HXBITS

NXD

SHORT FILM/MUSIC VIDEO

NXD PRODUCTION

DEVELOPING CREATIVE PROJECT

(CAMF6001)

RAJA NADHIRAH MOHAR

(1800035)

MUSIC VIDEO TREATMENT

Title:

NXD

Genre :

Alternative Indie/ Pop

Song :

Habits by Tove Lo

Type :

Short Film/Music Video

Duration of Video :

4 Minutes or less

Style of Video:

Dark and Edgy

Objective :

My objective with this project is to show people, especially the ones back home, exactly what I went through a few months ago. It was hard to explain to others what was going through my head and why i did the things i did. I want my audience to know that not all relationships are good and for those who have been through a similar situation, i want them to know that they are not alone.

Summary :

My project is about a girl who went through a toxic relationship for almost 3 years with someone she thought to be the love of her life. The relationship was toxic and they constantly broke up. She loved him too much to let him go so she stayed through it all. Her partner was no longer in love with her and constantly wanted to end things but she wouldn't allow it. When he finally told her it was over for good

and that he couldn't go through the relationship anymore, she did everything she could to try and hold on to him and to win him back. She was a mess. She skipped classes, she barely ate or slept and her main priority was winning him back. When she found out he was already talking to another girl, everything fell apart for her. Her mind was foggy. She drank almost every week, she barely slept, ate or went for work. She was losing a lot of weight and didn't even hand in her assignments that were already due or overdue. She had mental breakdowns and anxiety attacks. Her life was falling apart and she had tried to commit suicide more than once. Her friends didn't fully understand what she was going through and couldn't really help her due to the fact that her ex boyfriend was their good friend and they didn't want to pick sides. Her best friends tried to help her get out of the mess she was in, and just when they thought she was alright, tragedy strikes again. She thought she found the right person to help her overcome everything and bring her back to the light, but she was wrong. She realises that she can never win and her demons will forever pull her back into the darkness. This is her story of getting into bad habits just to forget about her constant pain.

Research :

I have done some research and my video has been inspired by two other music videos. One of it is the original music video for Habits and the other is Praying by Kesha. For the Habits music video, majority of my ideas of how my scenes will turn out is inspired by that and for the Kesha music video, the introduction of the video is a narration of her saying shes broken and cant go on.

Another research would be editing issues. I have looked up on good video editors and i really like video editors and videographers like Sam Kolder, Cole Bennet and Gibson Hazard.

Target Audience :

- Teenagers
- Young Adults
- People who have been through this and can relate

Platform Release :

- Youtube
- Facebook
- Instagram

Character :

- Nadhirah
- 21 years old
- Young Malaysian girl
- Bad breakup that led her to losing herself and getting into bad habits

What Inspired This Project :

This project is inspired by my past experience. It is something that i have wanted to do for almost half a year now. I could never seem to come up with the right words to fully explain myself to those around me when questioned what i was going through. This song describes my past experience perfectly and i want to be able to bring this project to life.

Location:

I will be filming a few scenes in University of Wales Trinity Saint David, around the town of Carmarthen and the neighbourhood.

Challenges :

The challenges i will be facing would probably be the fact that my true, pure and raw emotions of what i had gone through back then would have to resurface once more for this video to actually hit people in the feelings. Another challenge would be the fact that though i want to be as honest and as real as possible with this video and the things i did, i will have to limit it due to the fact that i would not want to upset my audiences back home in Malaysia. I am juggling with two audiences and it will be quite a challenge to please both.

Equipments :

The equipments i will be using would be a Sony A7S II, an LED Panel, a microphone, a stabilizer and a gorilla pod.

Softwares :

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

Outline:

The video will start off with a scene of me crying and a short narrative part during that scene introducing the video. The video will then transition into an all black video clip with my logo and title name for the video. After the introduction scene, the video will be the storyline of how im in a repetitive cycle. Constantly going out at night to get drunk, smoking, conflicting self harm and taking pills to forget the pain i was going through. It will then show me crying and having a mental breakdown. At one part of the video, i will insert a clip with of me crying and saying “Help me”. Then it will show my friends trying to get me to snap out of the habits im in which will also include a few dialogues. The end of the video will show me lying on a gravel road, closing my eyes. The scene will be black and white, to show others that I’ve given up and that there is no way out of this.

