

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 a **rock song*** by a fictional band/artist signed to **Universal** 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 web pages 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 web pages:** One homepage and one linked page.
- **Cross-media production target audience:** A primarily 16–25 year old middle market audience that likes to be entertained.

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 **web pages** 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.
- Use of original images. **Each** webpage must include **at least** one image that is different to those used on the other webpage and 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 home page 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.

* Allow any track that may reasonably be considered to be from the rock genre (including sub-genres of rock).

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.