

## Conventions of music videos - Genre

There are many different conventions for music videos that are dependent on the genre. Here, the codes and conventions are described for each genre:

### Rock/Metal:

- Live footage
- High contrast levels
- Performers dressed in dark colours
- Performers have piercings
- Editing is fast paced



### Pop:

- Lip synching
- Bright hue and contrast
- Bright, trendy, modern clothing
- Artist almost always present
- Fun, light hearted
- Appeal to younger audience



**RnB:**

- Narrative
- Dancing
- Bright hue and contrast
- Artist almost always present
- Lip synching
- Lighthearted
- Appeals to teens



**Indie:**

- Dark hue
- Black and white
- Narrative and Live
- Artists not always present
- Artistic
- Symbolic