MUSIC VIDEO PROPOSAL

Song: Habits

Artist: Tove Lo

The target audience for my music video/short film will be aimed at the teenagers and young adults who have been through a bad breakup and have at one point, lost themselves and hit rock bottom. The song i have chosen for this music video is Habits by Tove Lo. The genre of the song is Alternative Indie/Pop. The lyrics are relatable to my target audiences because it tells how the artist has gotten out of a relationship and to cope with the hurt and sadness, she drinks every night, gets into drugs and hooks up with different guys each night just to forget about her past lover. As my target audience will be teenagers and young adults, i strongly believe that my music video will be suitable for them.

My music video/short film will be based on my experience with my past relationship. It will be a video where i show the audience what i went through and my story. The aim of this project is to make the people around me understand exactly what i went through. I want my audience to know that not all relationships are good and for those who have been through a similar situation, i want them to know that they are not alone. The music video is going to be a very dark and edgy style. The duration of the video will be not more than 5 minutes. I will take about 3 months to plan and film everything and a few weeks to edit the video. There will be parts in the video with dialog so the audience can really capture the emotions the character is going through and can understand the video more.

Guidelines and Considerations

- A short film format
- The music video will contain dialogue
- Shots will be taken indoor and outdoors
- Lighting should be kept accurately
- Use extras in the music video to make it look like a high budget video
- Video has to be high quality

SWOT ANALYSIS

- **Strengths**

- The strength of my project would probably be the fact that it is relatable. Almost everyone has gone through a bad breakup that had possibly led them to losing themselves and starting up bad habits just to forget.

- **Weakness**

- The weakness of my project is that i will be juggling with two different audiences. The ones here in Wales and the ones back in Malaysia. Due to the fact that our cultures are very different, i would have to censor and even limit my project to an extent so that i would not offend anyone back in Malaysia. Another weakness is that i would have to relive old memories in order to get back into character. It is something that i am not looking forward to doing but as a producer/director, i want my project to be as real and truthful.

- **Opportunities**

- The opportunities of this project is that i can finally share my story with everyone and hopefully make them understand what i went through. I finally have the chance to be heard. Another opportunity is that this project can help people know that they arent alone suffering and that i have been through the pain.

- **Threats**

- The threats of this project would have to be my audience. If my audience does not get the concept of my video or understand the message or even misunderstand what my project is about, then i would have wasted my time and effort. Another threat would have to be myself. If i cannot get back into character, then the video will not create a big impact as i hoped it would. The video has to be real and truthful and that means i will have to be as real as possible and bring back all the emotions i had last year.

RISK ASSESSMENT

Hazard	Persons who may be harmed	Property which may be damaged	Risk controls already in place	Risk Assessment LOW, MODERATE, HIGH, EXTREME (see table)	Further action required to control risk ***
Bottle Breaking	*Actor and crew*	*n/a*	*Actor/crew must wear eye protection and gloves*	*High*	*When not involved, actor and crew should stay away from shooting scene*
Health Condition	*Actor and crew*	*n/a*	*Actor /crew must take days to get good rest and medicine if not feeling well*	*Moderate*	*If feeling under the weather, inform early and take the day off*
Technical Issues	*n/a*	*n/a*	*Pre-booking for equipment has been set.*	*High*	*If equipment has issues, Brett and Dan will be informed asap.*
Weather	*actor/crew*	*Equipment*	*An umbrella will be provided for cameraman*	*High*	*If weather is too bad, filming will be postponed to further notice*

