ZIQQY PRODUCTION

MUSIC VIDEO

D-Pressed

DEPRESSION

TABLE OF CONTENT

Music Video Treatment

- Title
- Genre
- Song
- Type
- Duration of music video
- Objective
- Summary
- Style and Theme
- Target Audience
- Characters description
- Challenges
- Equipment used
- Software used
- What inspires me to make this music video

Lyrics

- Concrete Angel by Christina Novelli
- Meaning of the lyrics

Depression

- What is depression?
- Depression symptoms?
- What cause depression?
- Depression in Malaysia
- Why is this happening?

Development of Ideas

- Track selection
- Factors in selecting title
- Factors in selecting theme
- Factors in selecting characters
- Factors in selecting location shooting
- Factors in selecting target audiences
- Music Video Structure

Pitch Presentation

Iteration of plans

- Schedule
- Audio and Video Script

Story Board

Mood Board

Relevant Paperwork and Supporting Materials

- Risk Assessment
- Location Agreement
- Reece Checklist
- Call Sheet

Prototype

- Test shots

SWOT Analysis

<u>INTERNAL</u>

- Strengths
- Weaknesses

<u>EXTERNAL</u>

- Opportunities
- Threats

Self-Reflection

MUSIC VIDEO

TREATMENT

Title:

D-Pressed.

Genre:

Pop.

Song:

The song that I have chosen for this project is “Concrete Angel” by Christina Novelli. People may not recognize her or the song, but it is a really good song with great tunes and lyrics as well. I see this as an opportunity to introduce and expose her work to others. Furthermore, the main purpose I chose this song as my soundtrack is because the lyrics really suits the style of music video that I wanted to do, which is regarding on depression.

Type:

I am planning to do a narrative music video. I want to start with a narrative short video at the beginning, maybe around 2 minutes before the music starts. A good start is what I aim for my music video is because I want to give that good first impression to my audiences.

Duration of Music Video:

6 minutes or less. This will include a narrative short video in the beginning following with music video after that.

Objective:

My main objective is to entertain and at the same time spread awareness on the danger of depression that happens to most people in this world. Depression is a serious problem and I want people to realize that we can make a difference, by being the person who help others who are experiencing depression to fight it and cure them for such illness. Therefore, I want to educate my audiences about depression and how does a depressed person actually feel inside their inner self.

Summary:

This music video tells a story of a young girl fighting with her inner self. She's an introvert who was trying to fit in with her surroundings. However, people still pushed her away because she's different from them. Different in terms of her appearances and behaviours. All that she ever wanted is for others to see her exist, accepting her as part of their lives.

Basically, this music video is showing on how her inner self struggling to be free and destroys all the negative vibes surrounding her outer self. The struggling to overcome fears and hatred inside and replace it with joy and happiness. A girl fighting with her own demon and worst nightmare, her depression.

Style and Theme:

In this music video, it will tell a story on how the person's inner self wanted to be free from herself. Hence, I am choosing dark and moody black and white as my style and theme for this music video. Why did I choose this as my theme?

The main reason is because my music video focuses on a person's struggle to escape from her depression, from herself who has building a barrier for her inner self to be free. Thus, dark and moody black and white will be suitable for this project.

Target Audience:

My main target audience will be teenagers, adults, introverts and Asians. They are more vulnerable to depression due to lots of stress and pressure in their life phase. Teenagers experience and trying new things in their life phase, adults face problems and pressure both at workplace and daily lives, introverts who are socially awkward and spend most of their time by themselves and Asians because they have this superstitious belief in which having depression or mental health illness is a weakness. Therefore, they prefer to keep it to themselves rather to share it with others.

Characters description:

My main character in this music video is a young Asian girl with a nerd personality. A person who always in her own world, but at the same time was trying to fit in with her surroundings. A person who wants to feel that she belongs in the society too.

I will use the same person for both main character and her inner self. However, both have different characteristics. Her inner self is a much joyful and positive character while her characteristic is more to negative and signs of a depressed person.

Actress: Fatin Amelia

Main Character: Herself

Second main character – her inner self

Source: **Pinterest**
(https://i.pinimg.com/1200x/d1/fd/44/d1fd4466f34e4db8a7f4da102582e77b.jpg)

Challenges:

Although I am making a music video about depression, I must know my boundaries and control it without getting to deep into depression. My purpose is to entertain and to educate my audiences about depression without depressing them at some point. Furthermore, I need to ensure that my music video is perfectly executed in order to give impacts on my audience's feelings on the danger of depression, and how we as their surrounding can help them to be stronger and fight this mental illness from ever happening and spreading.

