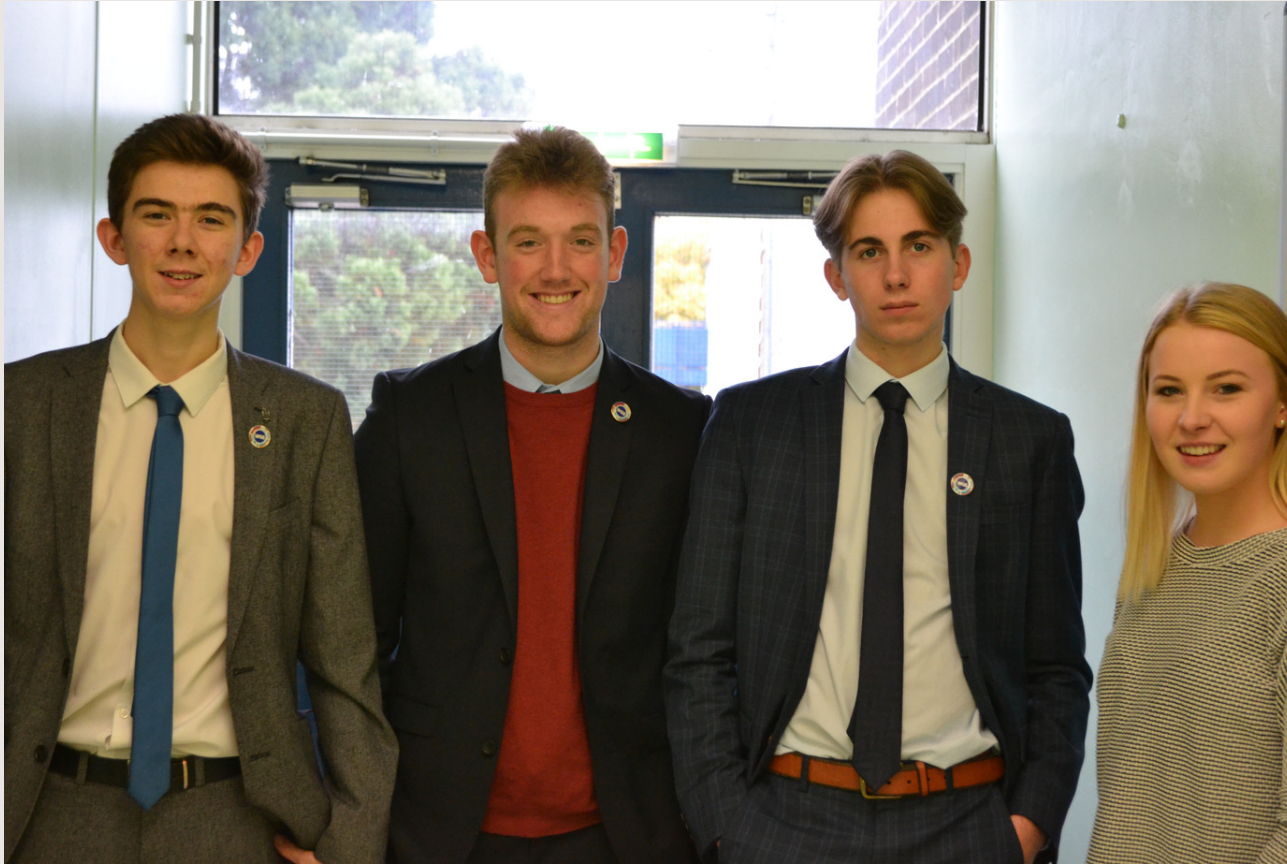


PITCH ONE



A Presentation By Jake Attaway, Will Abbott, Grace Harris and Sam Gale

AN OVERVIEW OF THE PITCH

Today's Pitch will be looking into the conventions of our chosen music video and the conventions are as follows;

- Song Choice
- Chosen Style
- Setting
- Clothing
- Band Members
- Equipment/Props

Song Choice

- Our Chosen Song is 'Radioactive' by Imagine Dragons
Release date was 29th of October 2012
- It came from the album Night Visions
- It was produced by the record label KIDinaKORNER
- It was written by Imagine Dragons producer Alex Da Kid and Ben Linke
- Most of the video is a narrative however throughout we do see the band performing
- It is the first song on Imagine Dragons 1st album Night Visions
- It holds the record for most weeks spent on the Billboard Hot 100 at an amazing 87 weeks.
- It has been certified 10 times platinum in the United States making it one of the best selling singles ever released

