Meet Me In The Pale Moonlight by LO LA

INITIAL IDEA#1

<table>
<tr><td>Product / Title: Meet Me In The Pale Moonlight (cover), LO LA</td><td>Target Audience: Targeted audience consists of a variety of different people but mainly those who listen to artists like Lana Del Ray, Taylor Swift and other similar artists. The music this audience listens to often consist of romance and relationship themes. The song is also popular due to social media use so needs to be engaging to all varieties of audiences as it reaches a wide range of audiences who may take interest.</td></tr>
<tr><td colspan="2">Idea: My idea follows the song lyrics and theme of a relationship. I would stick to the genre by having the main character be a teenage to young adult girl who lip syncs to the song throughout similar to a performance format. The video would follow this girl following a boy at different events and locations alluded to by the song's lyrics. When the climax of the song happens, the scenes would change from being live scenes to freeze frames where only the girl singing is moving and interreacting with the environment. Showing how the girl is to afraid to properly confess her love and can only do it while he isn't able to hear.</td></tr>
<tr><td>Strengths
The idea has a creative idea and Is somewhat unique
It sticks to themes within the genre of music making it easy to identify
Variety of locations and shots keep viewers interest and gives a large range of freedom for styles of lighting</td><td>Weaknesses
The narrative and story might seem quite generic
The content is similar throughout and doesn't vary much
Could be seen as boring as its quite slow and basic in terms of story</td></tr>
<tr><td>Opportunities
Large range of equipment makes certain scenes easier to film
Some locations are easily accessible
The artist is quite small so is easy to contact</td><td>Threats/barriers
The locations would be hard to get permission to use and find
The amount of actors on set
The song being a cover makes the legal limits a bit blurry over copyright.</td></tr>
<tr><td colspan="2">Feedback: Very good idea. I like the idea of freeze frames however, why does she always follow have to be following him when you could try and make tension between them when both in camera.</td></tr>
</table>

Conclusion: This idea has helped given me ideas which have influenced my chosen idea, It has lead me to stick to the use of high quality camera style instead of a found footage or VHS style. It also has made me use the theme of creating a narrative which follows that of the lyrics. However, it has also made me realise the limitations of which certain locations bring and the long and not guaranteed process which comes with getting permission and filming in certain places.



This photo represents a similar location to which I would have used for the climax in this songs video idea. The lighting, although wouldn't be coloured, would be soft and create smooth shadows within the scene. This would be to match with the smooth music and gentle lyrics of the song. This scene would also be the part where I included a freeze frame style where only one character is moving and expressing her

feelings. When it comes to how it links to my chosen piece, it's the opposite themes which I have chosen. Instead of what I have mentioned, I would include harsh lighting at times to match the energy and sharp cords and tones within the song.

Famous by Courting

INITIAL IDEA#2

<table>
<tr><td>Product / Title: Famous, Courting, Guitar music</td><td>Target Audience: The song itself targets those who enjoy rock, and indie-rock genre but also electronic rock. The lyrics mainly appeal to younger audiences from ages between 16-25 or low 30s.</td></tr>
<tr><td colspan="2">Idea: My idea for this song followed the lyrics quite literally for the majority of the video idea. The video would not be a narrative in itself but rather follow the sort of narrative which the lyrics have. My idea consist of using a large variety of all different times of day, weather and locations to purposely create a sense of confusion but also randomness. In between shots which follow the lyrics, especially during the fully musical parts, I would use found footage from events and stock footage. These parts of the video would link to the lyrics when the lyrics seem quite random but for the musical bits would consist of such things as time lapses of busy roads at night, pubs and other busy environments to create a visual representation to the weird but wonderful busyness of the music. The end of the video it would show the singer within a crowd of people as he sings about everybody getting older and other themes to do with people leaving. This would be accompanied by fast camera movements and cuts to the band performing in a hectic broken montage in a similar camera style. For the very last line a shot showing the singer pleading to someone the lyrics as on the final beat they disappear showing them to have left his life.</td></tr>
<tr><td>Strengths
The idea is quite random and can be seen as confusing but also different to typical music videos which well represents the band.
There is opportunity to explore a wide range of techniques for the production and post-production elements.
The video would be quite engaging to the audience as they don't know what to expect which keeps them watching as they are intrigued .
It explores all 3 formats which are typically used and in a unique way which separates it from traditional videos.</td><td>Weaknesses
A lot of people might not understand what is going.
Because the video doesn't follow a clear path, the audience may not have interest if they prefer a more controlled story
Some shots may feel out of place and not work with the flow of the song.
A lack of consistency may make the video feel too choppy and unpolished as if its just an amalgamation of random and meaningless clips.</td></tr>
</table>