Equipment used:

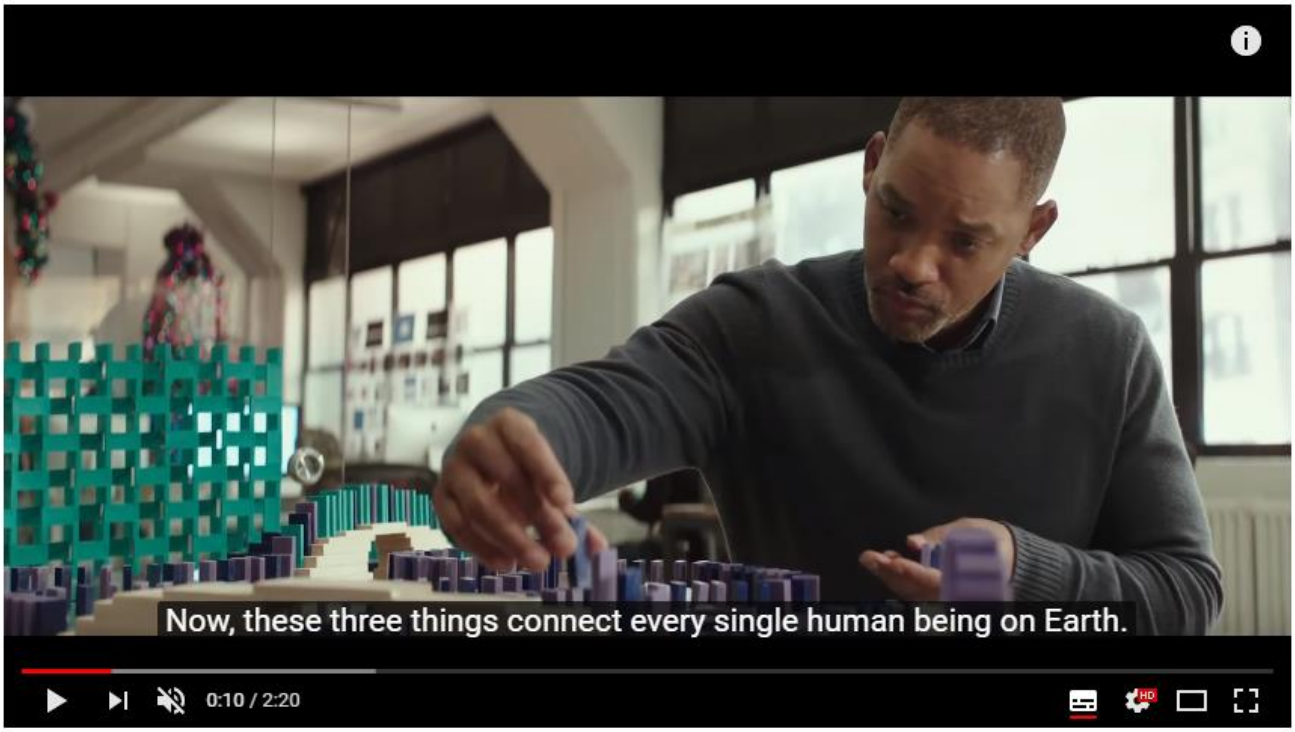
I will be using DSLR camera, a stabilizer, a microphone and a gorilla pod to ensure I captured the best and great quality video for my project.

Software used:

I will be using Adobe Premiere Pro to edit my music video.

What inspires me to make this music video?