Risk matrix – *use this to determine risk for each hazard i.e. 'how bad and how likely'*	**Likelihood of Harm**				
Severity of Harm	**Remote** *e.g. <1 in 1000 chance*	**Very unlikely** *e.g. 1 in 200 chance*	**Unlikely** *e.g. 1 in 50 chance*	**Possible** *e.g. 1 in 10 chance*	**Likely** *e.g. >1 in 3 chance*
Negligible e.g. *small bruise*	**Trivial**	**Trivial**	**Trivial**	**Low**	**Low**
Slight *e.g. small cut, deep bruise*	**Trivial**	**Trivial**	**Low**	**Low**	**Medium**
Moderate *e.g. deep cut, torn muscle*	**Trivial**	**Low**	**Medium**	**Medium**	**High**
Severe *e.g. fracture, loss of consciousness*	**Low**	**Medium**	**High**	**High**	**Extremely high**
Very Severe *e.g. death, permanent disability*	**Low**	**Medium**	**High**	**Extremely high**	**Extremely high**

MOOD BOARD





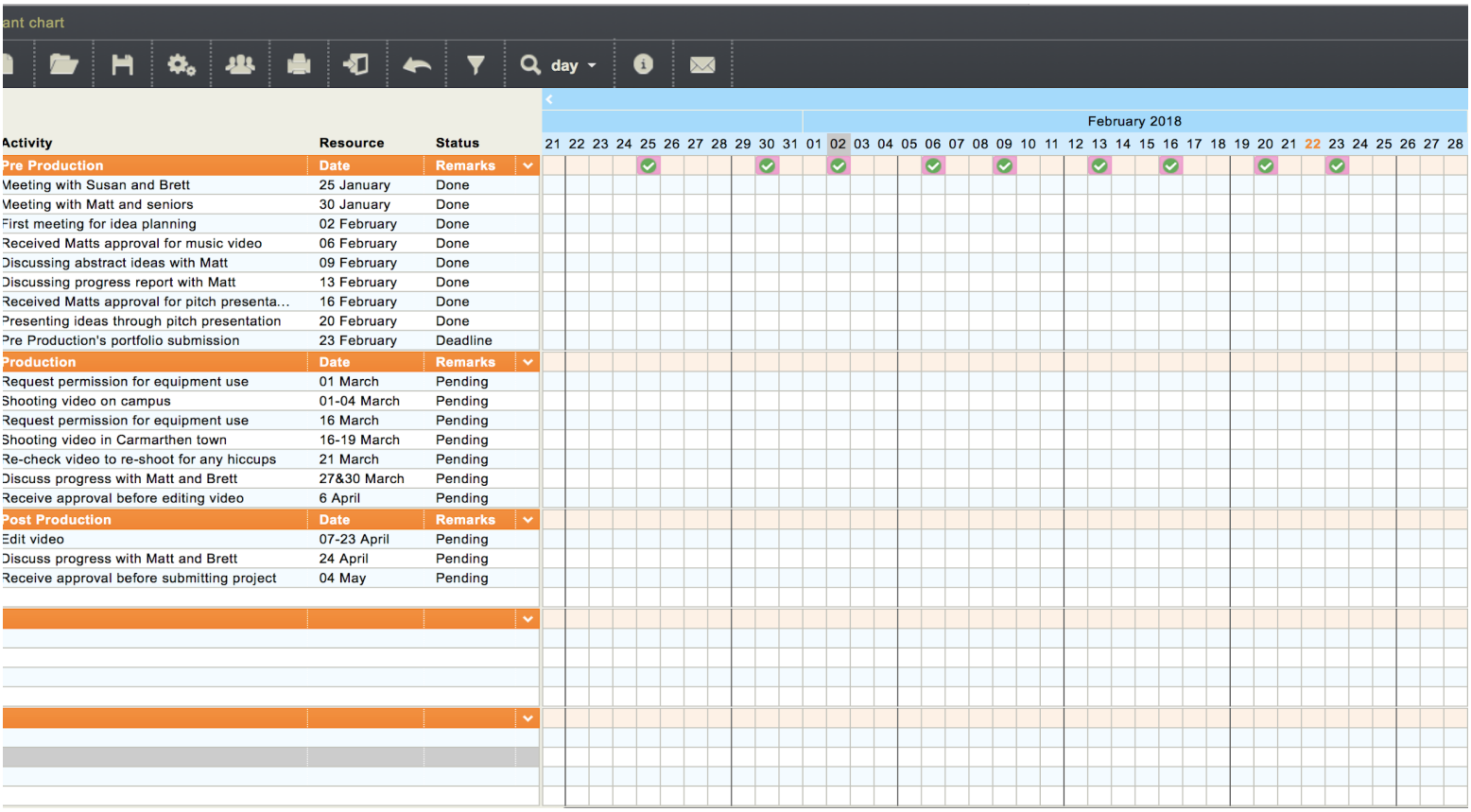




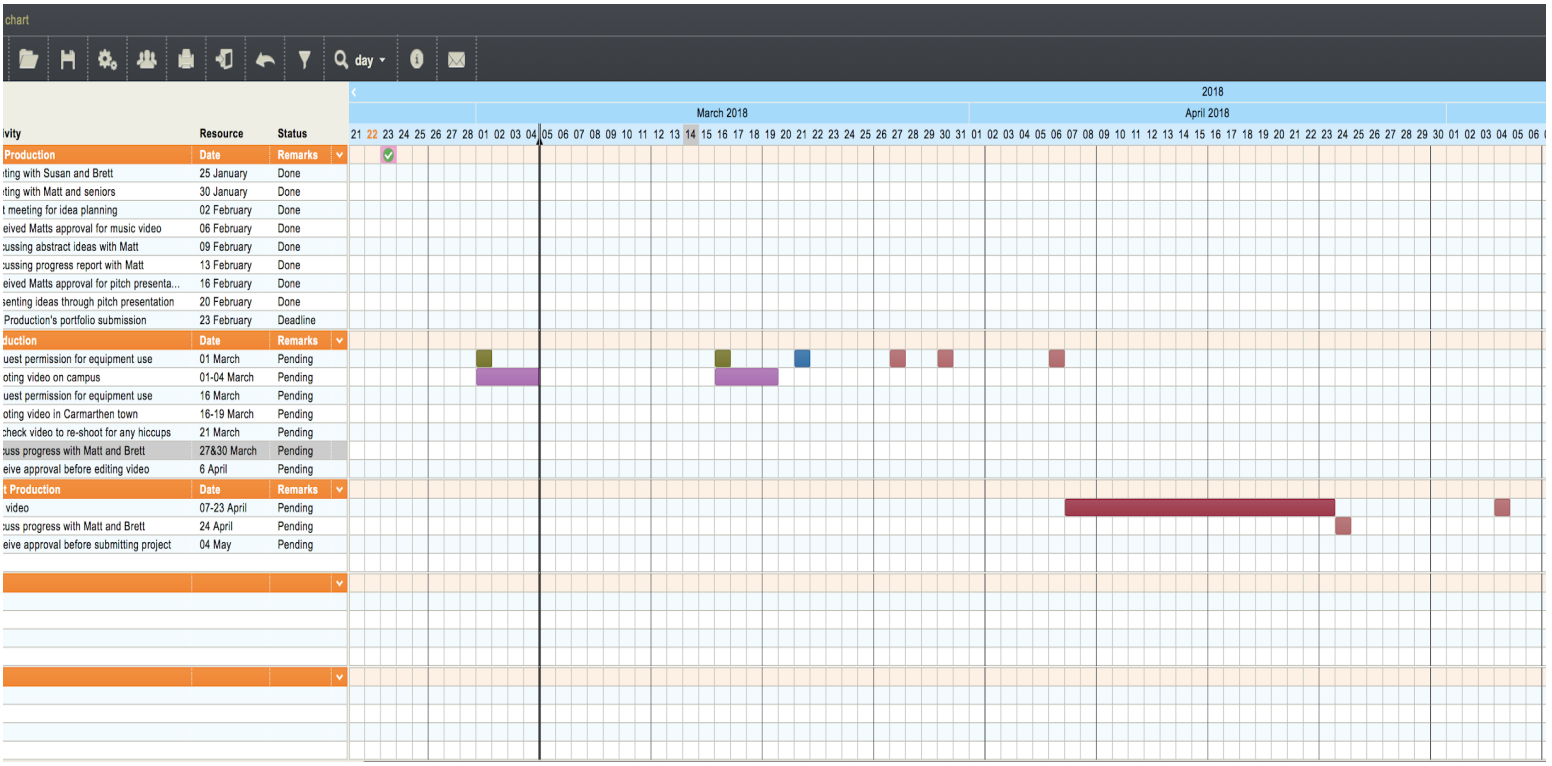


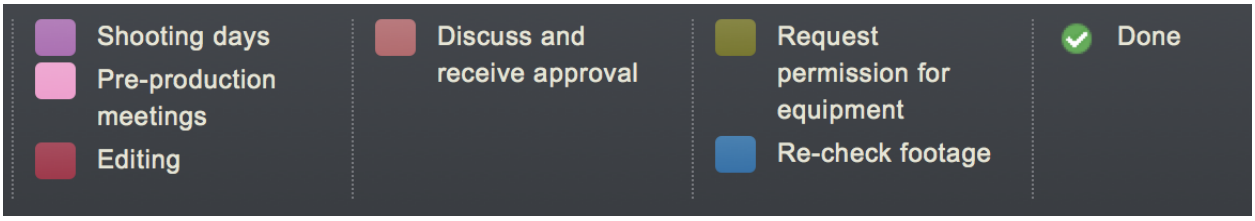


GANT CHART



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 Matts approval for music video	06 February	Done
Discussing abstract ideas with Matt	09 February	Done
Discussing progress report with Matt	13 February	Done
Received Matts approval for pitch presenta...	16 February	Done
Presenting ideas through pitch presentation	20 February	Done
Pre Production's portfolio submission	23 February	Deadline
Production	Date	Remarks
