in the corner so the audience can see she is alone. Also, we changed the camera setting to an Infared light which emphasizes on the mood that Tegan is showing in this scene.

After this bit you can hopefully see the visible change of mood from sad to happy because we go from an empty and dull lit room to a bright and colorful room with full of art. If this was in a film, it would show the audience how much the character in this case Tegan loves art and how it makes her happy.

Another media style we learnt about today is an auteur. An auteur is where a film director makes their movies unique, so the audience recognize whose film they are watching. A few examples of unique directors are Charlie Chaplin, Hitchcock, Steven Spielberg, and Tim Burton and that is because they tend to use a dark camera setting and have the same age of people in the film.

The History of Music Videos

Why are music videos made and what are they used for?

Music videos are a way to help artist promote their latest music and album. If it's a new artist this style of promoting music will help them gain viewers whether that being on Twitter or Instagram and if it's an existing artist this will help them have continuous support from their current fans as well gaining some new fans. Also, music videos help artists connect and entertain their audience as the videos are telling a story of what the song is about.

What platforms do audiences view music videos now and in the past?

In the past for example in the 1900s the generation didn't have social media or YouTube like we do nowadays. Therefore, before today's generation artists music videos would be promoted on a video tape, the Tv or MTV.

Moreover, in the present day the audience view their favorite artists music videos through YouTube, however, the artist shares it (sometimes it's sponsored) on Instagram, Twitter, and Facebook as they are the most popular social media platforms with a variety of different age groups.

A few examples of advertisement now:

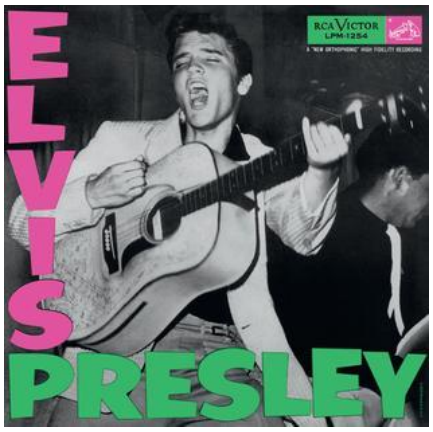
Golden by Harry Styles came out last year but the video was recently filmed and advertised on Instagram after it was published on YouTube. This will have made the single gain more views for example, my friend didn't know about the song until she saw this video. Also, this music video will have helped Harry have continuous support from already existing fans.

The James Arthur ft Sigala music video was also published but this is an example from twitter. As you can see many have retweeted this which will help him and Sigala gain more views from a variety of different ages most commonly adults.

History of Album Covers

Album covers have evolved due to updated technology and technical equipment that's used to create an album cover. From the early 1900's the album consisted of a brown envelope with the song name and the company who recorded it.

When technology improved in the 1950's artists liked to use photographs of themselves on their album as a way of connecting with the public and gaining more views.



As we move from the 1960's towards the 70s to the early 80's just after colors where released artist loved to express themselves using bright, vibrant colors; especially neon colors as they were a trend at this time. Using these types of colors would catch the public's eye and help the artist increase their identity.

Finally, to present day artist like to use a variety of ways to make their album covers unique. They often use a photograph of the selves with a light shining on

their face or a combination of that including bright colors and a logos to make their album stand out.

Editing Experimentation

In class today we were practicing our editing skills on Final Pro cut. We had to film several clips then edit them to a song we were given, which was wipeout by Surfaris.

This experiment was fun to complete because you had to think of ideas to match with the music when I edited. Also, it way a way to really show my editing skills and whether I understood how to or not.

My video:

Blast off

Once filming the clips, we imported them into Final pro cut as well as the music and started editing so the clips would join with the music. As I was editing, I realized how all my clips didn't save but it was too late to change as I had already given the SD card back. The clips that didn't save was 5 and blast off so I used the same one and, in the end, it turned out okay but next time I will make sure all my video save onto my desktop.

As you might be able to tell I used chroma key (greenscreen) for my video as I wanted to practice and improve my skills around that. To complete this I imported the video, then the picture for the section I wanted to edit. On the side, a column appeared, and I selected the 'keying' then a few filters appeared and one of them was called 'Keyer.' I selected the filter and slid it over the section where the green screen was and just like magic the photo appeared. After the photo appeared for all of them, I had to resize the photo and the background. If I needed to resize the background, I had to press on the image section, and you will see a 'resize' button light up blue. This is the same for resizing the green screen (me). Once I had completed all the editing, I exported the video and uploaded to YouTube so I could include the link onto this document.

Furthermore, the editing section was quite annoying at times because when I wanted to delete something, even if I selected the clip I wanted to delete, it would remove the wrong thing.

Some of the filming when a bit wrong too but I could only tell that when I was editing. When you do green screen the most important thing to think about is how much shadow is on the screen itself and it can't be too bright either. The picture below is an example, and you might see this line on a few other sections of the video. This will have happened because the whoever was filming me at the time might not have noticed the shadow on the camera or the light on the side might've been in shot or too bright.

Overall, I am quite proud of my outcome as I haven't really had the chance to edit something on the new software. In all it was easy once I got the hang of it. Also, I think I have improved on my editing skills with using chroma key.

Music Video Genres

Music videos come in many different types of genres such as narrative, Parody, Concerts, Homage, Surrealist and Interpretative.

A few examples:

Narrative

A narrative music video genre is where the video is telling a story and it might seem like a short film. Sometimes the artist might be in the music video to connect with their audience.

Marshmello ft. Bastille - Happier (Official Music Video)

This music video is telling story of a girl getting a puppy growing older together and then it sadly passes but as she as a child of her own she gives her daughter the same breed of puppy.