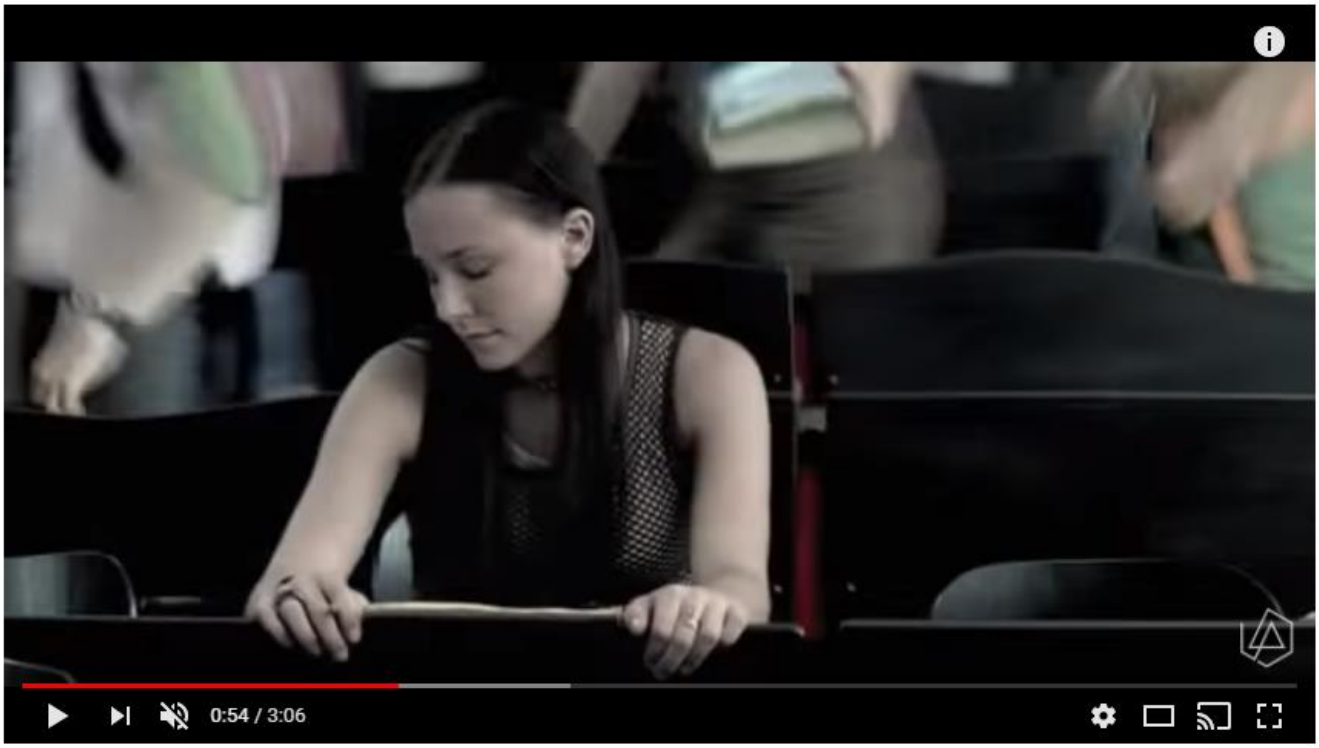
A movie “Collateral Beauty” and music video “Numb” by Linkin Park and “Inner Demons” by Julia Brennan.



Collateral Beauty Official Trailer 1 (2016) - Will Smith Movie

Source: **YouTube** (https://www.youtube.com/watch?v=isQ5Ycie73U&t=24s)

Collateral Beauty is a movie which tells a story about a man who recently lost his daughter and could not accept the fact that his beloved daughter was taken away from him. He was a cheerful, optimistic and joyful person before the tragedy happened. The movie is well crafted with its brilliant storyline and plots, not to forget an excellent performance by both actors and actresses.



Numb (Official Video) - Linkin Park

Source: **YouTube** (https://www.youtube.com/watch?v=kXYiU_JCYtU)

“Numb” by Linkin Park is a short music video which tells a story about a girl who was trying to fit with her surroundings. She suffers from depression but could not express it to others because people do not understand her, even her own mother. An alternative metal genre music video but manages to convey such beautiful hidden message.

Julia Brennan - Inner Demons

Source: **YouTube** (https://www.youtube.com/watch?v=3gydcChFnzQ)

“Inner Demons” by Julia Brennan tells a brief story about a man who was fighting with his inner self, which is different from his normal behaviour. He is a cheerful and joyful guy but his inner self act oppositely. A well-crafted music video with a great message on depression.

LYRICS

Let me breathe you in, and breathe the words in your mouth,

Inside your shivering, the silence shouts so loud,

I just want to, I just want to stay around,

And while my heart beats I promise I won’t let you down.

(Chorus)

If you keep building these walls,

Brick by brick towers so tall,

Soon I won’t see you at all,

Till the concrete angel falls,

I knew who you were from the start,

But now I don’t know who you are,

Soon there will be nothing at all,

Till the concrete angel falls.

If I’m somewhere else it doesn’t mean that I don’t see,

That you don’t trust yourself, that’s why you don’t trust me,

It makes me crazy, when you’re crazy, you don’t speak,

You think you know me, but what you know is just skin deep.

((Repeat chorus))

It’s twisting your mind,

I’m not getting through,

Cause I don’t see it like you do,

There’s nothing to find,

You’ve got no excuse,

I’m over getting over you,

Over getting over you,

Cause I don’t see it like you do,

I’m over getting over you,

I’m over getting over you.

((Repeat chorus))

-The End-

Meaning of the lyrics:

If you keep building these walls,

Brick by brick towers so tall,

Soon I won’t see you at all,

Till the concrete angel falls,

Translation:

It shows how a person struggle to get out and be free. A good example on what I am trying to portray that her inner self is trying to communicate with herself to let her be free, be joyful and get rid of this depressed feeling once and for all.

Meaning of the lyrics:

That you don’t trust yourself, that’s why you don’t trust me,

It makes me crazy, when you’re crazy, you don’t speak,

You think you know me, but what you know is just skin deep.

