**Music Video Evaluation**

**Pre-Production**

This part of the task was simple for me to complete quickly but detailed. As I am a huge fan of *Lana Del Rey* I found it easy to watch her videos and research her music, persona, themes and style and be able to formulate that into the research and proposal. I knew the song had strong language and sexual references and that I wanted to keep them in and not use a radio-edited version, what I most like about her music is the often harsh language and sexual explicit phrases sang in a soft and raspy voice over a slow music beat.

I also knew that some of the footage I wanted to shoot I would have to get through found-footage as filming in churches wouldn't have been easy to do or even filmable all together. I doubted churches would allow filming if they knew the songs subject matter and lyrics but I also personally wanted extravagant and lively church scene, which I knew only to find online.

I had all of the scenes I wanted to stage already worked out in my head and where they would fit on the song. For example I knew I wanted high-heels, tights and clothes to drop over the '*I was an angel, looking to get f\*\*\*\*d hard'* lyric because it was sexual and the corresponding scene fitted well and was specifically designed to suggest a sexual overtone.

**Production**

I began production on the day we were given the task because I had a clear vision of what I wanted to see in the music video. I knew I wanted to show contrasts between religion and non religious lifestyles and what this would incorporate. Using a couple of friends, I staged several scenes to film all of which appear in the video. Footage of churches, cathedrals and graveyards were done in local locations and I ran into no issues or problems doing so.

The singing lips that appear throughout was the most difficult to film, not only because of the long ones-shot take but also because I could see if it was going to be in sync with the track for the video, despite using the same track for both. After the first take was done and uploaded, it was apparent that I could not edit or crop the footage down to fit the split screen because I filmed too close to the lips. Upon re-shooting, I stepped further back and made sure more of the face was in frame so I could edit out what was necessary and when. However the problem this time was that it was too noticeable out of sync. The final re-shoot worked more than the others despite still being slightly out of sync in some parts.

**Post-Production**

The lengthiest part of the entire task, post-production was both simple and complicated. I began by cutting away all the footage I knew I didn't wan to use and then placing them around the timeline to which part of the song I wanted. Because I wanted to split screen it, a lot of time was dedicated to cropping, moving and lining up clips properly. I began finding that it was taking on average 3-4 hours to render the video each time I wanted to move something, so I opened a new timeline and began from the start; adding what I knew would be the opening sequence and then added the footage slowly throughout the song.

Trouble came when I uploaded the singing lips. The first issue was than when I uploaded the final shoot of the singing lips, I was unable to stretch it to fit the screen fully. Instead it is left with two black columns either side of the clip, with the clip above and below filling the screen completely. It looked odd and strange at first but eventually I found it to oddly work with the video but has no deeper meaning behind it besides a happy accident.

The second issue was although the singer sang to the same track used in the video, it would occasionally go out of sync, sometimes more noticeable than others. A large bulk of that was the middle and having already re-recorded the footage twice (which took a while to set up because I recorded another person singing) I didn't want to shoot it again. I was able to solve this and another issue by simple cutting down the song. Because both the verses and chorus' start and end on the same musical note progression, cutting it and re-attaching it to another point was easy and it unnoticeable in the final version. This also solved the problem I had that I didn't have enough footage filmed, despite filming many different things. Because I wanted the editing to be quick and in montage form, I needed more clips than originally anticipated. This did not however impact the overall tone, feel and look I had originally intended to create.

Overall the final music video is still true to the original vision I had, despite being 3 minutes shorter than the original 4:55 minute run-time and the split-screen not working quite how I imagined. There would be a great deal amount of extra planning needed if I were to do it again but the length of time we had to do the task and the other work we were doing along side it, I feel I have created a thematic and unique music video through both the combination of found-footage, staged footage and the juxtaposition of religion, partying and sexual allusions.