**Ideas for a Music Video Production**

**Idea 1:** *Crazy in Love – Beyoncé – Fifty Shades of Grey Remix*

Released in 2015 as part of the *Fifty Shades of Grey* soundtrack, this remix of the 2003 hit is a slowed down and more sexed up version. In the context of the film, the song mirrors the films character *Anastasia Steele* as she falls in love with *Christian Grey.*

My music video would be shot in complete black and white to play on the *Grey* element of the soundtrack, film and novel. The promo would only feature close ups and extreme close ups to emphasis intimacy and sensuality found within the song. It would not feature a linear narrative and be a montage of intimate shots alluding to sexual things.

**Idea 2:** *Human -Christina Perri*

This song, released in 2014, is an emotional song about a woman who has broken up with a recent love. Throughout the song she sings about how despite acting like she is strong, she feels emotional because of the break up, because she is only a human.

I would start by filming a short film featuring a happy couple outside in a field. It would be filmed from one perspective (like a found footage film) often swapping between the male and female and showing them being loving together. This film would then be projected onto a large black curtain, as the main singer (the female in the video) sings about her heartbreak. By having a projection of their happy times with an emotional singer in the foreground, it would show her remembering their happy times together while she currently suffers.

**Idea 3:** *Gods & Monsters - Lana Del Rey*

A poetic and expansive story about the biblical character Eve, *Gods & Monsters* follows her as she is cast out of heaven and down to earth, becoming a stripper and loving a petty criminal. Throughout the song she uses oxymoronic phrases to describe living a life following religion and living a life without it.

My video would feature a split screen to show the contrasting life paths. A third screen would feature an anonymous pair of lips singing along to the song; anonymous so that the viewers can project themselves into the character for a more immersive video. The video would be more thematic than telling a narrative because the song itself is quite metaphoric and open to interpretation than a straightforward song.

After looking over each of the songs, I have decided to choose *Gods & Monsters* by *Lana Del Rey.* I have decided to produce a video for this song because I believe it will offer the most experimental opportunities than the other songs, as this song is metaphoric and more ambiguous. Also, it would allow me to create a video that doesn't follow conventional music promo tropes and clichés associated with aforementioned music promos.