Translation:

Her inner self is referring to herself that she thought she knew her completely, but she was wrong. She could not control herself and let depression took over. She is depressed, but she was reluctant to communicate with anyone about it.

DEPRESSION

What is Depression?

A serious mental illness that negatively affects on how we feel, think and act. It may lead to variety of emotional and physical problems. Depression can decrease people's ability to do anything. They would likely prefer to stay in their room and shut themselves from the outside world. In return, they might injure themselves or worst-case scenario, suicide.

Depression symptoms?

There are few symptoms that can cause depression such as:

a) Loss of interest in activities they currently doing.
b) Feeling worthless or guilty.
c) Thoughts of DEATH or SUICIDE.

Yes, depression can cause someone to have suicidal thoughts which may lead to committing suicide.

Source: **Tumblr** (http://kevc.tumblr.com/post/51535504367)

What causes Depression?

Many factors can lead to depression. Usually the factors will cause bigger impact and changes in the person's life. Death of loved ones, being a victim of physically and mentally abused and being treated unfairly by society due to their flaws are one of the factors that can cause depression.

Depression in Malaysia

According to national health and morbidity survey, 40% of Malaysians which is estimated around 10 million people are suffering from depression.

Source: **The Star Online** (https://www.thestar.com.my/news/nation/2017/04/02/malaysians-will-suffer-from-mental-health-issues-in-their-lifetime/)

Why is this happening?

Asians are vulnerable and most likely to face depression. This is because they do not talk or express their problems to others. They consider having emotional problem to be a weakness, which is a misguided mentality that have been around for ages. Instead, they attribute it to a physical problem and highlight things such as their inability to sleep, back pain, headache and constant fatigue.

> "Though the National Health and Morbidity survey says only 1.8% of the Malaysian population are depressed, we think there is a flaw and believe that at least 40% of Malaysians suffer from mental health issues.
>
> "The difference is Asians do not talk about their problems. Unlike Caucasians, Asians do not have the words for emotions and that is a huge barrier," he said adding that many people who walk among us are at least facing mild depression.
>
> "They consider having an emotional problem to be a weakness, so instead they attribute it to a physical problem and highlight things like their inability to sleep, back pain, headache and constant fatigue.
>
> He added that the National Institute of Health had found that depression to be a most disabling disease as it is not tangible and people find it hard to emphatise.

Source: **The Star Online** (https://www.thestar.com.my/news/nation/2017/04/02/malaysians-will-suffer-from-mental-health-issues-in-their-lifetime/)

DEVELOPMENT OF IDEAS

Track selection:

I have selected “Concrete Angel” by Christina Novelli as my soundtrack for this music video. I was researching in details about depression while listening to music and suddenly this song was playing. I kept repeating it and try to understand the lyrics. Not long after that, I have decided to choose this song because of its relation to the topic that I was planning to do.

Factors in selecting title:

Depression has been widely known as a serious mental illness. However, there are still few people ignoring such danger and assume that it can be cure naturally. Depression can happen to anyone with no exception. The main purpose for me to choose this topic as my project is because I want to urge people especially Asians that depression should be taken seriously. It is not a weakness to have depression but a factor for us to help that person being stronger every day and destroy this illness.

Factors in selecting theme:

I have chosen black and white as my main theme for this music video. In my opinion, black and white is suitable for my music video because I was planning to bring a dark and moody theme in my music video. Dark and moody suits the style of my project whereby my purpose is to convey message about depression.

Factors in selecting characters:

The main character in my music video must be a young girl with nerdy or geeky characteristics. A character that has low self-esteem and mostly seen as vulnerable to depression. This includes the way she acts, reacts and talk. A strong and suitable character will ensure that I meet the objective and purpose of this music video.

Factors in selecting location shooting:

Carmarthen is a beautiful small town with plenty of beautiful scenery and places that is suitable to shoot a music video. It has classic and vintage buildings with fascinating history which suits the style and theme for my music video. Furthermore, Asians especially Malaysians is one of my target audiences. No doubt that most of Malaysians do not know about Carmarthen town. So, I have seen this as an opportunity not to only entertain and educate but also to expose this beautiful town to the people back in my country.

Factors in selecting target audiences:

My target audiences are the group of people that are most likely vulnerable to depression. Life pressure and tension rises may cause them to have depression. I focus more on Asians because they are afraid to share about depression to others. Depression is not a weakness, it is an illness that can be cure, as long as we help them to rise against it.

