

Music Video Treatment

Take a journey into the daily life of local singer and guitarist Keenan Patrick on his journey to reunite with his star-crossed lover, Isabel DuBois. A delicate montage of shots showcases the beauty of fall as seen through the life of an Elizabethtown College student while paying homage to the original album-cover of Hotel California.

Objectives:

- Showcase the beautiful Etown Campus during the fall time.
- To bring a positive light to Etown on the Internet.
- To teach people the meaning of love.
- Use up space on my hard drive.
- To persuade future filmmakers to pursue the craft of video production.

Target Audience:

Age: 20-21

Gender: Female

Ethnicity: Caucasian

Occupation: Musician

Income: \$24,000 yearly

Education: BA or higher

Description:

This music video will run the course of 5 minutes and 12 seconds minus credits. The majority of shots will be taken outdoors and the video will be lit accordingly. Two students will be used as the talent for this music video. The background music will be the original album cover of Hotel California; however, the original song has been shortened to accommodate file size. The two main shots in this film are close ups of the talent playing, medium shots of the talent sitting while playing, and moving camera shots following the two actors.

All recordings will be taken on campus.

Equipment used includes a Nikon D3300 digital camera, an iPhone 7 camera, a standing 62” Qingzhuangshidai tripod.

Props used include an Alvarez RD20 acoustic guitar, a Peavy Raptor EXP electric guitar, and a Peavy Envoy 110 tube amplifier.

Video rendering used: H.264 HD video, AAC 320kbs Stereo audio.