Concerts as Live footage

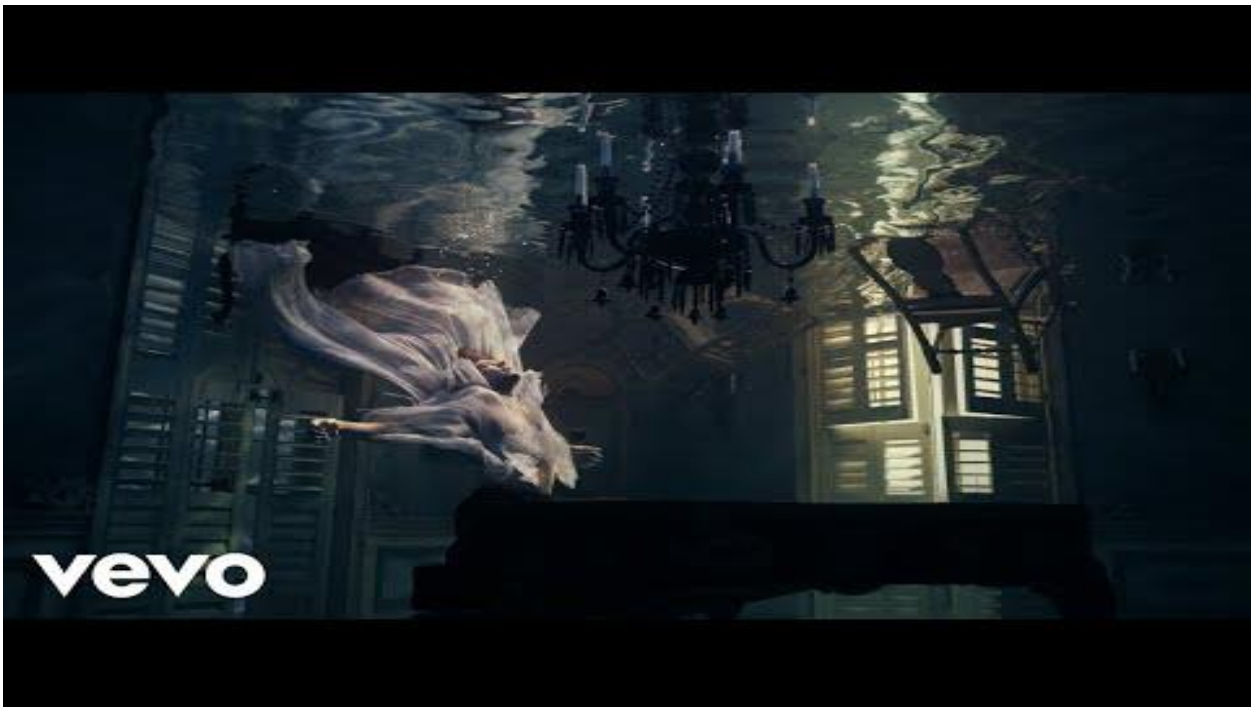
Some artist like to use live footage from concerts in their music videos to make it more fun for their audience to watch. An example is Journey's Don't stop believing from the 80's.

Journey - Don't Stop Believin' (Escape Tour 1981: Live In Houston)

Interpretive

This genre of music video is where the video can be interpreted in many ways depending on the audience and their understanding. It's a way for the audience to connect with the musician as everybody has a different opinion when it comes to your own thoughts and ideas.

Harry Styles - Falling (Official Video)



If you watch this video it could literally be about anything for example it could be about feeling lost or about a heart break. Even I see it as many different meanings.

Parody

A parody music video is where it imitates and makes fun of the original video. They take some ideas and change some lyrics to make it funny, which is their main intention to make the viewers laugh.

Bohemian Rhapsody | Muppet Music Video | The Muppets

In this video you can see how the Muppets stole some ideas and changed some of the lyrics, but it makes you laugh and that's the whole point.

Overall, in this session I have learnt about different genres of videos and their intentions to the audience.

Lighting Styles and Techniques

Health and safety in the studio

The health and safety in a studio are very important because there is many expensive equipment in there, which we don't want to break. Tripping hazards are one of the main things to think about because they're a risk to both the photographer and the models. Camera stands, Props, Tripods and cables are the ones too remember. Although, cables are most often wired around the wall, so they are not really cast as a tripping hazard but if the Photographer did happen to come across a lose wire, they would need to tape it safely to the floor with gaffer tape. Another important subject is the studio lights as they can become extremely hot to touch and are too bright for the human eyes. Before switching on the lights, the covers need to be removed and any attachments should be put on before it gets too hot to touch. For anyone in the studio they must be told not to

touch the flashlight as it can cause severe burns when it's hot. If there is a snoot on it and the Photographer wants to replace it with a soft box or any other attachments, they could wear an oven glove to protect their hands. One other important hazard is the room lighting itself because in a studio it’s normally in a low lighting which can make it difficult to see anything on the floor such as wires and props. When you're in the studio you need to pay extra attention to these things as you can’t rely on your usual senses, make sure to watch your step and Photographers need to take care if at any point they need to use ladders or stand on a table. Finally, an obvious point is to never ever leave the studio empty and once finished in the studio the photographer must place all equipment to the edges of the room.

Lighting Equipment

In today's lesson, we learnt about all the different equipment used in a studio. The equipment that we use in a studio are a light meter, a studio flash heads and attachments such as a soft box, a snoot, a beauty dish, a ring flash, a wafer, and a honeycomb.

A light meter is used to measure the amount of light that is surrounds the object in front of the camera, which is called incident light.

Secondly, the studio flash head is the main light source as it has a wide range of power output settings. This allows you to add any accessories for example a soft box which helps create the effects such as a Rembrandt. The flash head can become extremely hot so it must not be touched.

Light Meter **Studio Flash Head**

A soft box creates an even and soft illumination on the subject in front of the camera. To receive the perfect outcome, the stand would need to be moved so it's closer to the model or object. This will make a pretty, soft light effect. Usually, a soft box will come in a square or rectangle shape, although, an octagonal shape will make a great catch-light on the model.

Compared to the soft box a snoot is a hard light and a tube that can fit over a flash head. The snoot allows the photographer to control the direction of the light beam and how far the light travels. These are most often cylinder or rectangular shape.

Furthermore, a beauty dish is another attachment for the flash head. It uses a cone shaped reflector to distribute the light towards the main subject. The light that's created is a mixture of a direct light and a soft box in other words it makes a perfect light which give the final image a dramatic effect. This style of lighting is

mostly used in fashion photography to make the models stand out.

Beauty Dish

Honeycomb on beauty dish

Lighting styles

After learning about some equipment that are available in the studio, we talked about three different styles of lighting and how effective they are for the model and the photographer. A few examples of lighting styles that I learnt today are called Rembrandt, Butterfly and a short lighting.

The Rembrandt method was named after an artist from the 15th century. What's unique about this style is how it's produced because all you need to remember is to create a triangle beside the nose under the eye on the shaded side of the subject. Also, this method creates a moody filter on the photograph and makes the models skin look smooth. The main source of light needs to be higher than the model at about at 45-degree angle.