ITERATION OF PLANS

YouTube | How To Create A Storybo | bookshop near me - Goo | Music video timeline

Secure | https://www.tomsplanner.com/?template=new#doc=HvCFkPjNGhdMIwHADVHr

Music video timeline

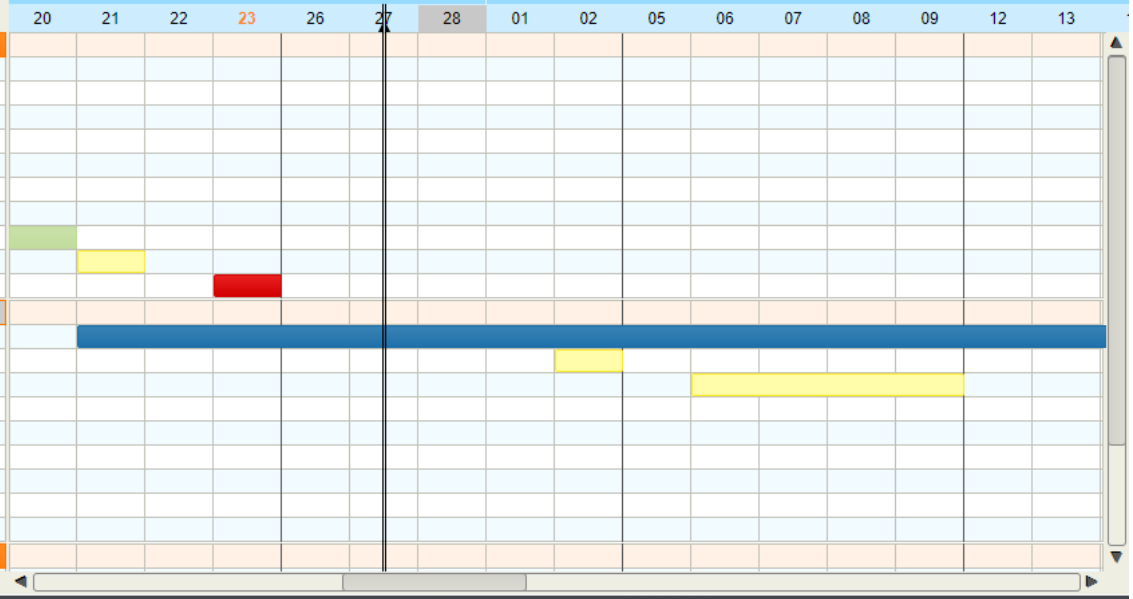
tom'splanner

day (large)

log out | my account
amir_haziqq@yahoo.com

2018

Activity	Resource	Status
Pre Production	**Date**	**Remarks**
Meeting with Susan and Brett	25 January	Done
Meeting with Matt and seniors	30 January	Done
First meeting for idea planning	02 February	Done
Received Matt's approval for music video	06 February	Done
Discussing abstract ideas with Matt	09 February	Done
Discussing progress report with Matt	13 February	Done
Received Matt's approval for pitch presentation	16 February	Done
Presenting ideas through pitch presentation	20 February	Done
Producing reflective essay	21 February	Pending
Pre Production's portfolio submission	23 February	Deadline
Production	**Date**	**Remarks**
Learning stage: Adobe Premiere Pro	21 February	Ongoing
Request permission to use camera equipment	02 March	Pending
Shooting video inside campus	06-09 March	Pending
Request permission to use camera equipment	23 March	Pending
Shooting video in Carmarthen town	26-30 March	Pending
Testing software Adobe Premiere Pro	02 April	Ongoing
Re-check video to re-shoot for any hiccups	05 April	Pending
Discuss progress project on video with Matt and Brett	06&10 April	Pending
Received approval before editing video	13 April	Deadline
Post Production	**Date**	**Remarks**



To add your own logo
UPGRADE HERE
tom'splanner

project: D-pressed music video
client: UWTSD
date: 11 MAY 2018
projectnumber 001

Finished
Pending
Ongoing
Deadline

ENG 2:39 AM 23/2/2018

Schedule and Timeline Task:

I am using Tomsplanner Gantt Chart as tool to arrange my schedule more efficiently. As shown in the table above, I have segregated separate tasks accordingly, in which I have divided it into three major part – Pre-Production, Production and Post Production. Every task will be mark according to its specified colour in which green represents done, yellow as pending and red as deadline.

I have compiled and completed every work that is need to be done within the time frame given. This is to ensure that I shall follow every schedule and finish the project before deadline.

