

Analysis

Peter Gabriel - Sledgehammer

'Sledgehammer' was released in the 1986 album 'So' by Peter Gabriel. The music video, directed by Stephen R. Johnson, was a major success and to many one of the best music videos ever made! The new style of animation led to nine MTV Music Awards, a record which is still standing today!

This became such an inspiration as Aardman Animations and the Brothers Quay provided claymation, pixilation, and stop motion animation that gave life to images in the song and creating a fast pace.

The video ended with a large group of extras jerkily rotating around Gabriel. Gabriel's daughters Anna and Melanie, the animators themselves, and director Stephen Johnson's girlfriend. Also included were six women who posed as the back-up singers of the song. Gabriel lay under a sheet of glass for 16 hours while filming the video one frame at a time.

Claymation is the use of plasticine clay which is sculpted to create a series of rapid images to appear that the object is moving, achieving an illusion.

Pixilation is another stop motion technique in which live characters are used as a frame-by-frame subject. By repeatedly posing while frames are being taken the character creates a puppet effect.

Stop motion animation often links with clay animation as it is the technique of moving an object in small increments between photographed frames. This then appears as a continuous sequence.

The portion of the song featuring the synthesised flute solo was realised in the video by first one and then two oven-ready turkeys, headless and feather less, animated using stop-motion. These were animated by Nick Park (of Wallace and Gromit fame) who, at that time was refining his work in plasticine animation.



A2 Music Video - A-ha! Imogen Heap - By Greg Bernstein & Joshua Moss

I have decided to analyse a music video made by another student which I discovered, http://www.youtube.com/watch?v=1D6Ybm4o_Yo.

The quick pace and continuous techniques follow the style I wish to create and aspired many of my ideas.

The music video includes effects in every shot, fitting to the style they wish to create. One main feature is the use of colour. The bright red emphasises stands out against the dark feel. The opening begins in black and white, this is a binary opposition used for emphasis. When colour is used it is very faded with various effects added. The video has a very fast pace as the timeline has been edited expanding and contracting.

These are screen shots as an example of the effects used.



This is the opening of black and white effects, making it very dark and mysterious adding to the tension of the music.



Red is added within the black and white effect to emphasise certain features such as the lips and finger nails. This highlights the femininity although it remains mysterious.





The clips begin to use more colour, with bright lights. This has a slightly tinted green effect as it continues to be very unusual being very dark and raw.



This is a negative effect which swaps the colours around. However, the lips remain to have a slight red tint used to emphasis.