

Work list / overview

For work as an expert - Critique

It is important that music videos are taken seriously!

I have been critical of the video project in general and the starting point for the motivation for this part of the project. Whatever the meaning of this part of the project, I believe that professionals should adjust the project in a qualitative direction. Even if she/he who wrote the project idea is no longer involved. You must have a motivation to carry out and a goal. This seems unclear to me.

Lipsync is not always in place.

And the digital back wall - which is the background of all the videos, seems unmotivated at first and creates the impression of a professional video, but this comes off as unfortunate when the artist's charm is emphasized and the technical tools are highlighted as if the technique is more important than the artistic message.

I miss a better plan for all the videos in general.

It doesn't look like the artists are comfortable in the situation. And that this has been more of a burden than something positive.

A director who has abilities as a motivator and a holistic overview does not seem to be a priority. This would change this part of the project significantly.

Are there no good directors in Prerov? You could naturally bring in expertise from other places in the Czech Republic. Or from your Norwegian partner Culture Break Borders, who, over a number of years, has a lot of experience with professional music video projects.

Remuneration to a Norwegian discussion participant

The discussion should have been carried out early in the project precisely to strengthen the project. When the discussion was carried out, it was too late to change many weak links in the activity. This could have been avoided by better inclusion of the resources and greater professional competence in general.

I don't blame participating artists, but the professionals or lack of professionals behind it.

I am honest in my criticism and hope the criticism can contribute to greater awareness for further work.

<https://iamthesound.eu/en/projects>

After working many hours on this project which unfortunately was not as rewarding as I had hoped, because the result unfortunately seems poorly worked out.

If I were to highlight two of the video productions, I would choose: **Kotlárovici /TRINEC / Helo Baby** And **Milan Klempár / Prerov / SAJLALALA**.

Mostly because I like the songs and the artistic performance.
Milan is a professional artist and has a natural relationship with the video format.

Historical information for inspiration and knowledge

I find it necessary in my criticism of this part of the project to inform about the possibilities of the video format. This way you can get more ideas on how to use and utilize the equipment and in that way raise the level of future productions.

The first music video

It is impossible to determine which was the first actual music video. David Bowie already made music videos in the late 1960s, for example Space Oddity from 1969.

What is a music video?

A music video is a short film intended to represent a melody or song visually. Music videos that accompany songs play a major role in the marketing of pop music.

Music videos can also refer to feature films with mainly musical content, and videos with concert recordings, or several clips with videos of songs, or a combination of these.

History

Music videos have a long history behind them, and already in the 1960s the most popular bands and artists, such as The Beatles, The Kinks, Bob Dylan, The Doors and The Rolling Stones, made "commercials" as an accompanying part of their single releases, i.e. music videos as an important way of achieving PR.

From the mid-1970s, music videos became increasingly common as a natural part of the marketing of artists. However, they became really common in the early 1980s, and on August 1, 1981, the American TV channel MTV started its broadcasts.

MTV

MTV was the first TV channel to broadcast only music videos, without other types of programming. The very first music video to be shown on MTV was "Video Killed the Radio Star" by The Buggles.

Types of music videos - Your template

One type of music video is that the artist or band performing the song performs. As you have done throughout.

But after watching all your music videos, I am left with many questions, but primarily why the same formula has been used in absolutely all the music videos.

The music can give the film a rhythm, either by following the same rhythm as the film, or by contradicting the rhythm. For example, a slow scene can have music going at a fast tempo, or vice versa. In this way, the music takes on a dramaturgical role.

The cutting rhythm itself in your videos and the cutting of the videos in general, seem uninspired and poorly worked out.

Artistic or abstract videos

While other types of music videos are more artistic or abstract. Often the action in the video is often in the style of the song, but this also varies a lot and a music video can have almost any content.

Music videos have developed into almost a separate art form within the pop world.

The music videos and their content are something that is often shown as much interest as the music itself, and many artists see it as an important part of their production to make good music videos.

Music videos are something that some artists and bands release specifically to satisfy hardcore fans, and concert recordings on DVD are more and more common.

High expectations

I had high expectations for this project's music videos. We live in a time where music videos and the video format are strong and capture the vast majority of people.

All new music is expected to be linked to the music video format.

Why has so much money been spent on such a static project?

It doesn't seem as if the artists themselves have had any influence and what is more important than including the artists' thoughts about their own music and how it should be visualized and hopefully influence the audience positively?