Audio and Video Script:

Audio	Video
Narrative: Let me breathe you in, and breathe the words in your mouth, Inside your shivering, the silence shouts so loud, I just want to, I just want to stay around, And while my heart beats I promise I won't let you down. (Chorus) If you keep building these walls, Brick by brick towers so tall, Soon I won't see you at all, Till the concrete angel falls, I knew who you were from the start, But now I don't know who you are, Soon there will be nothing at all, Till the concrete angel falls. If I'm somewhere else it doesn't mean that I don't see, That you don't trust yourself, that's why you don't trust me, It makes me crazy, when you're crazy, you don't speak, You think you know me, but what you know is just skin deep. ((Repeat chorus))	**Music Video Structure:** 0:00 – 0:30: Opening narrative scene in an empty room. Main character was screaming. 0:31 – 0:40: Cue Music. Angle focus on main character's face. 0:41 – 0:55: Inner self character appears. Singing. 0:56 – 1:05: Main character saw a group of people and trying to blend in. 1:06 – 1:15: People are talking but to themselves and not to her. 1:16 – 1:22: Inner self character facing the camera and sings the chorus. 1:23 – 1:28: Main character looks at her friends talking and then she looks down. 1:29 – 1:35: Main character takes her bag and leaves the group. 1:36 – 1:42: Inner self character sings while facing towards the direction main character goes. 1:43 – 1:50: Camera angle move slowly from the side towards main character. 1:51 – 1:56: Main character sits on the chair. Daydreaming. 1:57 – 2:02: Camera focuses on main character's hand. She is scratching herself. 2:03 – 2:10: People passing by and got scared and walked away from her.

It's twisting your mind, I'm not getting through, Cause I don't see it like you do, There's nothing to find, You've got no excuse, I'm over getting over you, Over getting over you, Cause I don't see it like you do, I'm over getting over you, I'm over getting over you. ((Repeat chorus)) **-The End-**	2:11 – 2:16: Main character walks down, shivering. 2:17 – 2:25: Camera focuses on main character's face. She lights up her cigarette. 2:25 – 2:42: Inner self singing in front of camera. 2:43 – 2:50: Main character sits at the bus stop alone. 2:51 – 3:00: Camera focuses on her hand. She is tearing paper into pieces. 3:01 – 3:08: Main character looks up towards camera. 3:09 – 3:18: Camera focuses on the right side of inner self's face. Start singing. 3:19 – 3:29: Main character walking on residential area. Searching for something. 3:30 – 3:50: Inner self singing in front of camera. 3:51 – 4:01: Main character starts running. 4:02 – 4:12: Camera angle focuses on main character's leg while running.

	4:13 – 4:23: Camera focuses on main character's face. She is crying. 4:24 – 4:28: Main character reaches roundabout and stops in the middle. 4:29 – 4:34: Camera focuses on main character upper body. She looks up slowly in sadness. ***Music ends*** 4:40 – 5:00: Two person holding paper with messages about depression. ***The End***

Location shooting:

Minute 0:00 – 0:30: **Lounge room Flat 9 Noakes 1.**

Minute 0:41 – 0:55: **In front of big tree besides Merlin Restaurant.**

Minute 0:56 – 1:05: **Tables in front of Merlin Restaurant.**

Minute 1:36 – 1:42: **Bench in front of Merlin Restaurant.**

Minute 1:43 – 1:50: **Chair besides Cwad UWTSD**

Minute 2:11 – 2:25: **Road on the way to Noakes 1.**

Minute 2:25 – 2:42: **Outside UWTSD Reception near to the bus stop.**

Minute 3:01 – 3:08: **Lounge room Flat 9 Noakes 1.**

Minute 3:19 – 3:29: **Road in residential area.**

Minute 4:24 – 4:34: **Roundabout located 10 minutes walking distance from UWTSD.**

