

Music Video Technical Analysis.

1. Kasabian - Shoot The Runner (2006).

(source: http://www.youtube.com/watch?v=8_hhlkoPS1g)

Directed by Alex Courtes and Martin Fougerol.



Kasabians' Shoot The Run is a play on a conventional indie rock band music video, it uses the normal codes and conventions by having the band play perform the song during the music video, however 21st century technologies have been used to twist this code and convention by using animation to animate the members and instruments.

The post product stages of the music video have animated the use of moving paint to emphasise the use of colour and to create an exciting atmosphere to the audience during the chorus in which the use of paint is used.

The animation has also been used to create different colours during the music video, this is used during the different camera shots, during the close ups, each member changes colour from clip to clip, this emphasises each member and their role in the band by the instrument they play. During the wide angle shots the colour is the same with the use of tone to distinguish colouring, hair and instruments.

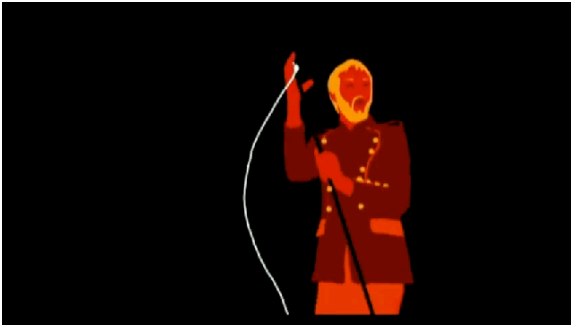


The editing of the music video also features quick cuts and slow frame rates during the slow tempo parts of the music video, this is used converge the visual aspects of the music video to the aural aspects to the music video. The music video has quick cut transitions which creates a flow in the music video, the cuts happen when a instrument is being played, like a hand strumming a guitar, this is then flowed by a wide shot which creates a new scene in the video.

The camera shots used in this music vary, the video is made up of close ups which are used to capture a single band member and wide angle shots which are used to capture the whole band playing at the same time. Some camera shots are also hand held which emphasises the mood of the song, lively and fast. Most of the hand held shots are during the chorus of the song when the paint is being splattered.

Lots of the wide angle shots are low to the ground, this emphasises the power of the band towards the audience by making them look bigger and power powerful. The close up shots tend to concentrate on the band member facial expressions and the instruments they are play, this is designed to dwell on the band members power and talent they have which makes the song so appealing to fans and the audience.

The only sound in the music video is the song, this is a non diegetic sound as it has been post synced to the video in post production. The song in the music was created in a studio and then edited to the video with the member miming the song to create the effect of the song being played in real time.



The mise en scene to the music video is very basic, there is no locations but just a black background which is used to highlight the contrast in colours on the band members.

The only object that feature in the video is the musical instruments, this so the music video can be synced to the song and it looks like the song is being played in real time in the video.

The clothing that the members where is very 18 hundreds, with the jackets and neckerchiefs which the members are wearing, this is designed to create an identity to the band and to the album 'Empire' it creates a brand and identity for the band. The use of animation and changing colour also embraces the feeling of the branding of the band.

2. Martin Solveig ft. Kele - Ready 2 Go (2011).

(source: <http://www.youtube.com/watch?v=ohPgju0mBgU>)

Martin Solveig's Ready 2 Go music video age plays with the normal codes and conventions of normal music videos, this music video uses 21st century forms of presenting music to audiences, the music video uses the idea of flash mobbing for Martin Solveig to perform his song to a crowd of people at a football, in this case, it was performed on the 29th March at Stade de France during half time for the France, Croatia game. The idea behind this music video is to advertise the song and promote the song before its released and was upload to youtube a month before it was released in the UK.

The sound in the music video is diegetic as the crowd and the performers can hear the music being played, as well as the main singer how is singing in real time during the performance. The music video also has sound effects such as the raw from the crowds and some speaking from a man at the beginning of the music video.



The Mise en Scene in this music features a lot on the performance aspect of the music video, the first aspect is the majorettes that perform along with Martin in the music video, these perform during the whole music video and are

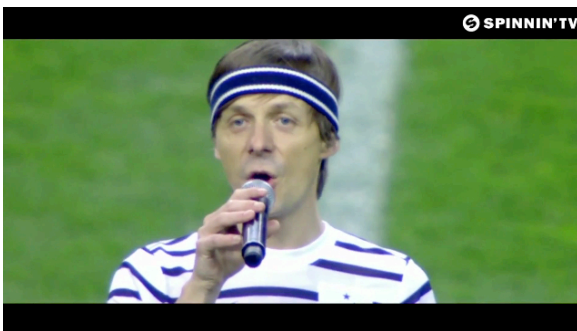
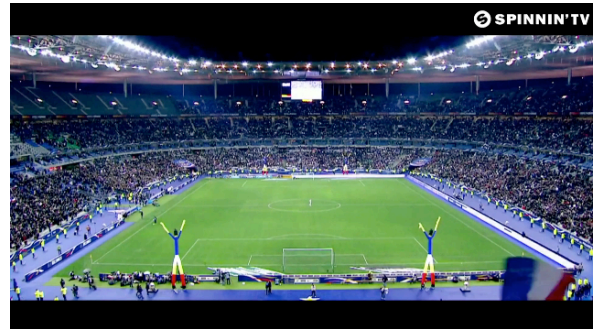
there to make Martin Solveig's performance more interesting while he's singing. Another mise en scene aspect to the music video is the crowd in the stadium, the crowd is interacting with the performance by holding



up coloured boards which spells 'Ready to Go' as well as performing mexican waves.

The costume that Martin wears during the music video also concentrates on the venue and idea of flash mobbing a football match, this is because he's consume is a football kit that features '21 Solveig' on the back, the music video also features French flags being waven by the crowd which relates to the artists nationality as well as the country the music video is filmed in.

The music video uses a lot of camera shots to capture the atmosphere and performance from the crowd, Martin and the majorettes, for the crowd the camera shots uses are wide angle, this is so the audience to the music video can get an idea of the scale of the venue as well as the capture the use of boards being held up by the crowd, their also used to capture the atmosphere in the stadium so it can be projected to the audience of the music video.



Close up, camera shots are used on Martin and Majorettes during the video, they are also high angle so create the feeling that the viewer is there at the performance, depth of field also features heavily in several shots which generates the sense of scale of the stadium and crowd to the performance. Other camera angles are at ground level, these are used in the mid shots of Martin as well as the majorettes to array their performance more

clearly to the audience, it also creates a scenes of sub reality for the audience by making them feel like their in the middle of the performance.

The editing of the music is very basic, it uses quick cut transitions from shot to shot, it also uses slow frame rates in some parts of the music video to co-inside with the slow tempo parts of the song, this is so the video flows with the song. The editors have not adjusted any of the shots such as colour etc so it keeps the feeling of real life towards the audience.