

Brief 4: Music Video and online

Requirements of the brief

You work for an independent media production company. You have been given the task of producing a **three-minute music video** for an **anthem*** by a fictional band/artist signed to **Sony Music** and **two pages for the working website** for the band/artist.

You may use an existing song for your music video (this does not need to be copyright free).

The music video must feature a narrative appropriate to a music video (e.g. a performance montage, a narrative illustrating or commenting on the song, or a mix of performance montage and other narrative elements).

The webpages must promote the band/artist to its target audience and enable fans to interact with them.

Summary of brief requirements:

- **Statement of Intent** (approx. 500 words)¹
- **Music Video:** One three-minute music video.
- **Distribution channel:** Content must be age-appropriate for young adults from the age of 16.
- **Number of webpages:** One homepage and one linked page.
- **Cross-media production target audience:** A primarily 16–25-year-old middle market aspirational audience.

There **must** be a clear sense of branding across the two elements of the cross-media production.

Production detail that must be included

The production of the **music video** must include (as a minimum):

- Range of camera shots, including shot distances, angles and movement as appropriate to a music video.
- Editing of footage appropriate to a music video.
- At least **two** different uses of mise-en-scène.
- At least **two** characters representing at least **two** different social groups (e.g. as defined by age, gender, race and ethnicity, sexuality).
- Graphics/titles to include the name of the track and the name of the band/artist.

The production of the **webpages** must include (as a minimum):

- Original **audio** or **audio-visual** content which may include material from the music video but must include at least one element produced specifically for the website.
- A minimum of **two original images** (with at least one different original image on each of the two pages). These images must be different from those produced for the music video.
- Appropriate conventions of website design, including an original title and logo for the band/artist's webpage and a menu bar.
- Text introducing the band/artist.
- Working links from the homepage to the other page.
- A range of appropriate media language techniques (typography, images, fonts, backgrounds, logos etc.) as appropriate to the purpose of the website.

*An anthem might be a celebratory song that inspires elation or pride, or could be adopted as a celebratory symbol for a group. Allow any music that reasonably may be seen as anthemic.

¹ A Statement of Intent document needs to be completed as part of each OCR set brief. Learners need to complete a Statement of Intent document to outline the ways in which they propose to use the four areas of the media theoretical framework to communicate meaning and meet the requirements of their chosen set brief.