Minute 4:40 – 5:00: **In front of Cwad's building.**

STORY BOARD

MOOD BOARD

Search

Home Amirul 5

Amirul Haziq

2
Followers

15
Following

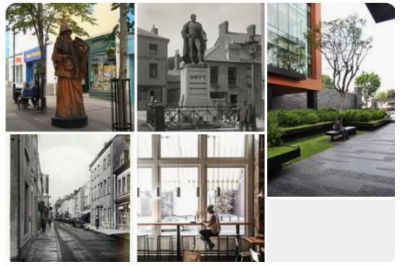
Boards Pins Tries Topics

Sort boards Last saved to

Create board

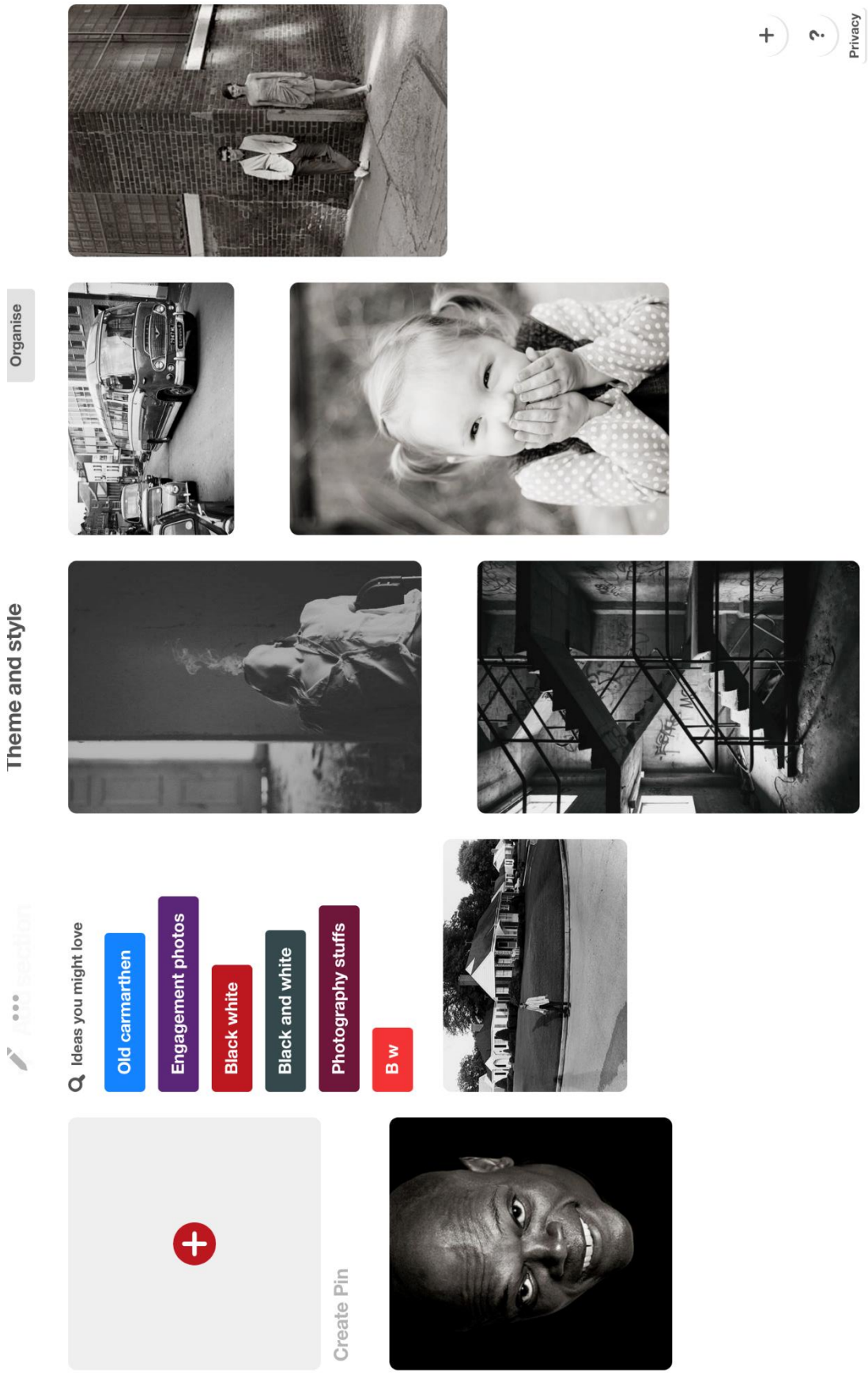
Theme and style
Last saved to 5 days ago

