**Styles, Conventions & Music Video Techniques**

*"A music video or song video is a short film integrating a song and imagery, produced for promotional or artistic purposes"* - Dan Moller, "Redefining music videos”

Although the above definition is true for every music video, there is no definitive way to make a music video correctly. Music videos can support, and portray the message of a song, or can be completely abstract and subjective to each viewer, They can have an independent narrative unrelated to the music, or can even be animated typography of the lyrics, there is no set in stone method or rules for producing music videos. However, every different style and genre or music has a respective "style and genre" of video associated with it. Therefore videos of the same genre of music tend to be very similar.

**1. Studio Performances**

A music video shot entirely or mostly in a controlled environment (studio) with lots of props, costumes, green screen and artificial lighting. Usually, these types of music videos don't have a true narrative, but rather just add a visual experience to the music without much meaning. They are mainly simple, fun, easy to make videos.

**2. Concert/Performance**
This style of music video captures the experience of seeing the artist performing live. They can be either staged performances produced in a studio, or can be actually live footage captured during real performance. This creates a realistic feel and gives the viewer an experience unlike the other forms of music videos. It is often used to show the emotion and attitude of the artist as they perform the song to give the viewer a better feel for the music. It is also used as a marketing tool to promote concerts and tour dates.

**3. Conceptual**

Similar to surrealistic music videos, conceptual music videos can be abstract and may or may not have a direct relation to the music. The video focuses on adding a creative visual experience to the music in which viewers can interpret differently.

**4. Animation**

Animation based music videos are simply partially or entirely animated music videos. This style of music video is usually cheaper to produce since it is entirely digital, and props, venues, cameras and other equipment aren't needed. This style of music video can also compliment a song as it may suit its mood, or can attract their target age group.

**5. Narrative**
Some Artists want to portray the meaning or message of their song through the music video. These narrative music videos can either be a literal representation of the lyrics, can be metaphorical or can even be a completely unique story line not related to the lyrics, or the music.

**6. Parody**
Parodies are usually fan made, comedic versions of well known music videos. Parodies can come in any form (animation, narrative, as-live etc.) they take the form of the original video that they are copying. Parodies also change the lyrics of the original song, but keep the rhythm of the original song so that they sound very similar.

Your Assignment: Choose a music video that you feel represents each category. List the artist, song title and link to the video. Write a paragraph explaining how this video fits the conventions of the category.