



Bird Song



Motion Design 1
Spring 2023
Pre-Production Project 2 Music Video
Creative Brief by: Safiyah Badahdah



Overview and background of the project:

Create a 60-120-second-long video illustrating a chosen quote, song, or poem incorporating some form of low-tech filming within at least 15 different shots using at least 4 audio clips. This piece will be used to illustrate the song "Bird Song" by Florence and the Machine.

Objective:

The objective of this project is to increase students' editing skills using our own footage and then combining it with audio in an effective manner.

Target Audience:

My target audience is the Motion 1 class, College students for ages 18 to 30.

Timeline:

I will first create a simple story board to start off the production process. By March 29th I will be over halfway through production. By April 4th I will have the end deliverable finished.

Deliverables:

Preproduction notes and a link to the final 60-120 second video.

Synopsis:

A woman did something she feels guilty about and a little birdie saw her do it. The bird starts to try to tell everyone what she did. She must find a way to get it to stop before everyone hears what she's done.

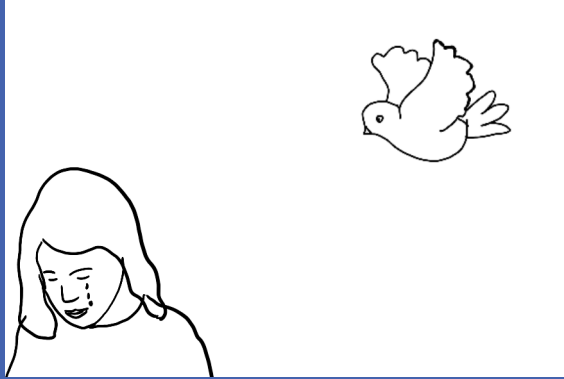
Treatment:

This piece will be designed to illustrate the song "Bird Song" by Florence and the Machine and should invoke a similar feeling the song does, which is almost a building chaos in a way. Since the song starts off slow and then starts to build to feel very hectic that is how I want my scenes to feel, as the video progresses there will be more and more movement and "chaos" to mimic how the song feels. As the song I am using is a metaphor for guilt I want to capture how guilt can affect a person as time goes on, so the piece will start out with brighter/naturalistic colors and as it progresses, they will start to get darker and more monotone. As the piece will be an illustrated stop motion piece, I will utilize symbols around the characters' heads and mouths to mimic speaking and noises.



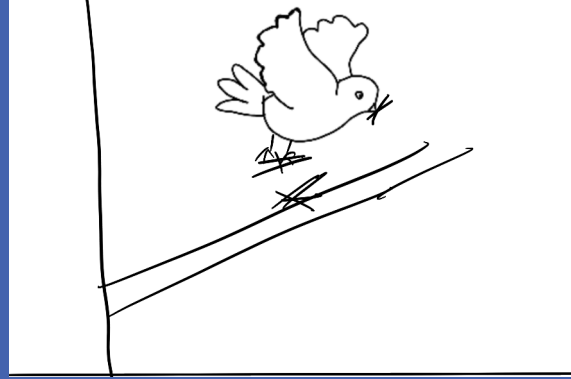
Storyboard

Scene 01



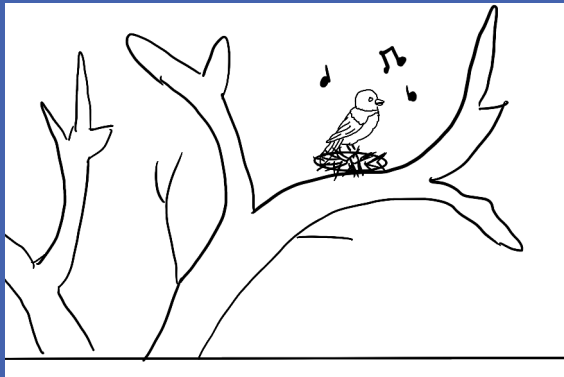
Content: Bird sees women do something bad
Dialogue: Song starts
Type of Shot: Close-up
Camera Movement: Pan with bird

Scene 02



Content: Bird builds nest
Dialogue: Just song
Type of Shot: Close-up
Camera Movement: Static

Scene 03



Content: Bird starts singing about what she did
Dialogue: Song + Bird noises
Type of Shot: Close-up
Camera Movement: Static

Scene 04



Content: Women invites bird inside
Dialogue: Just song
Type of Shot: Close-up
Camera Movement: Static

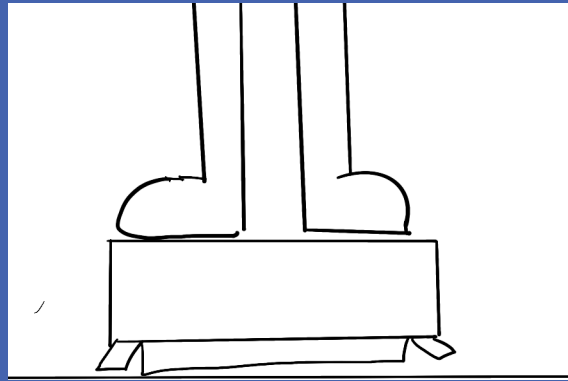


Scene 05



Content: Women and bird start arguing
Dialogue: Song + angry tweeting
Type of Shot: Medium
Camera Movement: Static

Scene 06



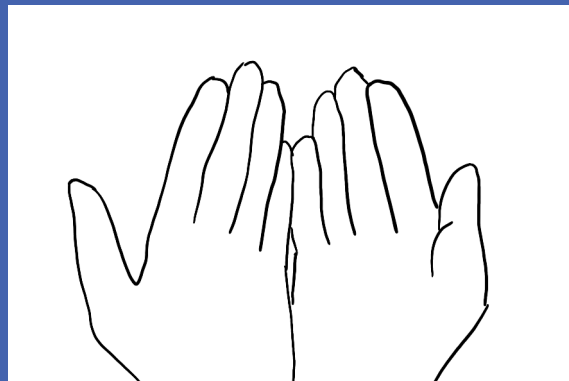
Content: Women traps bird under a box
Dialogue: Song + box banging noises
Type of Shot: Close-up
Camera Movement: Static

Scene 07



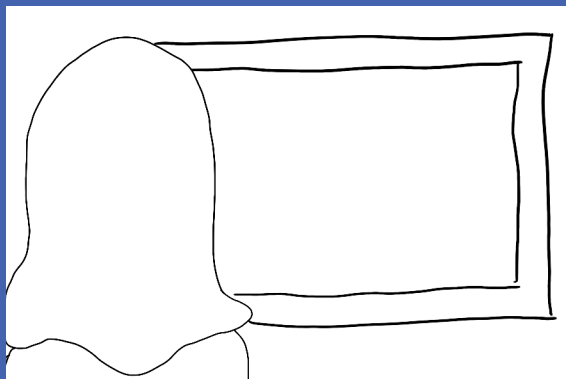
Content: Women squishes bird
Dialogue: Just song
Type of Shot: Close-up
Camera Movement: Static

Scene 08



Content: Girl looks at hands to see bird gone
Dialogue: Just song
Type of Shot: Close-up
Camera Movement: Static

Scene 09



Content: Women looks up to window
Dialogue: Just song
Type of Shot: Close-up
Camera Movement: Pan up with womens head

Scene 10



Content: Bird is still in nest
Dialogue: Song fades out + Bird noises
Type of Shot: Close-up
Camera Movement: Static



Style Frames