Characters
Last saved to 5 days ago



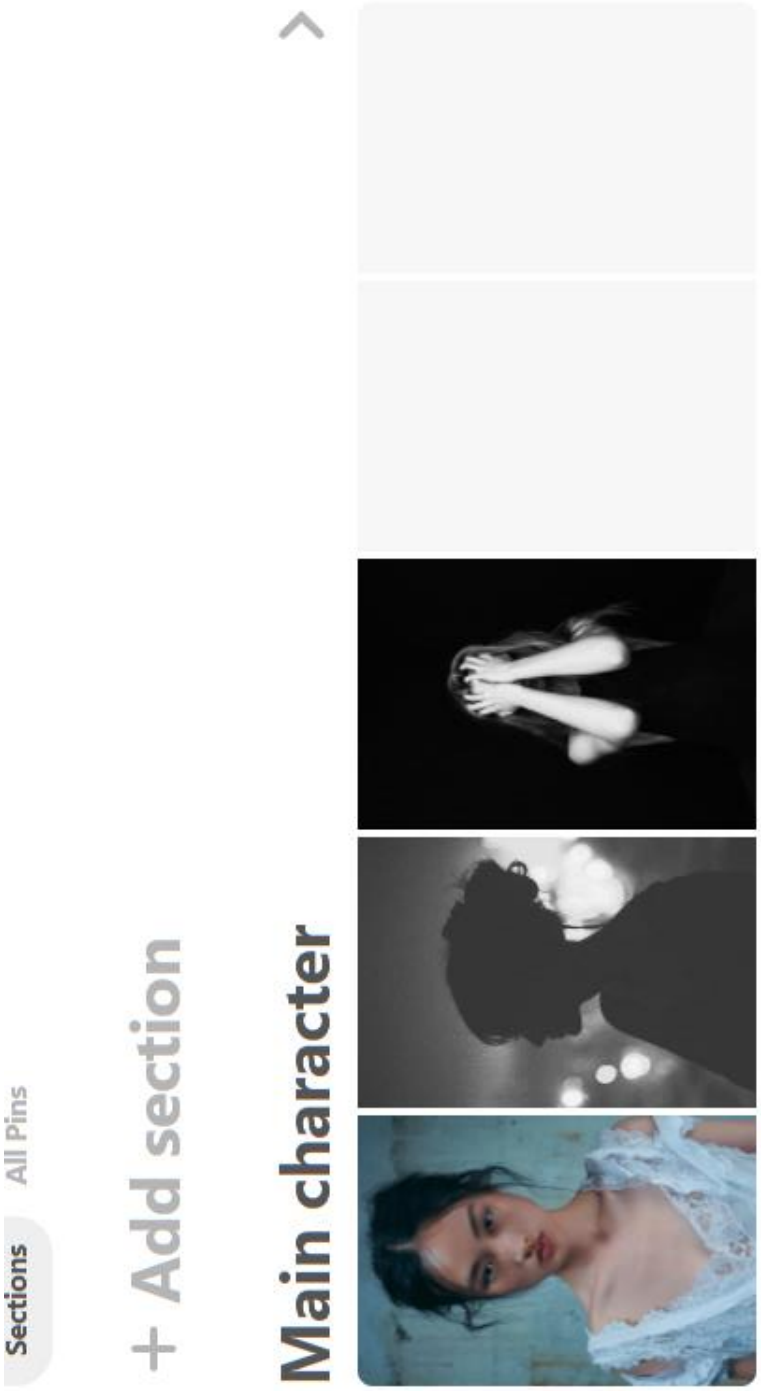
Places to shoot video
Last saved to 6 days ago

Theme and Style:

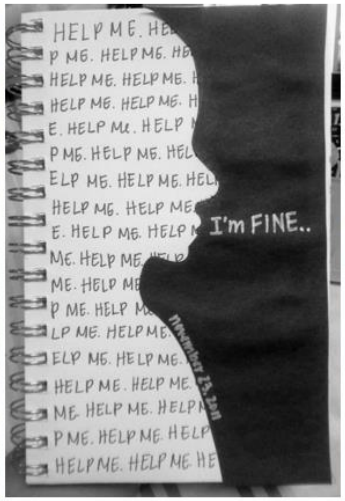


Location Shooting:

Characters:



Inner self character



RELEVANT PAPERWORK AND SUPPORTING MATERIALS

PROTOTYPE

Test Shots:

Dim stopio
ac eithrio bysiau
No stopping
except buses

Shop

SWOT ANALYSIS

INTERNAL

Strengths:

I believe that I have the skills and knowledge required to execute this project perfectly. I did the same project which is a music video as in group assignments back in Malaysia. Furthermore, I am good in finding ideas and improvise it to create better outcomes for my project. I am used to study alone because I find it more helpful and easy for me to understand the topics that I have been studying. Sometimes, solitude brings peace in me and I will use that advantage to motivate me in finishing this project in time.

Weaknesses:

This is my first time doing a big project individually. Usually, I did in a group and each of us have different abilities that we can use to ensure that our project meet the objectives that we have set in the early stage. Editing and finding a good angle to shoot is not what I am good at, which makes it harder for me to achieve the objective and outcome for my project. I might feel the burden and stress to finish this project before deadline as we were in a rush hour to finish it within the time constraints.

EXTERNAL

Opportunities:

Executing this project individually gives me new experience and knowledge to cherish. Although I am doing it alone, I still have the opportunity to learn new tips and tricks from both Matt and Brett, who have given me plenty of advises and guidance in finishing this project and also helping me to achieve the objectives that I have created in the early stage of my project. I also can learn new ways in editing video as we are allowed to do our project together. My peers have been a great help to me and share their knowledge and skills which I can use to execute my project perfectly. The weather here in Carmarthen plays a big part for my project, as I was doing about depression, and the constant changes and unpredictable weather from a sunny day to a rainy day in an instant, could help me to film the suitable mood that I may require for my music video.

Threats:

Being in a foreign country and especially in a new place that I have never been is one of the threats I faced during the duration of this project. Carmarthen is a beautiful small town with great and friendly people in it. However, I find it difficult for me to remember few places here as I am not familiar with the roads and paths. There are also places that I have yet discover which may be the perfect place for me to shoot for my music video. Besides that, health could be an issue and threat for me as I have to consider the health of my actress and team as well as my own. It is unpredictable to be sick and it may cause delay to the filming process and the project timeline as well.