I am also surprised that neither artist seems to have a naturally relaxed tendon performance.

To guide the artists

Was there someone to guide the artists and make them feel comfortable in the situation? The project seems to need both a music producer for the actual musical result and a director with a good eye for the visual result. It is our task as professionals to help amateurs to a good result. We must take care and show responsibility when we work with people with little experience - as in this case.

A bad result can destroy much of the joy - and cause the artists to give up.

Trust is important! That we take our tasks seriously.

Live

Why don't any of the artists sing live? This would soften and at least provide a good documentation recording. This is what organizers often want.

Dramatic development

None of the music videos have a dramatic development.

Well-thought-out dance choreography

None of the music videos have any well-thought-out dance choreography.

Land gigs

The music videos seem consistently constructed from a plan that does not serve the musicians' ability to use the music videos to land gigs.

Budget

Video gives increased attention and good effect. But how much money does one have to spend to get a film made? Many factors affect the price, but a simple video production usually costs from EUR 3.000 – 6.000. Here I have written a little about what it means to produce a video, so you can be a little wiser.

What do you want with the movie?

Think through what the film will do for you music. Do you want attention for a short and simple message or do you need to tell customers more about who you are and what you do? Films with simple messages for use in social media can often be solved less expensively than profile films that must have a long life and be used on several surfaces.

What resources are required?

The size of the recording team and the number of recording days affect the price the most in a video production. There are mainly three professional functions on a video recording: direction, photography and sound.

The director plans and writes scripts, interviews and ensures that the actors are natural and good in front of the camera.

The photographer focuses on the technical aspects and ensures good images that build up the story and the message. The photographer assesses lighting conditions, camera optics and other technical solutions for recording. Some photographers also fly drones.

A sound technician ensures that the sound is good. If there are many people involved in the same recording, there will be a need for a separate sound technician.

Is one-man team possible?

Sometimes it is possible to carry out recordings with a "one-man team" or a so-called VJ (video journalist). A VJ is either a director or photographer who masters both roles, but who often has his strength in one of the professional functions. Focusing on both camera technique, good sound, the script and the actors is a demanding exercise, and is best suited for simpler messages with a maximum of one to two actors. But for the right assignment, this is a good and reasonable solution.

How much and expensive equipment is required?

To implement an idea, a standard camera package containing a camera, mosquito nets/microphones and some lights will suffice in most cases. Some visual expressions and camera movements require some additional equipment, such as a drone, rails or a gimbal/stabilizer.

How many edit days?

When the recording is in the box, cutting remains. The idea and length of the film affect how many editing days are needed to complete. Low budget music video are usually cut in 1-2 days. If an idea requires special effects or animations, additional hours must be added. I suggest that the customers decide if the film should have subtitle. This makes it sometimes more searchable and viewer-friendly.

Several products from one recording day?

A music video can combine text production and photography in the form of content packages. This means that on one recording day we record for a film, make an interview for an article/text and take a few simple photos. In this way, the message can be spread in various channels - video and short clips for social media, and content articles for online newspapers and your own website.

In some cases, it is also possible to reduce the price per film by making several recordings on the same day. If you have several messages, I recommend making two short films with a clear message rather than one longer film with many elements.

Low budget?

So what should you prioritize if you're on a tight budget? The result is rarely successful if you force an ambitious idea into a low-budget production, so go for an idea that fits your wallet!

If you are an artist, tell your team about the message and which target group you are aiming at, then they can hopefully find the best solution and within your budget. A professional producers have extensive experience in TV and video production, and can advise on content, lengths and formats.

This affects the price of a video production:

Do you need one or more films, and is it possible to make several recordings in one day?

Does the film require a simple script or a larger job of idea development?

How long should the film be?

Can a VJ solve the assignment alone or is a photographer, director and possibly a sound technician required?

How many people will participate in front of the camera?

How many recording locations are there, and how long is the journey?

How many recording days and cutting days are required?

Is there a need for animation or text graphics?

Should it be added to the commentary voice/voiceover?

Do you want commercial music?

Should different versions and formats of the film be made?

We have discussed many of this elements and my precise criticism online as well.

With this, I hope that I have not discouraged anyone and that you have learned something from my critical feedback.

Frode Barth - Prepared in collaboration with video producer Gunnar Knutsen
Chairman of the Board