

ERASMUS – Music Video

practise

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MOME

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Task:

During the course the students have to complete the task of designing and producing a music video, hereby developing their skill of integrating sound and image. It is very important to practice conscious design process and method, keeping track of the time schedule, making sure that the vision is synchronized with the circumstances, the technical and physical environment, and also giving enough time for preproduction, production and post production. One of the main objectives of the course is that the music videos apart from fulfilling the demands of promotional purposes, they also should be unique, having a benchmark quality.

During the course the students will be analyzing the relationship of the music videos image and the lyrics in the perspective of the content. It is very important that the students have to keep in contact with the “client”, the artists providing the soundtrack/number, so the final concept end result can be approved by them.

Objective:

Practicing conscious design process and method, developing sound and image integration skills, communicational skills, and last but not least preproduction, production and postproduction skills.

End result:

Animatic, music video, and project presentation.