Request permission for equipment use	01 March	Pending
Shooting video on campus	01-04 March	Pending
Request permission for equipment use	16 March	Pending
Shooting video in Carmarthen town	16-19 March	Pending
Re-check video to re-shoot for any hiccups	21 March	Pending
Discuss progress with Matt and Brett	27&30 March	Pending
Receive approval before editing video	6 April	Pending
Post Production	Date	Remarks
Edit video	07-23 April	Pending
Discuss progress with Matt and Brett	24 April	Pending
Receive approval before submitting project	04 May	Pending


chart
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2018
March 2018
April 2018
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Shooting days
Pre-production meetings
Editing
Discuss and receive approval
Request permission for equipment
Re-check footage
Done

EQUIPMENT LIST

Sony A7SII



LED Light Panel





Stabilizer

Microphone



Gorilla Pod



SCRIPT

AUDIO	**VIDEO**
Narration: Last year, i lost myself. It was such a bad time for me. I was just in so much pain. I couldnt take it. I wanted it all to end. I wanted to forget. Forget everything. I wanted to feel something. Something other than pain and sadness. Just anything. So i got into doing some pretty bad habits. Im not proud of it but it helped. For awhile. No one understood me. No matter how loud i screamed for help. Nobody heard. Thats when i realised, that no one could save me. I was lost. Im still lost, and i think i always will be.	Scene of me cry looking sad/lost.Transitions into flashing/glitching scenes of me crying and screaming. Scene will be all black. Title name will appear.
Song	
Oh,oh x3	Scene of messy bedroom. Pills everywhere. Clothes strewn about. Cigarettes all over the table.
Oh,oh x3	Scene of me waking up, going into the bathroom and wiping of the previous nights makeup.
I eat my dinner in my bathtub, then I go to sex clubs	Scene of me in the shower and the applying makeup.
Watching freaky people getting it on It doesn't make me nervous, if anything, I'm restless	Getting dressed, taking anti-depressant pills then going out for a fag.
Yeah, I've been around and I've seen it all I get home, I got the munchies, binge on all my Twinkies	Walking around town, meeting up with friends and having coffee. Acting like im ok in front of them.
Throw up in the tub and I go to sleep And I drank up all my money, tasting kind of lonely	Get home, get dressed for a night out.
You're gone and I gotta stay High, all the time, to keep you off my mind High, all the time, to keep you off my mind	Party scene. Drinking and smoking. Being with different guys.
Spend my days locked in a haze, tryna forget you,	Friends pull her out of the club and drag her home.

