

Music Video Technical Analysis...

Fenech-Soler - Demons

<http://www.youtube.com/watch?v=as9zyYZ0D4M>

The video that accompanies Fenech-Soler's Demons epitomises modern videos that surround us in the 21st century. It contains a number of camera and editing techniques, combining it with a range of contemporary colours and effects to ensure it delivers a video that is unique and befitting of the song.



The opening shot has a distinct depth of field to portray the movement, over a vast space, of dozens of small marble-like balls. This has little relevance to the video overall, but the two colours featured; blue and purple, are predominant throughout.

From there, the band members are introduced through the artificial illusion of evolution.

Medium close-ups are used to show the members seemingly awaken and stretch upright - some of whom are carrying instruments - accompanied by smoke and blue and purple

lighting to form the background. This creates the desired impact of displaying the band to be in an unknown place, somewhere in the future.



A female character in the video (not a member of Fenech-Soler) then appears, with a close up of her eyes and hair, styled with white and blue make-up as part of the mise-en-scene, used to enhance a notion of a dream-like, surreal state.

Following on from the introductions is another close-up, this time showing the drummer playing his instrument. This part of the footage has been sped up in editing to highlight the pace in which the evolution is progressing.



The camera positioning, for the introductory shots of the band members, remains throughout the video to show the progress of their movement and singing. They display the rotation of each person individually, before cutting back to footage of the female character.



As noticeable in the screen-shot above, the hair of the band member is seen to be swinging around. This isn't down to movement from the character therefore a wind machine may have been deployed to create the illusion of breeze. The song is non-diegetic, so the band can't hear the song playing in the video, therefore any shots of them singing is simply lip-synching, edited afterwards to fit the tune.

Another technique that has been used in this video is a freeze frame shot. The camera tracks around the freeze frame, before cutting to the same footage that is zoomed in, to deliver an accurate account of what's happening. In this instance, 2 of the characters are about to kiss and are staring straight in to each others eyes. This was made possible to recognise because the lighting highlights the side of one of the character's face and in particular, their eyes.



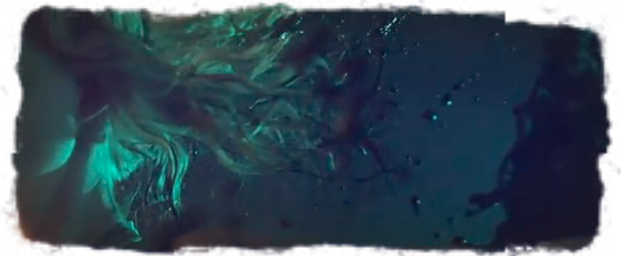
Contextually, the video is quite mysterious and in-keeping with that theme, there is another shot where 2 girls are staring at each other, looking particularly intimate. The blue lighting illuminates one of the girls, while the darker purple light covers the other. These are, as mentioned above, the predominant colours in the video.



From then until the end of the video, footage alternates between being sped up and normal real-time pace. This adds to the curiosity surrounding the themes of the video.

Fittingly, there is a line in the song that mirrors what the audience must be thinking; 'Tell me is this real or is this fake?'. At this point in the song are 2 different shots. The first shows the two females about to kiss (again) whilst the second shows a band member floating sideways. This is an intelligent piece of editing as it captures the most extreme areas of unusualness and combines it with lyrics that question it's validity in real life.

The final shots of the video show everything that has previously been shown and mashes them together in a very fast pace. In this sequence of footage, an explosion seemingly takes place and the blue marble-like balls return and begin falling again. One of the lead singers of the band is also shown covering his face, as if to suggest what is happening can't be real



The video's clever interpretation of a futuristic, dream-like world is enhanced massively by the intelligent use of mise-en-scene and the great camera and editing features. The video overall mimics a surreal experience, with the colours featured helping significantly to create this illusion. The finished video reflects modern music, using a variety of techniques in order to achieve this.