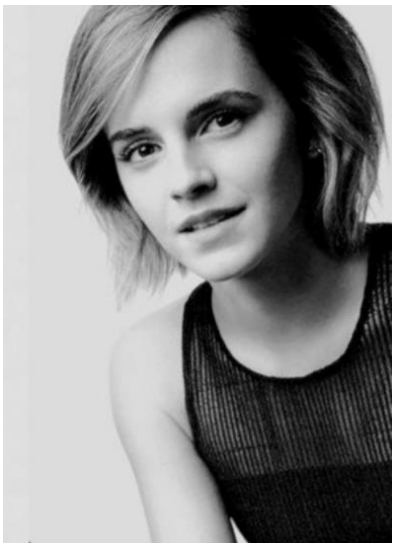
A scene from friends

Moreover, Butterfly lighting (mainly known as Paramount) is named this because it forms a butterfly shape under the nose of the model or subject. This style is

often used on a female, especially those with good skin and strong cheek bones. Also, it is considered as a glamour lighting and best suited on a woman with an average, oval shaped face. The main light needs to be placed at a high angle and it has a fill light under neath placed roughly head height, along with a reflector, which is used to lighten the shadows under the chin and lower the cheek.

I would say that this style was often used for black and white tv as it would make the characters face stand out to the audience.

Finally, Short lighting style (also known as narrow lighting) is where the main light illuminates the side of the models face, which is turned away from the camera and the light highlights the contours of the face creating a narrow effect, this is where the nickname comes from. One good thing to think about is if you moved the light further away and higher it would create the Rembrandt style.



Some images from our experiment:

Rembrandt -

with Background light on

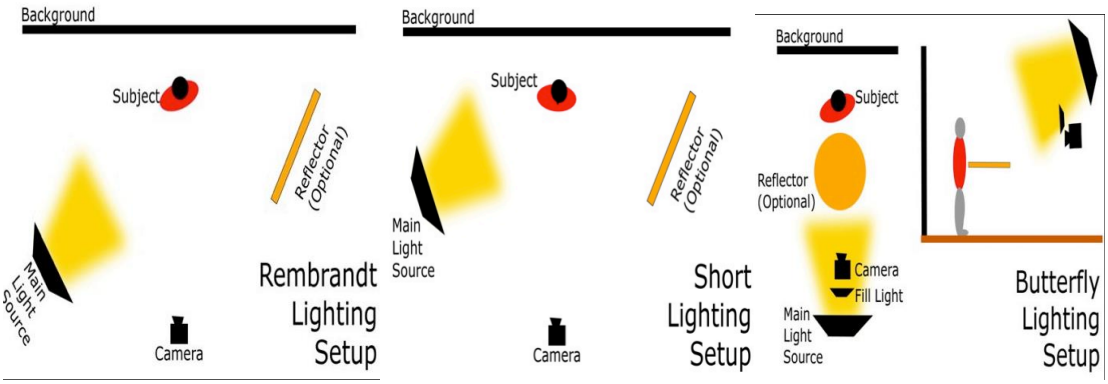
Normal Rembrandt Lighting

Short Lighting

Butterfly Lighting

This experiment turned out quite well. I like how you can create different styles of lighting just by moving the around or replacing the attachment.

Layout of studio for each style:



Layout of our studio

Overall, I have learnt many things in this session such as how to create different lighting styles, the importance of health and safety for example tripping hazards, new equipment that I hadn't heard of before and how to operate it for example the light meter, the light head and the snoot. I think I've really built my knowledge up about the studio and what comes with it.

Studio Lighting

Today we experimented with different lights in the studio in general and how they work to help us build our knowledge. The lights we focused on today were wafer boxes and a beauty dish.

In these pictures you should be able to see how the lighting is different from the top two compared to the bottom two and that's because on the top two both of

the wafer lights are on, facing towards the white screen, which is making the background have an illuminous light. As we move to the bottom two there is only one wafer on, which is turned towards my side and this is to create a clear outline effect on my arm (I've drawn an arrow pointing towards it). All this is doing is creating a different light to make the person in the image (me) stand out.

Waver Light

Box Light

Studio set up for this style of lighting

Overall, I have learnt how to create different effects using the lights in the studio such as the waver light both being on to create an illuminous background or one being of creating an illuminous outline of the person/object to make them stand out. I have really enjoyed both of these lighting experimentation and hope to learn more in the future.

Representation in music videos

In lesson we learnt how in a variety of music videos people are represented in many ways such as genders being stereotyped, and women represented in a specific way. This is bad for the audience especially now adays when a lot of the younger generation have access to social media and YouTube because it makes them think it's right when it's not.

Little Mix - Shout Out to My Ex (Official Video)

This video shows little mix in inappropriate clothing and the majority of their audience are young people which is bad because like I said briefly before, the younger generation have social media nowadays so they will be able to get access to music videos. Also, younger generation are normally inspired by their favorite idol and they will grow up thinking they have to look like this.

CRS Presents: Gender Stereotypes & Music Videos

Furthermore, the video above shows in general how women and men are stereotyped in a variety of music videos. For example, the men are most often shown in suits whilst smoking whereas the women are being sexualized and are inappropriately dressed or a lack of clothing. In society for many years, mainly in the past men have always been the 'working' people and women were known as working at home doing all the chores in the house etc. If this is shown in music videos present day the younger generation will think it's okay for this kind of judging and stereotyping to happen when it's clearly not okay.

On the other hand, recently, artists are trying to encourage equality in their music videos such as Billie Eilish and Ariana Grande. Billie Eilish likes to wear baggy clothes and Ariana Grande had women all dressed in suits in her new video to show how we can all wear we want and basically how clothes don't have a gender on them.

Billie Eilish, Khalid - lovely

Ariana Grande - positions (official video)

Moreover, in Ariana Grandes video it shows women in suits where usually it's been the men wearing suits. This is good because she is normalizing how women should wear what they want.

Overall, representation can be shown in many ways in music videos such as stereotyping, gender equality and race equality.

Idea development for my own music video

Before I started to even think about what I wanted my music video to be like I made a bullet point list of thoughts and ideas I had in mind and of which I liked such as colors scheme, fonts etc. This helped me collect my ideas together to create a mood board.

My short list:

- ★ Vintage/ Aesthetic themed
- ★ Soft yellows/Greens and Pinks.
- ★ Setting – Outdoorsy but some indoors.