babe, I fall back down Gotta stay high, all my life to forget I'm missing you ***Haziq:*** *Come on Nad. Youre better than this. Stop these habits. They arent good for you.* ***Fatin:*** *I know youre hurt but this isnt the way to forget about him. Please.* ***Annur:*** *Snap out of it Nad. Let us help you. Please. Youre wasting your life away living like this on a daily basis.* ***Fatin:*** *Exactly. All because of a guy? How stupid can you be?* ***Haziq:*** *We just want to help you Nad.Come on. Lets get you home.*	Advise her to stop and try snap her out of her habits.
Pick up daddies at the playground, how I spend my day time Loosen up their frown, make 'em feel alive Make it fast and greasy, I'm numb and way too easy You're gone and I gotta stay High, all the time, to keep you off my mind High, all the time, to keep you off my mind Spend my days locked in a haze, tryna forget you, babe, I fall back down Gotta stay high, all my life to forget I'm missing you Staying in my play pretend where the fun ain't got no end Can't go home alone again, need someone to numb the pain Staying in my play pretend where the fun ain't got no end Can't go home alone again, need someone to numb the pain You're gone and I gotta stay High, all the time, to keep you off my mind High, all the time, to keep you off my mind	In the toilet, hand hovering over a sink full of water and blood. Blood slowly dripping off my hand and into the water. On a couch. Scene will be cut scenes of me in different positions. Some of me drinking alcohol.The video will be very glitchy. Scene will be of me picking up a photo album on the table. I go through the photo album full of pictures of me and my ex lover. Im shaking and crying while looking through the photos. I take the photo album and walk out. Scene of me sitting on the ground staring at one picture. Then i will rip them to shreds and throw the album away. I scream, take the alcohol bottle and smash it on the ground. Im pulling my hair.

Spend my days locked in a haze, tryna forget you, babe, I fall back down Gotta stay high, all my life to forget I'm missing you Oh, oh.	Lying on a gravel road, in the rain, looking completely broken. The scene will be in black and white. Video ends with the scene going black.

PHOTO STORYBOARD



Introduction of the music video will be a clip of me crying, and a narrative part giving a short brief of my story.



First few scenes will show a messy room full of cigarettes, pills, clothes everywhere and alcohol bottles scattered about





Still apart of the introduction of the song, the scene will be of me waking up from a usual night out. Makeup and clothes from the day before still on.



The next few scenes will be of me getting ready for the day which is the same routine as always.







The next few scenes will be of me doing bad habits like partying, drinking, getting with different guys, smoking and taking pills to forget about the constant pain im feeling.







In the middle of the video, it will be a scene of blood dripping from my hand and into a sink full of water.



After that scene, i will be going through a photo album full of pictures of me and my ex partner. I will be looking through them and crying and the ripping them to shreds.



The scene will change to me having a mental breakdown, crying and then saying “help me”.



At the climax of the song/video, the scene will be of me breaking bottles and shouting whilst pulling my hair and crying.



The end of the video will be of me lying on a gravel road looking lost and broken. This scene will be in black and white.

POSTER



LOCATION OF FILMING





















SELF REFLECTION

It has been a month since I've been here in Carmarthen Wales. For our semester here, we have been given two modules to study. For the first two classes, we were required to come up with ideas for our project assignment. I didn't have any trouble in thinking about what i wanted to do for my project because it is something I've been planning to do for a year and this project was my opportunity to actually do it.

Throughout the month of me taking the Developing Creative Projects module, I was able to benefit from a variety of new things from the module, as well as being able to refresh my memory on things that i already knew but needed a reminder about due to the fact that back in Malaysia we had a similar class. Working on this project has helped me with knowing what exactly I want to focus more on in the future and has helped me get a better concept/idea of what i will be doing in my working life. Before this, i knew i loved making videos and editing them but it was more of a hobby. Thanks to this project, it has helped me gain more confidence and reassurance with making this something i would love to do full time. Having people watch the trailer i made for this project and getting such good feedback really inspired me and gave me a motivational boost in making sure i pursue my talent further.

