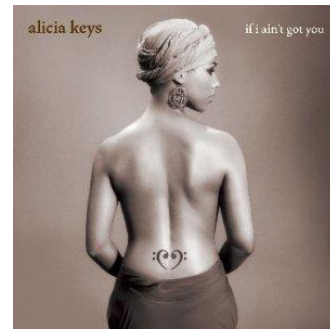


Music Video - Treatment

Chosen Song

'If I Ain't Got You' by Alicia Keys – 2003 is our song of choice and so will be the soundtrack to the music video we will be producing. It is a slow R&B, soul, jazz song, written, produced and recorded by Alicia Keys and won the artist a Grammy at the 2005 awards for 'Best Female R&B Vocal Performance'. We particularly liked this song as upon hearing it we were instantly flooded with ideas which we then shared and came up with what we feel is a good narrative that reflects the smooth tempo and lyrics of the song. It reached #4 in the US Billboard charts and #18 in the UK singles chart but has been appreciated and performed numerous times on talent shows such as the X Factor and The Voice around the globe.



Artist

Once we had the song we were able to develop our ideas of what our artist was going to represent. We felt it was necessary to have a strong and clear image and for our artist to embody a particular theme. The tempo and jazzy sound of the song led us to a 1920's style. We feel such a time period is exceptionally fashionable at the moment with various other media types bringing attention to this decade. For example, films such as 'The Great Gatsby' – 2013, 'The Artist' – 2011 and 'Water for Elephants' – 2011 represent this period and even artists like Lana Del Rey and Marina and the Diamonds encompass this theme. Fashion has also mirrored the 1920's culture which has proved popular with consumers today. We feel it is important that our artist exemplifies this time period with a modern twist throughout her whole persona and not just this music video. We will show this through other promotional products such as the digi-pack and website.



Music Video/ Narrative

Our basic ideas consist of a 1920's themed black and white music video to accompany the song 'If I Ain't Got You' which will be performed by our original artist 'Ameli'. The video will begin in a theatre, made to look like a gentlemen's club with a solo performance by Ameli directed at one man sitting at a table. He will leave midway through the performance forcing her to chase through the streets of London after her love interest. The song's lyrics outline a tale of a lady willing to lose it all in order to be with a man which will be mirrored through our artist stripping away the glamorous clothes and lifestyle she has in order to catch this mysterious man. This will be the basis of our videos narrative and we feel it will interest our target audience of both males and females between the ages of 16-25 as Mulvey's 'The Male Gaze' theory will be employed to interest the male audience while the artist's fashion and talent will serve as an inspiration to girls of this age. Meanwhile, as is a convention of this genre, there will also be cut-aways to the artist directly performing her song to camera down a dark alley against a brick wall. This will vary the shots and increase the content of the video making the audience watch intently.



Shot ideas

We will be conforming to the analysis conducted by Andrew Goodwin regarding the idea that many music videos' shot's content reflects the lyrics spoken at that specific time. For example:

- *"Some people live for the fortune"* – Close-up of her over the top jewellery/ his big expensive watch
- *"Some people want it all, but I don't want nothing at all"* – Close up of protagonist (Ameli) ripping off expensive ring and throwing it
- *"If I ain't got you, you, you"* – Wide-shot from over a running Ameli's shoulder chasing after the love interest as he turns a corner

From producing a rough preliminary video for the beginning of the song 'Pretty Woman' by Roy Orbison we learnt that camera movement was particularly important for a music video and therefore one shot I am eager to create is a tracking shot side view of Ameli running on the opposite side of the road after her love interest. I feel this will be an exciting and professional looking shot that will fit in well with the busy city rush atmosphere. Furthermore, from this preliminary task we also discovered the importance of close-ups and general shots of our artist in order to aid self-promotion and so 75% of our shots for our video will consist of Ameli.

Location

Location is an intrinsic part to a music video and so needs to be carefully considered. Our current ideas consist of:

- The Coopers' Company and Coborn School theatre interior – This location would be perfect to film the interior shots of the gentlemen's club and is relatively accessible to us as students of this schools sixth form. It can provide us with a vast space, stage and lighting facilities which are the main priorities for this location.
- After researching various theatres in London I feel the best location for the few shots of the theatres exterior would be Her Majesty's Theatre. This is because it is fairly central in London and so is easy to travel to and is the most aesthetically fitting to the theme of the video as it doesn't have big modern glass doors like many of the theatres in London. As we are only using the exterior of this theatre the problem of getting permission to film inside is eradicated.
- For the remaining shots, the streets of London will be our backdrop. There are a few spots that I visited over the summer that I felt would be visually stimulating for the audience which are: Knightsbridge and past the Harrods exterior (as it lights up at night and I feel this would create a beautiful bokeh effect when out of focus in the background); Piccadilly Circus and The Thames riverfront walkway between St Paul's and Covent Garden.



Editing

We feel that the editing of this video should be quite slow and smooth in order to fit the pace of the song with cuts occurring on the beat. Slow-motion could be used in order to emphasise certain shots and perhaps make shots appear more seductive, highlighting the 'Male Gaze' point of view. During production a steadicam will be employed to help the stability of shots as stabilising clips during the editing process does not always appear authentic. Moreover, to help the editing phase of this music video production, we will be playing the song out-loud in order to get our Artist to perform in time with the music, a technique we learnt helps a great deal from our preliminary task.