Songs in mind:

- ★ Fine Line – Harry Styles
- ★ Forever – Lewis Capaldi
- ★ Build me up Butter cup – The Foundations

The videos that Inspired me:

Also, to help me come up with ideas I looked at existing videos to see if any of their ideas inspired me for example colors scheme or style of video.

beabadoobee - Dance with Me (Official Video)

[Billie Eilish - Bellyache]

These videos have inspired me with their color scheme and the whole vibe, which is kind of like aesthetic/vintage. I like the whole theme and colors of

beabadoobees video as it's quite vintage because I like how she presses play on the 70/80's music tape radio then shows the guitar playing in sync with the song. Also, it's kind of like a narrative, where she makes memories with someone she loves as well as showing how the video is made, which makes it unique. Moreover, for Billie Eilish's video I like the color scheme and how it's just her dancing in the middle of a road.

Overall, I would say the first video inspired me the most and I will be inspired by using some similar ideas but in a unique way in my own video. The whole vintage/aesthetic vibe is what I will be including in my video.

My Mood board

My story board show cases my color scheme, theme and setting (scenery). The colors I have chosen are green, pinks and blues because they really go well with the vintage/aesthetic theme I've gone for. I am including cactus and my ukulele to create the whole vintage vibe. Hopefully, you can tell from my storyboard that my video is going to be set mostly outside but bits of it is set inside.

Final Idea

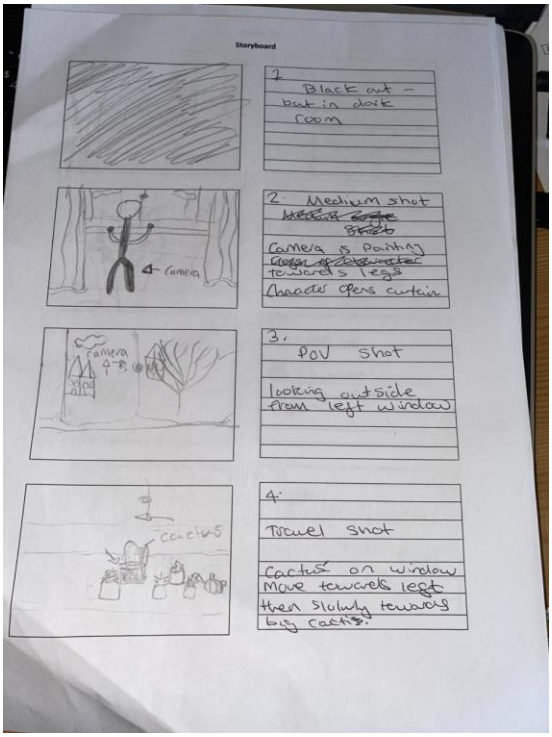
The style for my video is going to be Narrative. My music video is going to be about a girl who wants to buy a cat to make her happy and throughout the video after she buys the cat you will see all the memories and how the cat loves the owner as much as she loves her.

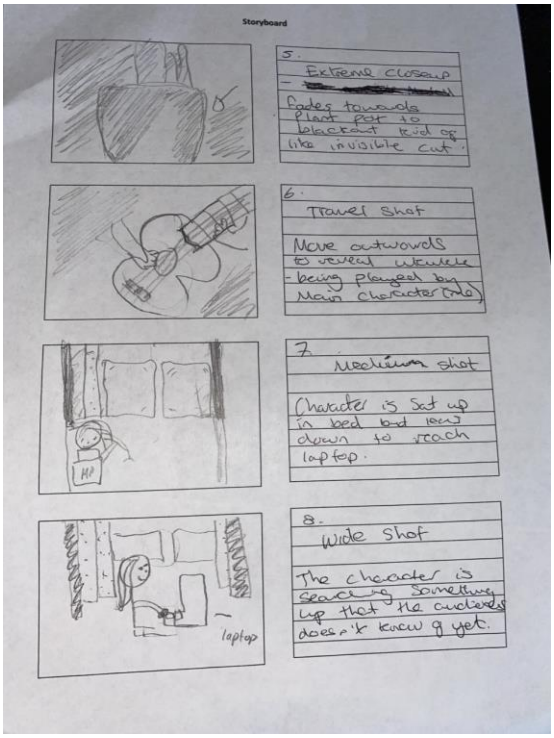
Planning

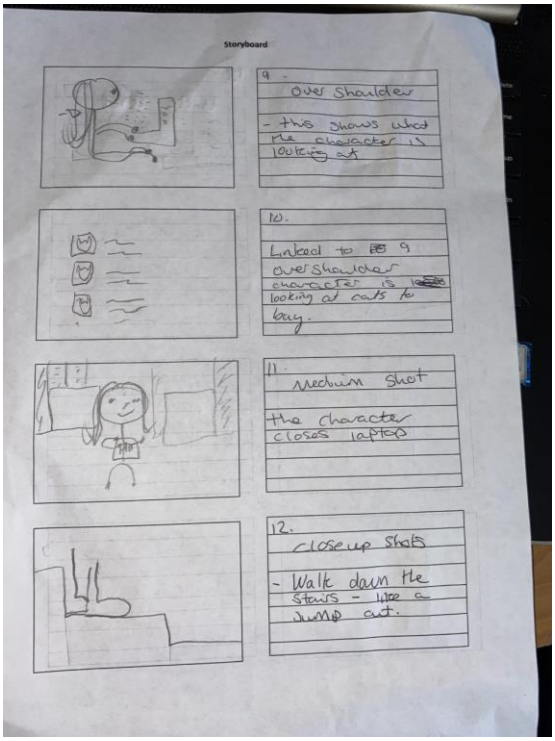
To help me create my music video I planned to use a storyboard, a shot list and a script.

