

Analysis

I have been looking at various music videos to find some inspiration for what I want my music video to be like.

99 problems - Jay- Z

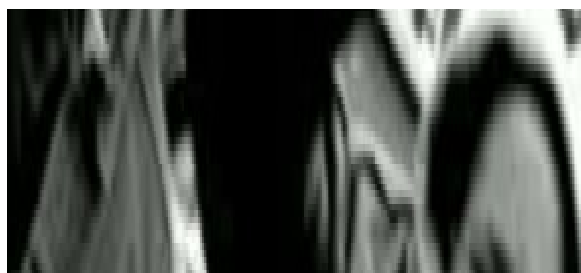
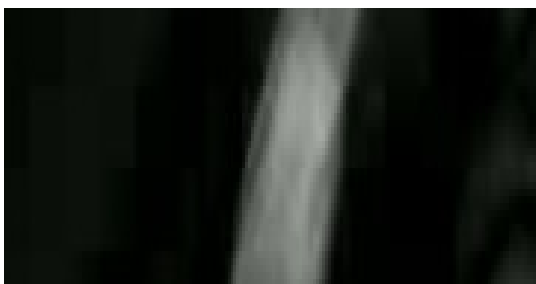


The reason I have chosen this music video to study is because I like the way it is set in grey-scale. Jay-Z's "99 Problems" is directed by one of the masters of the medium, Mark Romanek. It was nominated for four MVPA awards in 2005, of which it won three. It also won the MTV Video Music Awards for Best Rap Video, Best Director, Best Editing and Best Cinematography, as well as gaining nominations for Video of the Year and Best Male Video. It was criticized, however, by the Humane Society of the United States for what the organization alleged was glorification of dog fighting.

The song was listed at #14 on Pitchfork Media's top 500 songs of the 2000s.

The song came in at #2 on *Rolling Stone's* top 100 songs of the '00s.

The song won Best Rap Solo Performance at the 47th Grammy Awards.





<http://huffingtonexpress.wordpress.com/2008/11/25/jay-z-99-problems/>