One of the biggest hurdle for me during this project was time management. I am a procrastinator and always have been so completing assignments on time has always been such a challenge for me. Though i still have not been able to find a good solution to this problem, I did make a few changes in my life as to how I can manage my time management. I found that it was easier for me to do work outside of my dorm room for example the Mac Lab, my living room and even in my friends room because when in my dorm room, i tend to mess/fool about on the internet or even take naps. To be honest, i don't think i will get over procrastination anytime soon, but i can manage it.

Another hurdle i faced was the fact that I suffer from depression and anxiety. It caused a toll on my progress at one point as i didnt have the will to even get out of bed and continue with my work. I also got really anxious when i realised that my work didnt seem up to par with the rest of my classmates and that made things worse for me. Thanks to the help of my close friends and countless of sleepless nights, i managed to get back on track with my progress and im glad to say everything worked out well.

One of the experiences I have gained from this project is knowing the functions of various equipments used in every aspect of film production. Before this, all i knew about filming was just needing a good quality camera but now i know that there is more to it. For example, needing a stabilizer to reduce shaky footage and LED Light panel for when shooting in the low light areas.

Another experience i have gained from this project is learning how to use Adobe Premiere Pro and After Effects. I used to edit all my videos with Imovie and though it did do a good job, my videos were only mediocre. Thanks to the University's Mac Lab and the help of youtube tutorials, I finally have the hang of using Premiere Pro and i can now edit my videos on a whole new level thanks to all the presets i have downloaded and created.

This project has helped developed my filming and editing skills, disciplining myself and thinking more creatively and critically. With the help of Matt and Brett, i now have a more clear idea on how my project will turn out after completing the second module. They have made sure i did not stray off my path for the project and have given tips/advices on how to make it better.

I believe I did quite well with this project though i know i could have done even better. With the things i have learnt throughout this module, i believe it can help me later on in the future for when i plan to get a job. I have more knowledge about the equipments film producers use and I am still currently in the process of getting the hang of Premiere pro on a professional level but hopefully after my time here, I can return to Malaysia skilled in these fields than i was before i left Malaysia.

Being here, I learned that the education system is very different compared to Malaysia. Back in Malaysia, my lecturers were very lenient when it came to classes, assignments and marking our grades. Whereas here in UK it is more strict which im not complaining about because it gives me a push into making sure i attend all my classes and handing in all my assignment when submission is due.

Thinking about it, i believe i should strengthen my knowledge on equipments more and my knowledge of film producing/producers, types of films and my knowledge and skill on video editing. I should also work more on my camera angles and how to get the right shot. Another area i should work more on is being more creative and thinking outside the box. A few of my classmates had such good ideas for their project and i was quite upset that i did not even think about doing that. I hope to be more creative and come up with better ideas in the near future.

Though i know i did quite well with the project, it couldve gone better. Due to us only having meet ups with Brett and Matt every Tuesday and Friday only, I had a lot of free time on my hands. Instead of using that free time to give 100% focus to my assignment, i took advantage of it and fooled around a lot. If i had managed my time well, i know this project couldve been super good. I also shouldve sat down and thought thoroughly on how my project should go about and jotted down notes to keep in record but i never did, hence i had a lot of different ideas just flowing through my head and i had forgotten some and when i it finally popped back into memory, it just didnt fit the flow of my project anymore for i had come up with new ideas already. Though the project i have chosen to do is something ive always wanted to bring to life, there are a lot of challenges i have to face such as dealing with two audiences, here in Wales and back in Malaysia. I wish i had given it more thought for i have had a few more ideas that wouldve been easier and better to do.

But all in all, i am very pleased with my project and the outcome of it. I am excited to start the second module and i look forward to showing Matt and Brett the talent i have and the video that i will bring to life. I hope to make both of them proud of my work and make my parents even prouder.