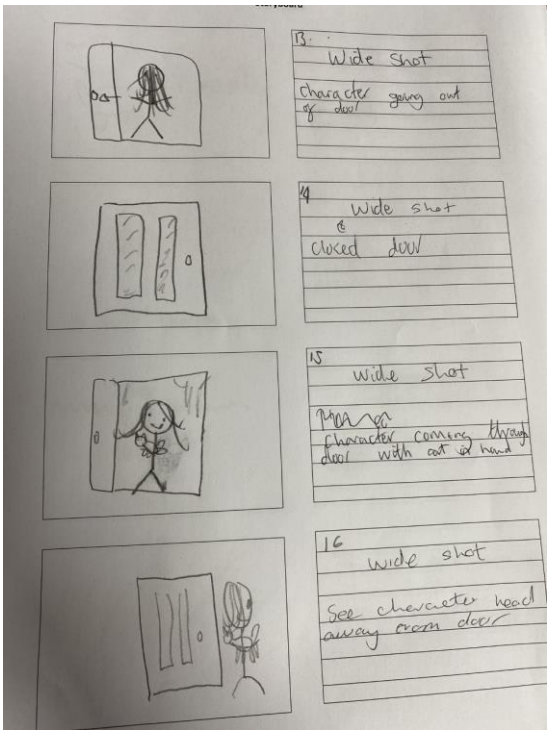
Storyboards

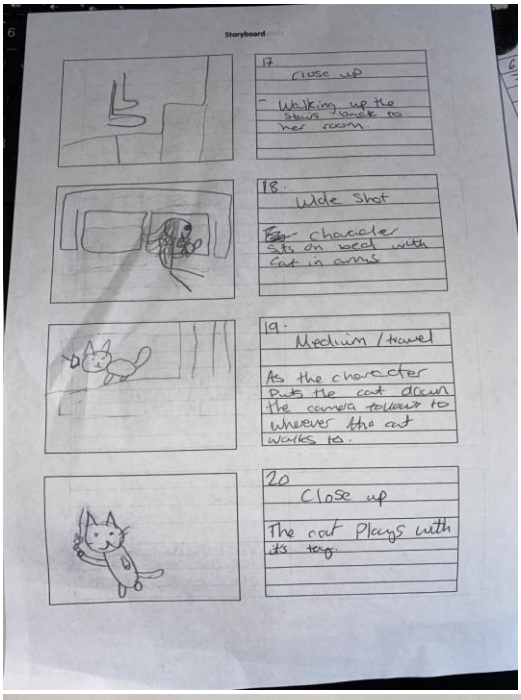
A story board is used in planning, so the camera person knows what's going to happen in each scene and it comes with a little description for a rough idea on what's going on in a scene.

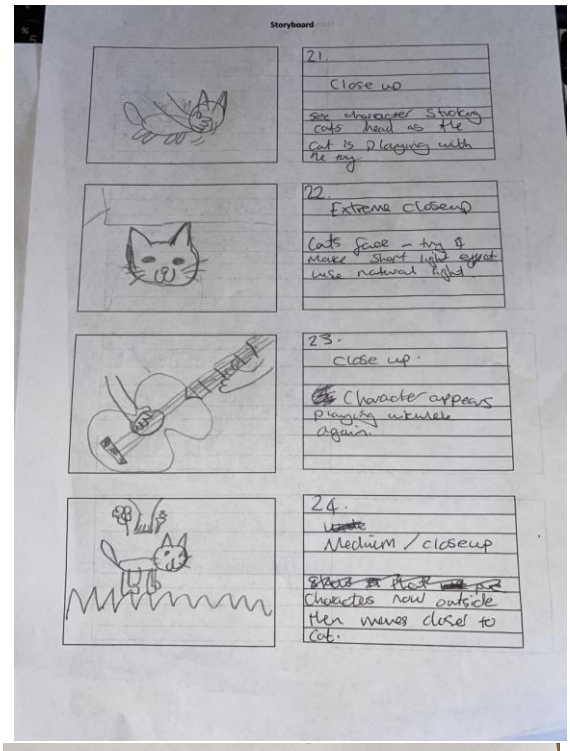


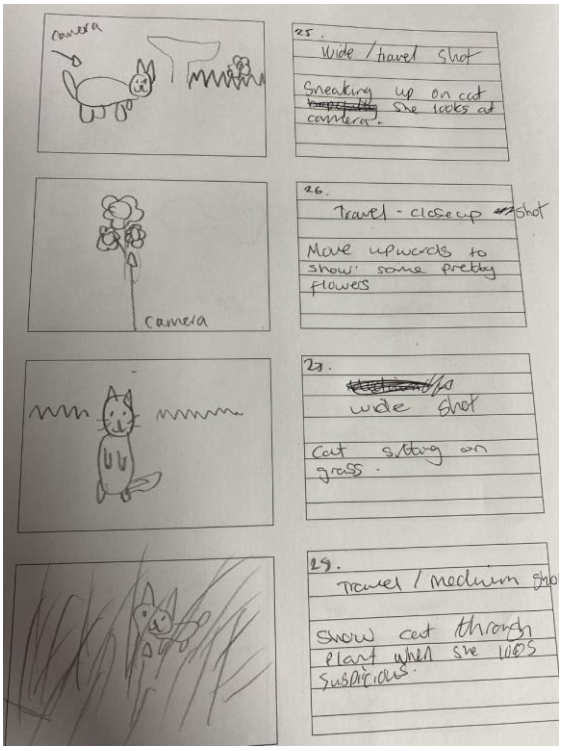


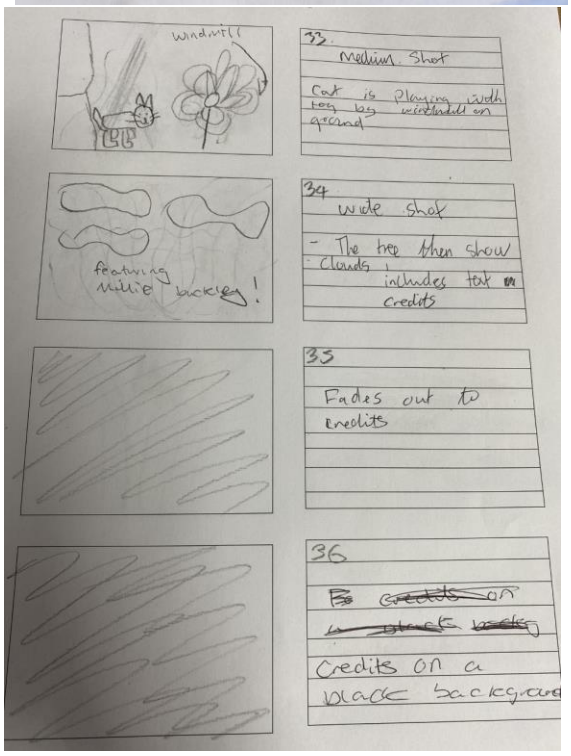

Storyboard
9.
Over Shoulder
- this shows what the character is looking at
10.
Linked to 9
over shoulder
character is looking at cats to buy.
11.
Medium shot
the character closes laptop
12.
closeup shots
- Walk down the stairs - like a jump cut.


