

In this project we were asked to create a music video that explores and portrays a social issue of our choice but with a positive twist at the end. After exploring a wide range of music, we decided on using Prom Queen, written by Beach Bunny and produced in 2018. Through this song we decided to explore the social issue of beauty standards and how it can affect an individual. We use various camera angles and lighting techniques in our production phase and used various editing techniques in our post-production to portray this social issue while also including a positive twist at the end.

In our production phase we used various camera angles to convey the message of our social issue to the audience. We used a wide range of mid shots, close ups, birds eye view and extreme close ups which were mostly focus on an object or person. When a close up was shown the object or person it was showing would usually correspond with the lyrics being sang. For an example "I was never cut out for prom queen" relates to the shot of the girl in a prom dress. These close ups helped convey a clear message of social beauty standards to the audience, especially close of shots of a tape measure, magazines and a birds eye view of makeup shown. These shots in particular show social beauty standards and what "should be expected" for someone to look like and how they should appeal to society.

With the various camera angles used, lighting techniques were also used during the production phase. A warm yellow ring light was used for standard lighting in shots such as bathroom and the desk to give that warm glow effect. In the first few shots of the music video an extra ring light with purple cellophane over it which created a purple hue on the actor. This pastel colour was used to relate it back to the original artist with there use as pastel colours on the albums cover art and within their own music video. Other colours such as blue and green were also used for the same reasoning as the purple cellophane. An additional torch was used in certain shots to give the effect of a doctors operating light, correlating with the lyrics "I'm a surgical defect". A low white light and the light of an iPad was also used in the bedroom scene to create a lonely atmosphere, showing how the beauty standards was effecting the individual.

In the post-production phase various editing techniques were used. The use of colour was used to create the atmosphere of the music video. At the very beginning of the music video the shots are in a grey scale, which shows the audience how lonely and sad the individual is feeling. Once the girl presses play on the song the shots turn to colour (pastel) which is once again a nod to the original artist. The shots and transitions and also allied to the beats of the song to make the music video smooth and align with the music. Certain shots were also film to set up for these transitions such as the shot right after the desk shot. The use of text in post-production was used to convey what the individual was feeling, especially to convey a positive message at the end. The use of pastel texts was also used to correspond with the pastel lighting. Lastly overlaying was used in the mirror shot towards the end, which showed an internal battle the girl was having with herself and her insecurities.

Our music video was successful in conveying the social issue of our choice, beauty standards. Our use of camera angles, lighting techniques and editing techniques help convey this social issue to the audience in a much deeper scale.