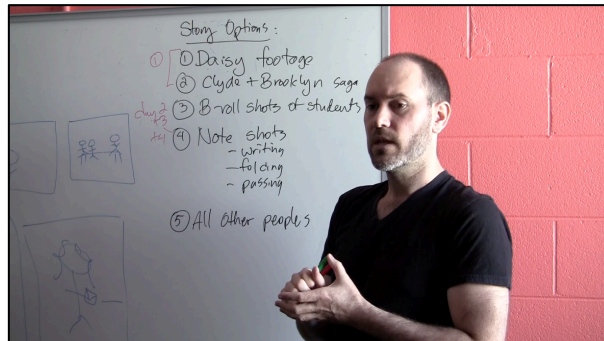


# THE LANGUAGE OF Music Video Production (MVP)

What is MVP?  
How might self-produced music videos enhance your  
career as a musician?



## Music Video Production Filming Dates

KPU Music  
Fall 2016  
Instructor: Gordon Cobb

Date	Student/Project	Location
March 6th	Andrea – piano solo	auditorium
March 8th		
March 13th	Josh & Andrea Kaesha & Robert duet	auditorium
March 15		
March 20th	David – solo viola Joel – solo vibes	auditorium
March 22nd		
March 27th	Matt – multi-instrument Hal & pro?	auditorium
March 29th		



# Music Video Categories

Performance



Narrative

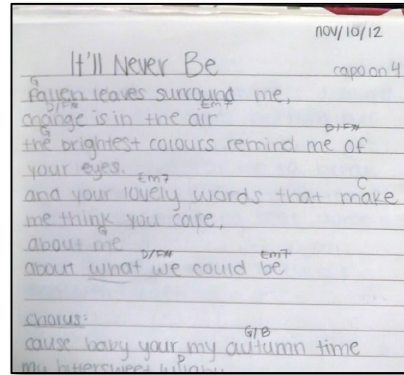


Live





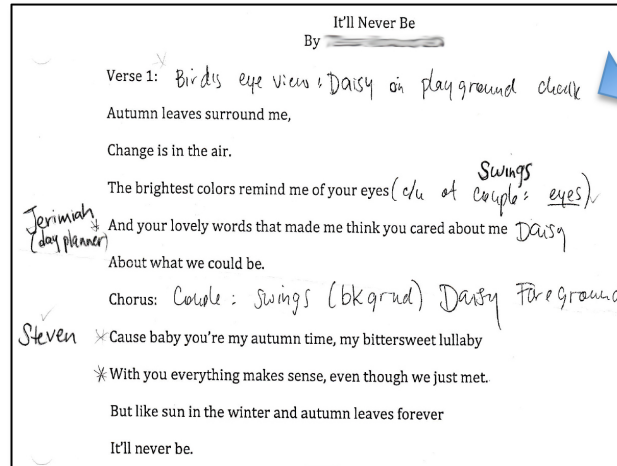
# How do you produce a music video?