13.
Wide Shot
character going out of door
14
Wide shot
closed door
15
Wide Shot
character coming through door with cat in hand
16
Wide shot
See character head away from door







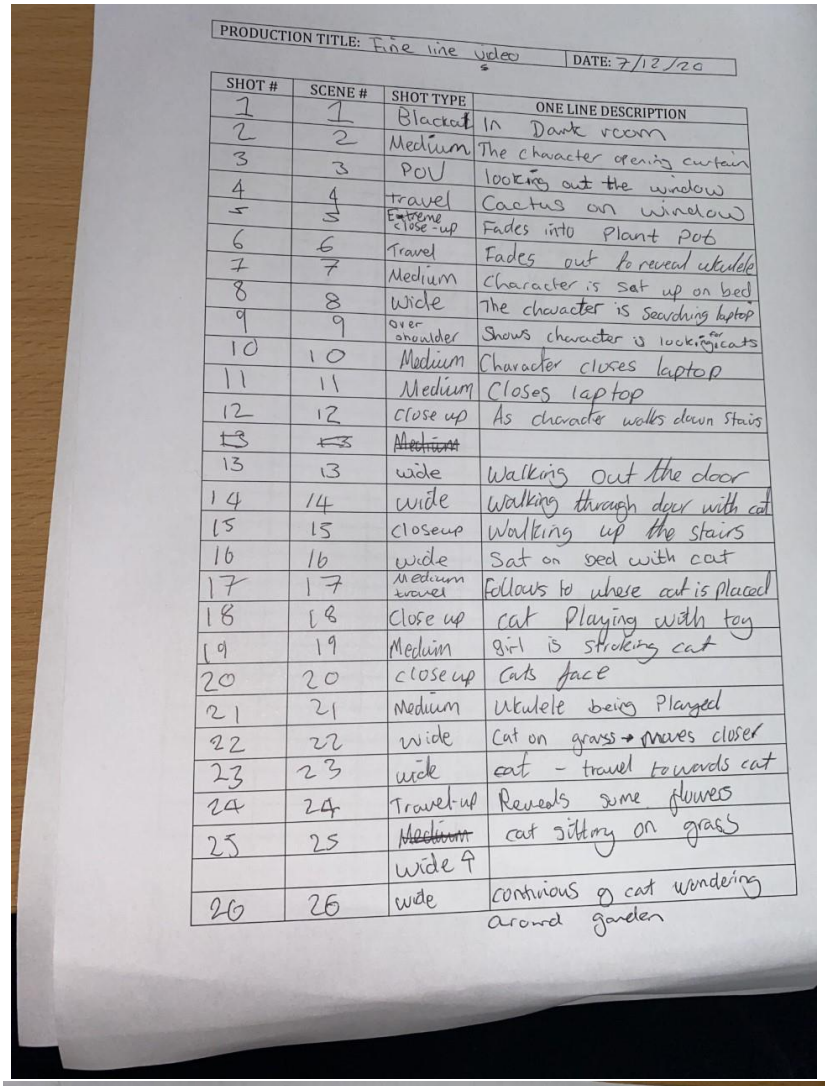


My story board helped me whilst I was filming my video because It kept me organized with time and where abouts I was up to as I drew the scenes as I went along. Although, I might have changed some scenes or added extra bits as it's very hard to get a cat to do what you want her to do. Also, you can tell that I am not a

very good drawer which is why I have drawn stickmen and I also drew arrows to help me or my helper, who's filming the scenes I'm in, to know what direction to move/point the camera towards. In general storyboards really help me understand what's happening in each scene

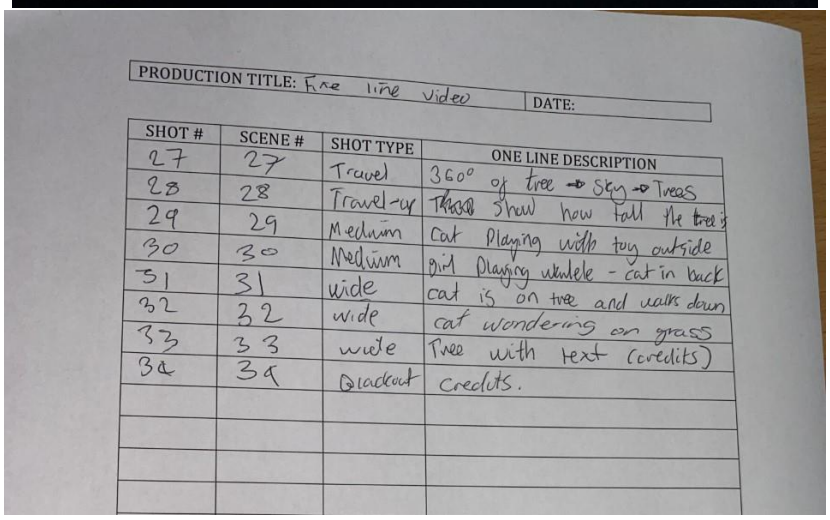
A shot lists

A shot list is used for when a camera person is filming the scene because then they know (for example) when to go from a wide shot to a medium shot etc.



PRODUCTION TITLE: Fine line video DATE: 7/12/20

SHOT #	SCENE #	SHOT TYPE	ONE LINE DESCRIPTION
1	1	Blackout	In Dark room
2	2	Medium	The character opening curtain
3	3	POV	looking out the window
4	4	Travel	Cactus on windowsill
5	5	Extreme close-up	Fades into Plant pot
6	6	Travel	Fades out to reveal ukulele
7	7	Medium	Character is sat up on bed
8	8	Wide	The character is searching laptop
9	9	over shoulder	Shows character is looking for cats
10	10	Medium	Character closes laptop
11	11	Medium	Closes laptop
12	12	close up	As character walks down stairs
~~13~~	~~13~~	~~Medium~~	
13	13	wide	Walking out the door
14	14	wide	Walking through door with cat
15	15	closeup	Walking up the stairs
16	16	wide	Sat on bed with cat
17	17	Medium travel	follows to where cat is placed
18	18	Close up	cat Playing with toy
19	19	Medium	girl is stroking cat
20	20	close up	Cats face
21	21	Medium	Ukulele being Played
22	22	wide	Cat on grass → moves closer
23	23	wide	cat - travel towards cat
24	24	Travel-up	Reveals some flowers
25	25	~~Medium~~	cat sitting on grass
		wide ?	
26	26	wide	continious of cat wondering around garden



PRODUCTION TITLE: Fine line video DATE:

SHOT #	SCENE #	SHOT TYPE	ONE LINE DESCRIPTION
27	27	Travel	360° of tree → Sky → Trees
28	28	Travel-up	Show how tall the tree is
29	29	Medium	Cat Playing with toy outside
30	30	Medium	girl Playing ukulele - cat in back
31	31	wide	cat is on tree and walks down
32	32	wide	cat wondering on grass
33	33	wide	Tree with text (credits)
34	34	Blackout	Credits.

