

4th May

Music Video inspirations

Kate Miller Heidke's 'Change your mind'

- In one of the shots Kate is holding a fire torch. I liked the orange flickering glow that distorted the darkness surrounding her.

Missy Higgins 'Unashamed desire'

- Through-out the whole clip, Missy and her dancers are in a blackened room, ~~and they are~~ there seem to be positioned 8 spotlights which they move around giving a great shadowing and eerie feel.

Broken wings 'Mrs Bishop'

Use of boosting the white balance after just using natural light outside enhances the depth of field, the array of shadows and highlights the richness of focused shots compared to the soft focus shots.

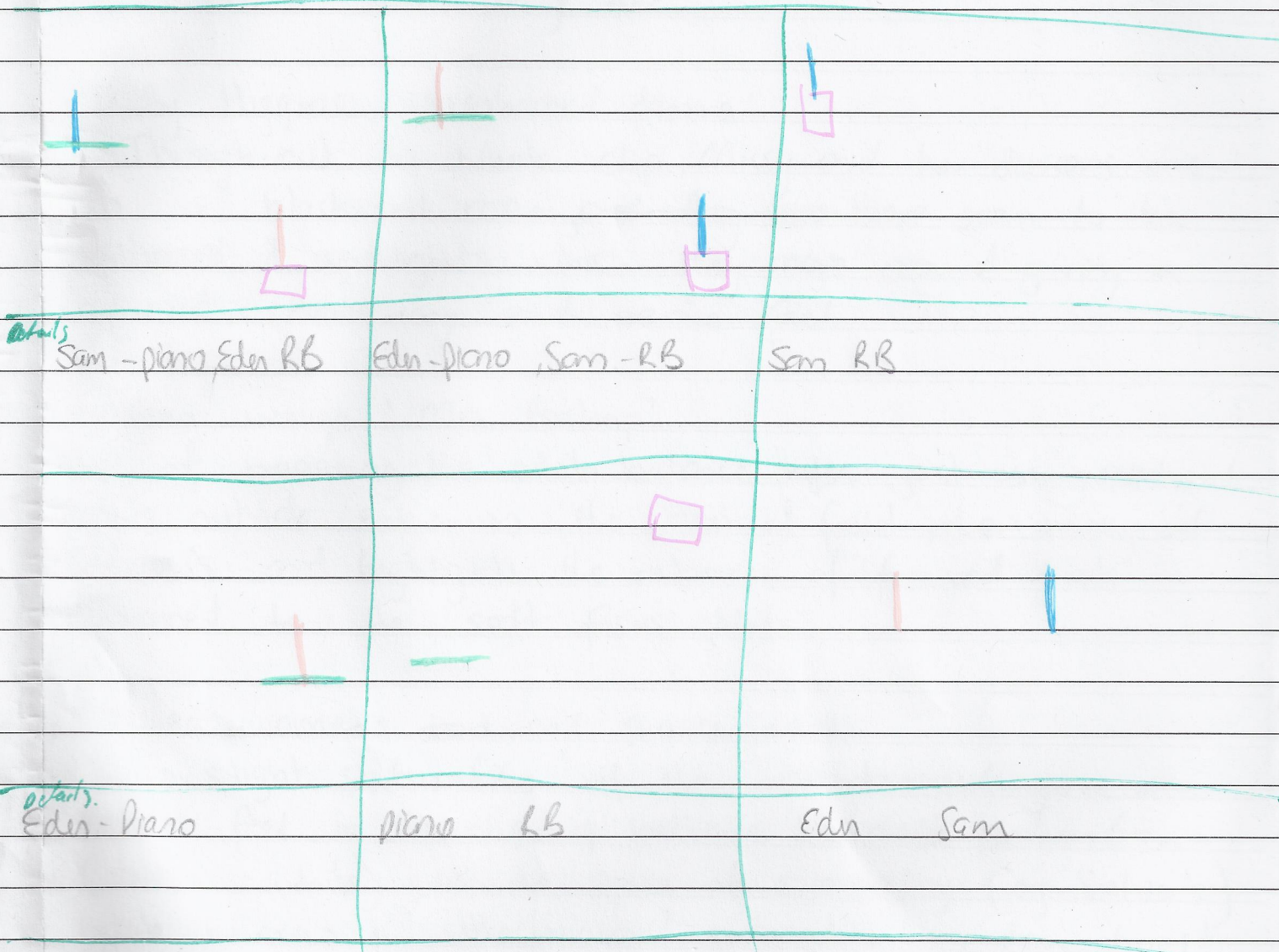
Nivea womens deodorant 2012 add.

The slight saturation of the advertisement gave a strong feel to the clip. I believe complete saturation (black + white) gives the sense of sympathy (eg. Salvo's) ~~white~~ whereas a little / minimal saturation + colour boost equals a strong, confident and dynamic image.

Experimental film Assessment.

Draft & Concept design

... LIGHT is without darkness
Darkness is the absence of...



|| SAM | eden — piano □ rockbox

tea-light candles (little + lots - almost like stopmotion add-ons)
lamps (no shades) one light + 3-point in shot/frame
Ecclectic part of song (towards end) glow in the dark body paint.