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ENT 4501

## Culmination Proposal: darkmagic Music Video

### **Project Description:**

I'll be working for Manhattan based musician darkmagic on creating a music video for their upcoming electronic dance album. When discussing ideas with them, it was discussed that the music video is meant to draw from 90s rave aesthetics and found footage horror. They wanted to work with a specific artist on their album art, so I brought up the idea of having her also work on the music video with me. She'll be contributing to the art direction so that there's a cohesiveness between the album art and the music video.

Throughout my years at City Tech, I mostly focused on sound work until this year and feel like every video project has really allowed me to grow and improve on my video techniques. Earlier this year I helped run a crew to produce videos for the college's Anti-Hate Grant and found that experience rewarding. While, not everything went in ways I expected it did make me feel more capable of producing a whole video on my lonesome. I feel like this project will allow me to be creative in ways I haven't been able to with other video work. Both because I have been given a lot of freedom by my client (unlike the other video work) but also due to the inherent abstract nature of electronic music.

With this music video, I hope to really improve my filming and camerawork because that's an aspect of myself I find weaker in. Also, I will be handling everything in the process of filming from pre-production all the way to post-production. Handling all the planning, scheduling, shooting, and editing may seem like a lot, but I think my education here has allowed me to complete such a project.

Lastly, I wanted to be a part of the album release process and while they want to work with a record label, as a kind of stretch goal, (which Professor McCullough suggested) I'd like to produce a bunch of USB drives that both contain the album and music video as a semi-physical release. I would really like to understand the process of working with a manufacturer and getting sellable deliverables produced.

### **Methods:**

Production:

I'll be shooting the music video with a Sony a7 II Mirrorless Camera with 28-70mm Lens generally outdoors at night, so having to deal with visibility and lighting is a priority. Outside of that, I'll only be using a tripod and maybe a gimbal, which I would need to buy. I haven't had much opportunity to be behind a camera so working out all the shoots will be a challenge.

#### Post-Production:

I'll be using AVID Media Composer to edit the video but also, will be learning new techniques in programs like Adobe After Effects and Blender. AVID is because it's what we've learned here at the program and is still generally the industry standard. I feel like any time I take to edit in AVID is beneficial and makes me a better editor. After Effects because many resources for post-production effect work online are made for After Effects and it's easier to work on that than through AVID when creating effects, which the project seems to be leaning heavily on. Lastly, Blender seems necessary because darkmagic had sent me a bunch of photo references that they felt were inspiring and a lot of them had simple computer-generated models that I feel could really benefit their project.

#### **Project Deliverables:**

- Music Video
- Poster
- OpenLab Portfolio
- Storyboards
- Research Work
- Production and Post-Production Schedules and Calendars
- Budget Document

#### **Stretch Deliverable:**

- 50 custom USB Drives containing the album and music video

#### **Schedule:**

September - Pre-Production: Nailing down final music video plans before shooting.

October 1-19 - Production: Shooting

October 20 - November 8 - Post-Production: Editing

- Find and order from a custom USB supplier

November 8 - November 22 - Final Edits and extra time for any problems and delays, but the project should be complete by the 22nd.

**Required Resources:**

- DSLR Camera
- Tripod
- Gimbal
- AVID Media Composer
- Adobe After Effects
- Blender

**Budget:**

Gimbal - \$100 - \$300

Costumes - \$200 - \$350

**Proposed Table of Contents/Portfolio Online:**

- Introduction
- Project Budget (Planned and Outcome)
- Project Calendar (Planned and Outcome)
- Paperwork
- Poster
- Music Video
- Conclusion