The screenshots above are my shot list for my music video to help me through the making so I get the perfect camera angles. It was quite hard to write a shot list

when some scenes with the cat are going to be very similar, but I think I will manage if I follow the list.

A script

A script is for both the actor and the camera people because it helps them to know what action their doing/filming next, if they need an outfit change or scenery change and so forth.

Fine Line Music Video

By

Millie Buckley

40083052Millie@gmail.com

Fine Line

Scene 1

Internal – Bedroom – Day

The girl (main character) walks to her window and opens the curtains. Medium shot facing towards he legs (hold for about 10 – 15 seconds). She is wearing black leggings, a grey hoodie and has brown hair with glasses.

Scene 2

Internal – Bedroom – Day

The girl is looking out the window, but the camera is in a point of view shot. Move the camera to the right. (Hold for 8 seconds)

Scene 3

Internal – Bedroom – Day

Again, the camera is at a point of view shot showing the cactuses on the windowsill, as though the girl is observing them, the camera then slowly fades into the plant pot of one of them and the scene ends here. (Shot for 10 seconds)

Scene 4

Internal – Bedroom – Day

The camera is now fading out from a ukulele to create an invisible cut effect and as the camera reveals the ukulele being played it turns into a medium shot. (Hold for 15 seconds).

Fine Line

Scene 5

Internal – Bedroom – Day

The girl is now sat up on bed and reaches laptop to looking for a cat to buy. Camera is now on a wide shot so the audience can see where she is and what she is doing. Hold this for 15 seconds.

Scene 6

Internal – Bedroom – Day

The camera reveals to the audience on what the girl is buying so for this scene hold an over shoulder shot for 7 seconds.

Scene 7

Internal – Bedroom – Day

This is going to be a short scene where the girl is closing laptop. The camera is on a wide shot so the audience can see what she's doing.

Scene 8

Internal – Stairs – Day

In this scene the girl is going to be walking downstairs but this scene is split into three shots to make it look like a jump cut. Hold this shot for 15 seconds so it can be edited into 5 second mini scene.

Fine Line

Scene 9

Internal – Hallway – Day

Now the girl is going to be in the hallway with a pink bag on her back, which she grabs from the stairs, then opens the door and heads outside with the door closing behind her. This scene is going to be a wide shot holding it for 17 seconds.

Then a short clip of 3 seconds showing the door is closed (still on a wide shot).

Scene 10

Internal – Hallway – Day

The camera is still standing on a wide shot facing the door but as the girl opens it, she is holding a tortoise shell cat in her arms. For the audience this implies why she went out in the first place.

Scene 11

Internal – Stairs – Day

This scene is going to be similar to scene 8 except she is walking upstairs Hold this shot for 9 seconds so it can be split into 3 mini clips. It's shorter than the other scene as the girl is meant to be excited with the fact, she has just brought a kitten.

Fine Line

Scene 12

Internal – Bedroom – Day

The girl is now back on her bed with the cat still in her arms she cuddles it then places it down onto the bed. For this scene the cameras is going to be on a wide shot but then moves to a medium/travel shot to show the cat landing on the bed.

Scene 13

Internal – Bed – Day

Closeup to show cat playing with toy. Hold for 10 seconds.

Scene 14

Internal – Bed – Day

Another close up to show the owner stoking the cat this is also held for 10 seconds.

Scene 15

Internal – Bed – Day

A close-up showing cats face. Try and create a short lighting style using natural lighting hold this for 10 seconds.

Fine Line

Scene 16

Internal – Bedroom – Day

This is a medium shot to show ukulele being played again and the shot is held for 8 seconds.

Scene 18

External – Garden – Day

The camera is now on a wide shot to reveal the cat being outside. Move camera closer to cat to make it medium shot. Hold for 10 seconds.

Scene 19

External – Garden – Day

A Wide shot of cat sitting peacefully on grass hold this for 8 seconds.

Scene 20

External – Garden – Day

A travel to a closeup of some pink flowers in garden. Travel up the plant to reveal them. Hold this shot for 15 seconds.

Fine Line

Scene 21

External – Garden – day

This is going to be one big shot but edited into mini clips to show the cat wandering around the garden and playing with the grass etc. Wide shot throughout and hold for 40 seconds which will then be edited into small clips on the final outcome.

Scene 22

External – Garden - Day

360 degree shot of the sky then moves down to show the trees.

Scene 23

External – Garden – Day

A close up to wide hot of tree. Gradually move upwards to reveal how big the tree is. Hold for 15 seconds.

Scene 24

External – Garden – Day

Medium shot to show cat playing with toy outside. Hold for 15 seconds.

Fine Line

Scene 25

External – Garden – Day

Medium shot to show the girl playing ukulele whilst the cat is in the background looking around.

Scene 26

External – Garden – Day

This shot may be difficult to film but hopefully it should work if you place cat on the tree. A wide shot to show cat climbing down the tree.

Scene 27

External – Garden – Day

Now the cat is wandering round on grass again, but this will be filmed as one big shot and then edited into small clips. Hold at a wide angle for 30 seconds.

Scene 28

External – Garden – Day

Camera does a wide shot of the tree but with clouds in the background and then fades out to a blackout with credits. Hold the last scene for 20 seconds before it fade out.

In my opinion a script was very hard to write when you're planning it for a music video because there is no talking just actions. I followed my shot list and storyboard to guide me. However, there might be fewer scene in my script than my shot list because some shots are technically one scene but like I said in my shot list and storyboard when it comes to making my video, I might add a few more scene or change some and this doesn't matter because for example in reality the camera person might film a shot and keep it in the film as they like it. Anyway, the planning materials are just a way to help me along the way.

My Video and Reflection

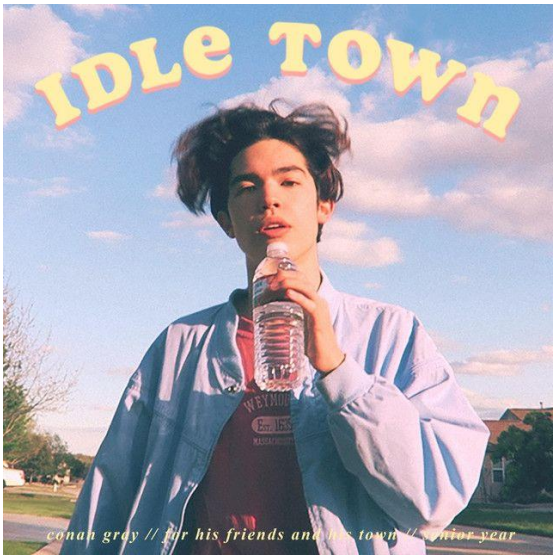
Firstly, I would like to mention how when I downloaded my video to YouTube the quality was quite blurry in some sections; even though it wasn't that bad I would've liked it to be clearer like it is on my phone, which I filmed I on. The reason for filming it on my phone is because of the Covid circumstances as we are home learning every other week, which means less time and lack of equipment at home. Therefore, if I filmed on a college camera the quality would've turned out better after downloading it to YouTube, but I didn't as the lack of time and I wanted to get it done.