**STEP ONE:  
WRITING LYRICS**



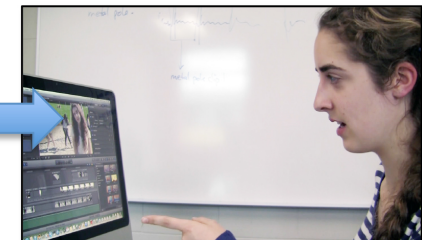
**STEP TWO:  
MUSIC PRODUCTION**



**STEP THREE:  
PRE-PRODUCTION**

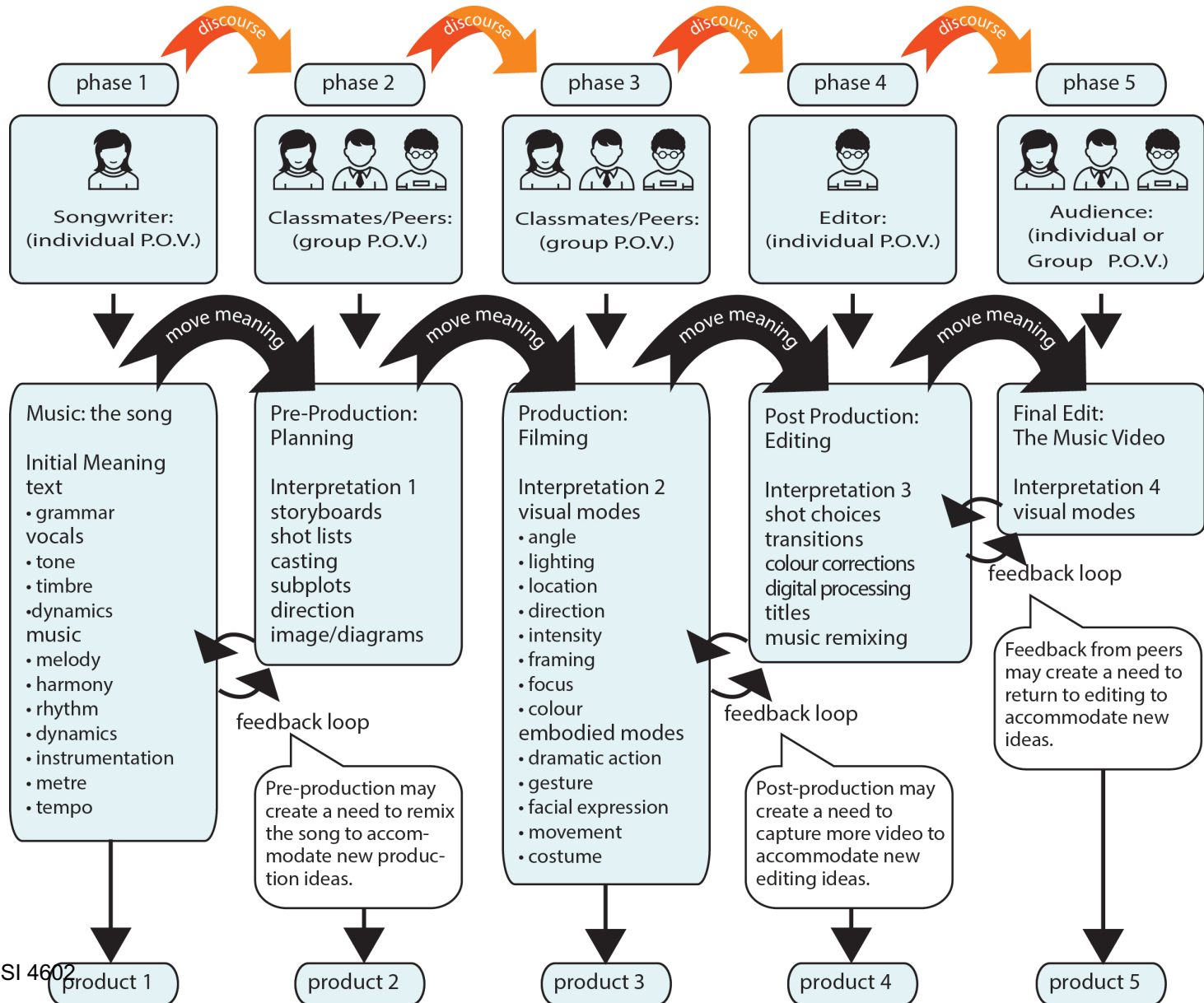


**STEP FOUR:  
PRODUCTION**



**STEP FIVE:  
POST-PRODUCTION**

# MVP Diagram: Moving Meaning Through Phases of Production





# How is this relevant?

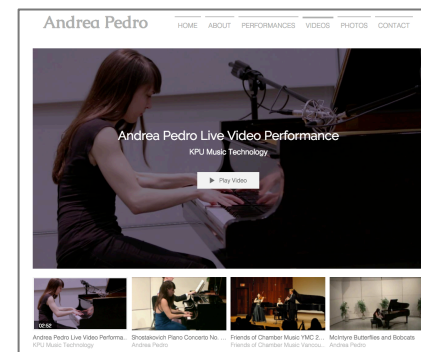
Applicable to any style/genre of music, including musical theatre, instrumental, and chamber music collaborations

Creates a supportive and collaborative learning and working environment

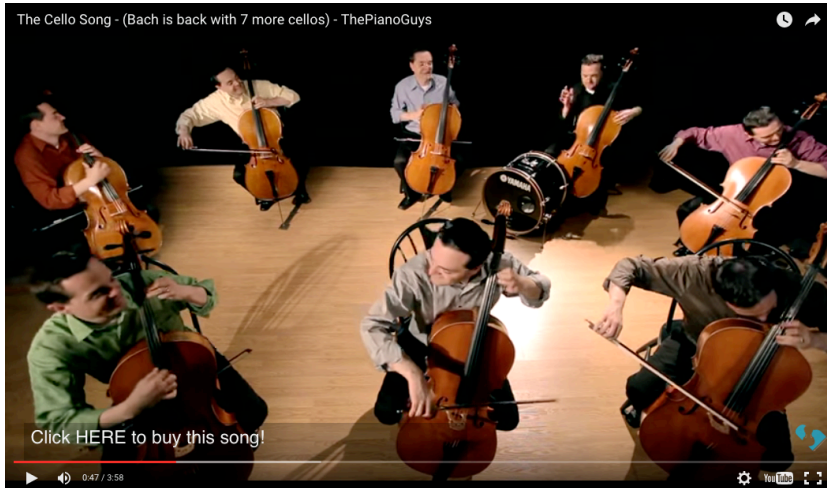
Encourages multiple ways of knowing

Facilitates excellence and innovation

Provides content and materials for portfolios, presentations, grants/funding and research/inquiry-based learning



