

Blocking

Make sure you block your set and movements before you start, or else you can end up with disastrous results. Plan out everything, from camera positions and types of shots, to actor's use of space.

Your camera operators should be able to move around the set freely, shooting from a variety of angles. They'll need to capture lots of tight zoom shots.

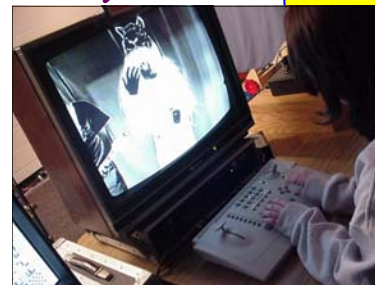
Make sure there is a blocking chart for EACH person in your group.

Editing Your Music Video

Editing is a critical process when producing a music video for LJTV.

Choose a computer that will satisfy all of your editing needs. We suggest using Avid Liquid

Pro version 7 or above. The M2P preferred computer to edit on is "ADK." There are a zillion special effects on this computer!



How to Produce an LJTV Music Video

Acting

When you act in a music video, you need to really become the performer. Throw yourself into your role! You can't be worried about what your audience will think.

If you're a backup dancer/instrumentalist, then interact with the lead, but don't steal the show. There needs to be one main focus in a music video. Let yourself become one with the beat. It's your choice whether to sing along or not, but we've found that it helps to just lip sync.

Pictures

Select some pictures to insert into your video that are funny and/or related to the song. Place them at unexpected spots.

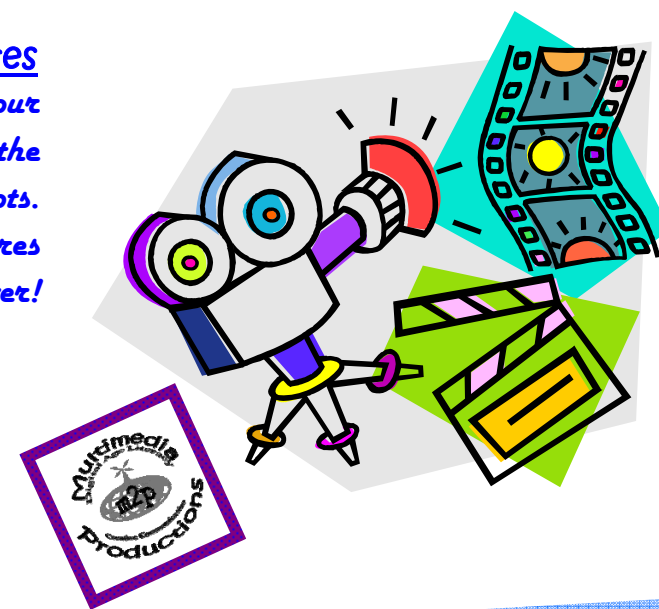
When editing, make sure the pictures synchronize with the beat, however!

Timing

Timing may be the most important part of editing. Make sure you synchronize your clips on the video track on cue with the words and beat from the original song. Incorporate clips from the variety of sources (one camera vs. another, the main studio camera feed, etc.). The mixer effects should also flow smoothly with, and include, variety.

In all, you need to plan, use your props and equipment creatively, and get into the acting roles. When you edit, find the best three musical minutes you've got, use effects, and add in some pictures.

Follow these guidelines and you'll have the best video on LJTV!



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Why produce a music video?

Music videos are some of the most popular features on LJTV. Producing one is an extremely fun and rewarding experience.

The most important thing to remember when making a music video, however, is to make it your own.

Planning and Production

A music video is one of the hardest LJTV projects to make. Planning must be perfect to yield professional-quality results. Producing the video is exciting but painstaking. The editing process is detailed and challenging. However, the 3 minutes that you yield will be a glorious few!

Let's get started!

In short, you need to plan, make the video unique, and represent yourselves as the creative artists and performers that you are.

To start the planning process, watch our videos *Rock Lobster*, *Crazy Train* and *Tainted Love* to get some idea of the task ahead.

Song Choice

Now, it's your turn to work on your music video plans. Find a song or a character that is lively or well known (B52's, or a character such as Ozzie Osborne). This will get you off to a good start.

People and Jobs

Next, find people to work with who have a sense of humor, and are not afraid to take risks/put themselves out there, but are not too goofy.

Here are some of the jobs you're going to have to delegate to produce a high quality music video—

- At least 3 camera operators
- 2 lighting technicians
- 1 music technician
- 1 primary mixer technician (must have extensive knowledge of special effects)
- 3+ actors

Studio Equipment

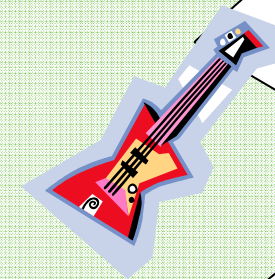
You'll use the studio camera, and archive the feed with no audio mixer, as, in the end, the only audio that will be heard is that of the original song.

Now, let's talk about the role of the primary mixer technician. The mixer technician's skill can make or break a video. There are effects you can use on the mixer—e.g. negative color, inverting the screen, strobe, color mosaic, etc.

These effects add a necessary vibe, and can make the music video ten times more fun to watch than it would be if you didn't mix up the visual effects.

Props

Props are important as well. Try to find an instrument that is used in the song, but not the exact instrument. Use a Guitar Hero guitar, or a tiny plastic trumpet. Making your instrument choice comical or unusual is eye-catching.



Include props that relate directly to the song's content. We used a toy train for "Crazy Train," and a lobster hat for "Rock Lobster."

Also, when performing, have your lead singer dress in the style of the original singer. Use wigs, makeup, hats, etc.

Make sure you use your props effectively. Play around with them. Don't be afraid of them. Experiment. Make your character come alive through the props.

In *Crazy Train*, the drummer was handed three stools to use as drums, and two real drumsticks. He proceeded to spike up his hair, and go crazy with the drums, adding an excited and energetic feel from the percussion section.

If he had just drummed normally, and left the hair as it was, he would've seemed a lonely soul sitting in the corner, with sticks and a stool. These creative touches add tremendously to the overall look of the video.