***Task 2– Generating an Idea***

You need at least three ideas to start with. Produce three brainstorms.

Choose one to develop.

Annotate the lyrics and music for that song (images, narrative, rhythm, tone, pace…)

Make notes on other videos by the artist; look at the star persona, preferred style, recurring themes, generic conventions…)

Make notes on videos from similar genres or artists. OR different genres. OR award-winning videos. OR TV Shows. OR video games. OR a dream you had.

Prepare a one-page pitch (or a few ppt slides) explaining your idea. Use the brainstorm, the mood board, stills from other videos. THIS SI YOUR CREATIVE CONCEPT.