Millie Buckley - Music Video

Overall, it turned out really well I loved all the camera angles I used and how the natural lighting turned out in some parts especially at 1:53. Also, I tried to follow my storyboard to exact as well as the shot list, which I think really helped me out. However, it was quite hard to film with my cat as she obviously isn't trained which means I had to take some shots multiple times, but it turned out better than expected in the end. Also, the door scene at the start where the character walks back from buying the cat it's not exactly in the same position as the first door shot but I think it's good because it shows a passing of time to the audience.

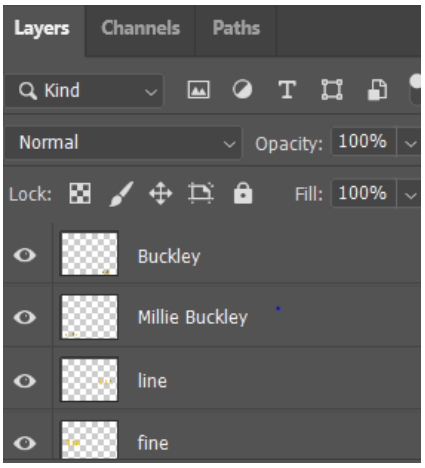
My album cover

Before I show my album cover, I would like to talk about who inspired me to create the look for my design. The artist who inspired me is a singer called Conan Gray and the album cover of Idle Town. As you can see below the subject that inspired me was the clouds in background and how he is dressed to match the colors in the background behind him. I would say his album is edited to give it that aesthetic look. Another thing is how he has made the font stand out considering the colors are quite bright.



Below is my album cover and you can see how I've used my inspiration to create the design for my own cover.

I am really proud with the outcome of my album cover because the text and the background colors really blend together. I made mine unique because I wanted it to link with my music video that's why I used clouds and my cat in the picture. Another thing I liked about it is when I auto changed the contrast and color of the images as it made the images combine nicely together.



The image above is the original picture of myself and my cat. To rub out the background I don't want I used the magic wand rubber (icon above) because it does it straight away. However, I had to use the normal rubber to remove the small bits that didn't go. I used this icon to erase the white area around me.

Every time I added a picture, I had to make a new layer so if I needed to go back to a picture and edit it, I can just select that layer for example a few times I had to go back and rub more bits from the cat background so I would press the 'cat' layer.

Furthermore, I would like to mention that I used font from word then used the snipping tool to save it as an image and imported that onto my album cover picture.

Finally, if I made this again, I would make it look a bit more professional and include flowers or birds in the corner. Also, I would include more effects from photoshop that I like.

Evaluation of Whole project

What did I do?

In this project I participated in many experiments using the photography and Media studio such as creating different styles of lighting for example Rembrandt, and how the Green Screen works using Chroma keying. Also, I have made a music video using an app on my phone called VideoFX Live, a countdown video using a program called Film cut pro (which I have never used before) and I created an album cover using Photoshop. Another activity I completed was researching how Gender Equality, Race Equality and stereotyping is shown in music videos.

What did I e

During this project I enjoyed making the music video because it was a different way to be creative also, I enjoyed the experimentations with the green screen as we had to film the scenes without the pictures and use our imaginations but

following the images we have searched for. Another thing I enjoyed was experimenting with the different lights to create Rembrandt, Short or Butterfly style.

On the other hand, the thing I didn't enjoy was creating a script as it was very difficult to write up when there isn't any speaking in my music video, so I just wrote whether each scene was external or internal, Day or night and the location followed by a small description of the scene. Also, I didn't like creating my album cover either as I was more focused on the music video.

What went well?

The things that went well was my music video, the planning, my album cover and the research itself as that helped me build ideas for my music video and album cover. I think the music video turned out well because I followed the shot lists and storyboard for each scene but in general music and filming are what I enjoy the most which will have helped for this project. Also, I am very proud with how my album cover turned out because I had a vision in mind and following the research it helped me create my album, so it matches with my music video such as I included clouds on my album cover because I do a scenery shot of the sky in the video and this made it unique.

What didn't go well?

I think I could've put more focus onto the photography section such as when we experimented with the different lights in general, I felt like I didn't capture many images that showcases the effects the lights have on the final photograph. Also, I feel like I should've put more thought into my album cover as originally, I wanted to create a vintage/aesthetic look to match the theme of my video but every time I tried it just didn't go how I planned.

Did I learn anything?

I learnt many interesting things in this project such as the evolution of music albums and how the colors and design have changed over the years. Another thing is I learnt how to use chroma keying on a new software that I had never heard of before called film cut pro and chroma keying was easier than expected to complete. Furthermore, I learnt about the health and safety of the studio for example the tripping hazards or how different lights get too hot to touch and so forth. Moreover, I had never heard of the different lighting styles and techniques such as Rembrandt, Butterfly or Short and I have never worked in the studio before therefore I have learnt many things about the different lights such as Waver, Beauty dish (attachment) or the equipment like a light meter which measures the amount of lighting surrounding the subject in front of the camera. Also, we created out own mise en scene and I learnt how to create one using color and scenery. Aswell as this, I learnt how people are represented in music videos such as stereotyping men and women. Finally, I learnt about different styles of music videos which I never even though about before; there can be narrative, interpretive or even parody and I looked at how history of music videos has changed because obviously in the past we didn't have the technology we do now for artist to promote or show their videos.

Can I improve on anything?

If I were to do this project again, I would rethink my idea for when we first experimented with green screen as I realized when I completed it just looks like a photoshop picture. Also, I would include more effect on my album cover, so it looks more aesthetic like the vibe I was originally trying to do.

What would I do differently if I did this project again?

If we weren't in the circumstances, we are in now like home learning and Covid-19 I would have filmed my music video on a college camera so then I could edit on the software in college called film cut pro. I could've downloaded film cut pro at home, but I don't have a MacBook computer which is what you need to access it.