# Comparison

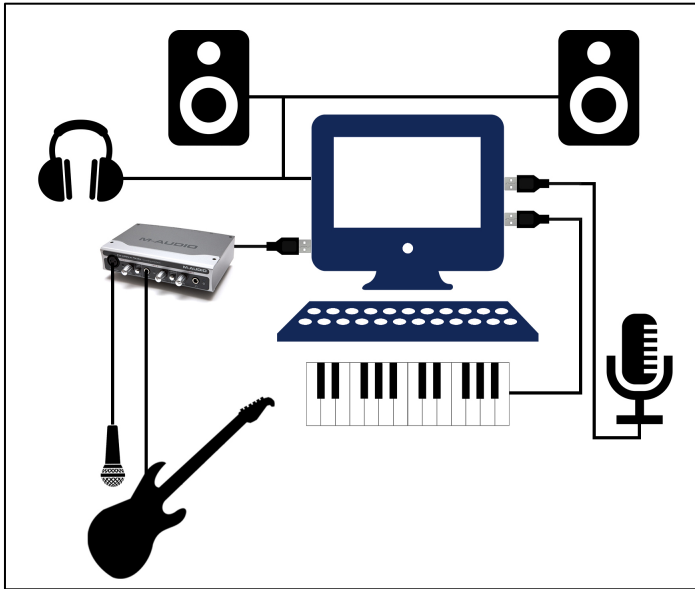


1. Explain what is similar about these two videos.
2. Explain what is different about these videos.
3. Which of these videos is more effective and why?



# THE LANGUAGE OF MVP

**production:** the making of an artistic work as a commodity to be presented to an audience



## Digital Audio Workstation (DAW)

The use of any device, mechanism, machine, or tool by a musician or composer to make or perform music; to compose, notate, play back or record songs or pieces; or to analyze or edit music



## DSLR Camera

Wikipedia states that a digital single-lens reflex camera is a digital camera that combines the optics and the mechanisms of a single-lens reflex camera with a digital imaging sensor, as opposed to photographic film.

## **composition\***

Visual make-up of a video picture, including such variables as balance, framing, field of view and texture all aesthetic considerations. Combined qualities form an image that's pleasing to view.

## **rule of thirds**

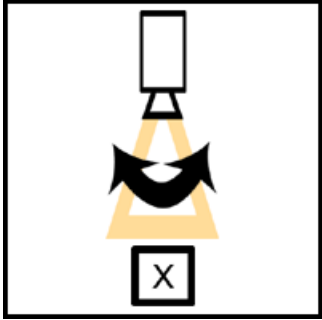
According to Wikipedia, the rule of thirds is a "rule of thumb" or guideline which applies to the process of composing visual images such as designs, films, paintings, and photographs.

The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.

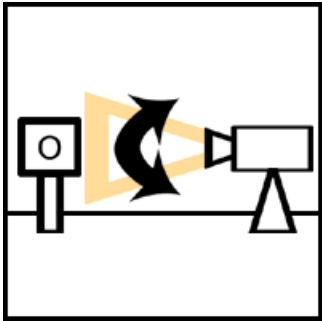




# Cinematic Techniques



**Pan:** when the camera moves along the horizontal axis from one side to another



**Tilt:** when the camera moves along the vertical axis pivoting up to down or down to up

**Dolly Shot:** when the camera moves toward or away from a subject while filming - usually captured using a dolly rig or a Steadicam

**Zoom:** a cinematic technique where the camera lens is used to move in or out of a scene at a variety of scenes (i.e. zooming out or in)

**Focus Pull:** when the focal point of the picture gradually shift from one spot or subject to another (also called racking focus)



**Transition:** an editing technique used to switch from one scene to another – common transitions include the crossfade, wipe, jump cut, match cut, cutaway, freeze frame, cut zoom in/out, split screen, superimposition, reveal frame, and collage



# FRAMING TERMS



Master/Establishing Shot



Full Shot



Medium Shot



Medium Close-up



Close-up



Extreme Close-up

# FRAMING TERMS – REVIEW!



Close-up



Extreme Close-up



Medium Close-up



Medium Shot



Master/Establishing Shot



Full Shot