

Summer Media Task - 2023

The taster sessions covered:

- SPOC FLLAMES
- Camera angles
- Camera movements
- Two types of sound
- How to storyboard
- Rough storyboarding, filming and editing


Instructions for your summer task:

1. **Choose any music video** to analyse and pick **10 shots to analyse** (check out example from Katy Perry, TGIF)
2. Fill in the **music video storyboard** in as **much detail** as possible
3. Choose your **favourite shot** and create a **powerpoint slide** with a **write up** of your **notes**. You will be **presenting this in September**

Extension task:

4. If you are keen to make a **music video/TV sequence for coursework**, we would **strongly recommend** completing this task:

Choose **three of the shots** from **your chosen music video**, and have a go at **‘recreating’ them** by finding suitable **props/costumes/actors etc.** Three would be a **minimum**, feel **free to make more!** They can be stills or moving

Cell	Length	Image (screenshot from video)	Technical elements (shot type/ distance, angles, movement, editing transitions)	Audio (Music Video: song timings, lyrics)	Analysis Notes - SPOC FLLAMES (denoted, connoted) (Location, costume, props, character directions etc.)
Example	16 seconds		Lateral tracking shot, with tilt Establishing, wide angle shot One continuous shot	No lyrics, opening of song	Setting denoted is a suburban street, has connotations of peace and tranquility - mundane, everyday life. A young newspaper boy is the focus of the shot, and he is doing a paper-round to create a mood of normality to start the video. The colours are bright, with yellow on screen graphics introducing the artist, which could connote that this will be a fun and playful video. The on screen graphics also seem to be referencing the film genre, as it is typical to have the main characters names in the 'opening credits'.
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Example PowerPoint slide:



Technical codes:

- Lateral tracking shot, with tilt
- Establishing, wide angle shot
- One continuous shot

Link:

<https://www.youtube.com/watch?v=KlyXNRrsk4A>

Analysis:

Setting denoted is a suburban street, has connotations of peace and tranquility – mundane, everyday life. A young newspaper boy is the focus of the shot, and he is doing a paper-round to create a mood of normality to start the video. The colours are bright, with yellow on screen graphics introducing the artist, which could connote that this will be a fun and playful video. The on screen graphics also seem to be referencing the film genre, as it is typical to have the main characters names in the 'opening credits'.