

Music Video

Record your impressions based solely on visual presentation.

Elements to consider include, camera angles, lighting, imagery, characterization, tone (is the overall tone of the video in-your-face? Humorous? Serious? Psychedelic?)

What story was told?

Listen to the lyrics of the song, without the visuals and record your impressions.

Elements to consider include style of music, lyric content, themes, and imagery, rhythm and repetition.

Answer these questions:

1. Are the video and the song compatible? Do they tell the same story?
2. Does the video add depth or value to the song, or does it seem to be more of a marketing ploy?
3. Which would convince you more to buy a song or CD: seeing a video or hearing a song?