Chosen Style

The video is going to be solely a band performance as opposed to a narrative which we see in the real version of Radioactive by Imagine Dragons. We have chosen a band performance as there are many musical elements which we feel could be emphasised to create a really authentic looking video. It will feature many cut transitions as this is apparent in most alternative rock videos in order to present each member of the band frequently. We will also try to use slow motions as these are very commonly used within alternative rock videos. We will try to make the set as dark as possible in order to convey the dark and gloomy nature which you would associate with this genre and we will emphasise this darkness by using various lights which will move sporadically across the band. little bit of body text

Setting/Location

The types of possible locations in which we aim to capture within our music video includes scenery's such as abandoned/derelict buildings, stages/venues, rooftops, forests and city streets. In order to utilise the setting to its full potential we need to make sure that it portrays the dark and gloomy nature that is represented through the conventions of alternative rock. Furthermore another important aspect that the choice of setting can provide is the natural lighting, we need to make sure that the multiple settings used to film our music video can provide the correct amount of lighting for the chosen style, in our case we need to make sure that the settings that we film provide minimal lighting in order to represent the dark and gloomy alternative rock style.



Example of a derelict setting

Clothing/Costume

As we are filming an alternative rock video it is key that we follow the genres typical fashion style. In the case of our selected genre being alternative rock we need to make sure that our band members can be recognised as alternative rock artists through the clothing in which they are wearing. Therefore the items of clothing in which they should be wearing include:

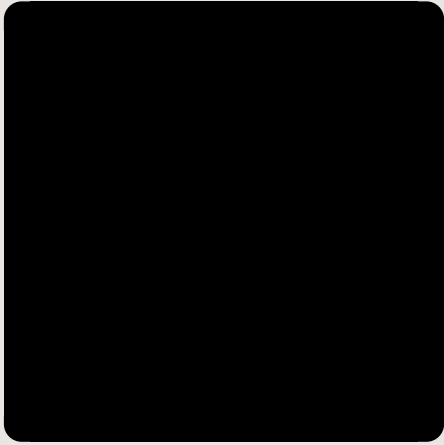
- Leather Jackets
- Button Up Shirts
- Blue/Black Slim Jeans
- Wallabee Shoes, Chelsea Boots, Lo-Shoes (E.G, Converse & Vans)
- Stripey T-shirts/Crewneck Jumpers

In terms of the clothing colours/ shades in which our artists should be wearing it will mainly be composed of darker shades of colours with accents of black in order to allow our artists costume to match that dark style in which alternative rock portrays,

Band Members

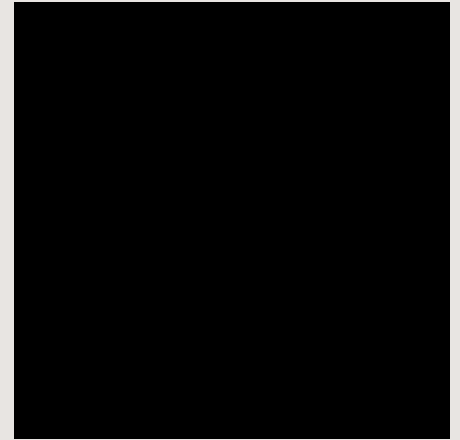
James Ritchie

Guitarist



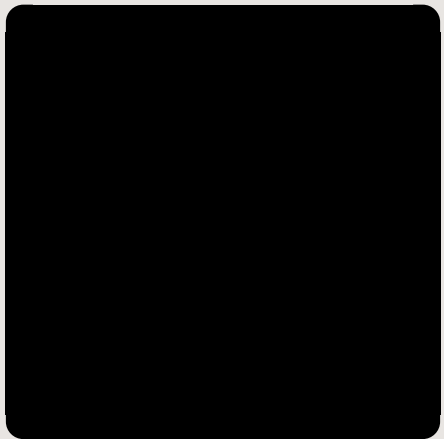
Sam Gale

Singer



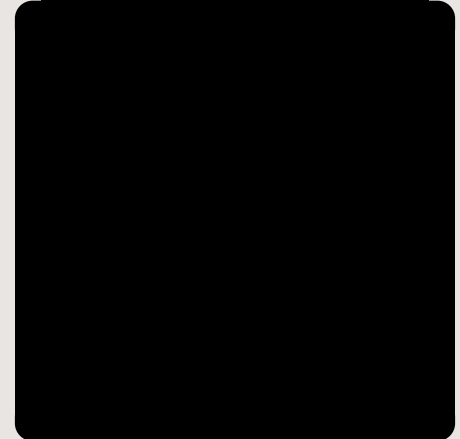
Calum Andrews

Drummer



Scott Reeves

Guitarist



Equipment/props

Beater



Bass Guitar



Drumsticks



Acoustic Guitar



Electric Guitar



Drums



Drum



Microphone