Opportunities	Threats/barriers
- There is no set rules when it comes to filming giving creative freedom on set and in the variety of locations. - Weymouth and surrounding areas provides a variety of locations which vary massively. - By using a variety of shot types and techniques means using stock footage and footage from specific events like ship sinkings means they wouldn't feel out of place when its of different quality footage and style.	- Using such a wide range of techniques in both production and post will be difficult to implement. - Not having a set plan could lead to footage not fitting into places very well, creating an incomplete feel to the video - Some shots plan to have a group of actors and would be hard to coordinate and find the right people and at a time which fits all.
Feedback: There is potential in the idea and I like how you plan to take a literal approach towards using the lyrics as a guid for what is happening on scene, especially when some of the lyrics are quite random. However, I don't feel a connection between the idea and the song. I feel like the idea is more just a showing tool for the song instead of something which expands the songs meaning and story, which you want to do.	
Conclusion: This idea has many flaws when it comes to creating a well thought out video which has meaning throughout like the weird but specifically chosen lyrics Courting uses in their songs. The visuals however would match the overall mood which Courting creates and has inspired me to create a video which is well thought out and planned but also represents the band very well. I like the idea of using fast camera movements and quick cuts between abstract, performance and narrative shots and will carry that forward for my finalised idea. This idea has made me realise I work would work better by having a specifically thought out plan which can be expanded upon on set instead of letting creative freedom run wild. There are some shots which I want to include for my final idea however such as that of busy traffic at night. The night theme as a whole I like as its filled with artificial lights which, in my opinion, matches well with the electronic sound Courting has.	



The image shown is a screenshot from Courting's official video for flex, my idea takes inspiration from their video however many changes would be in place to make it distinct and feel more like my own work. For example, this screenshot shows Courting using a found footage or vhs style when it comes to camera quality. I think this design choice suits the

band and the song very well however I would use higher quality footage to create something which feels purposely well made and polished so the audience can feel the artificialness of the whole video and how its all an act.

I would use a similar shot like this one towards the end of the song but would include a wide range of actors instead of younger women in the example. I would pull the camera back quickly to either reveal more people or for a dolly-zoom. The fast movement being key as it is important to match the whole songs mood.

Flex By Courting (Chosen idea)

INITIAL IDEA#3

<table>
<tr><td>Product / Title: Flex, Courting, New Last Name</td><td>Target Audience: The band appeals to those who enjoy rock, and indie-rock genre but also electronic rock genres. The lyrics mainly appeal to younger audiences from ages between 16-25 or low 30s through the themes in which are sung.</td></tr>
<tr><td colspan="2">Idea: This idea follows a mainly narrative format; the story follows a wedded couple as they enjoy each other's company but also experiences a lack of communication and other faults between them which lead to tension. The man shows a disinterest in his wife as he is constantly on phone calls for his work as a pop-star and taking pictures with fans. The majority of the video is in a night setting within an urban area. The costumes throughout show the couple in there wedding outfits but contrasted by the variety of locations being dingy and dirty. This is to present weirdness as we see these outfits in places we wouldn't expect, creating a parallel with Courting as we hear music which is very different and unique to them, linking back to the uniqueness and weird but also cinematic scenes the visuals will show. Throughout the video hints towards the bands history and more will be placed for fans who have a keen eye but also to make the video more personal to the band themselves. The video will also focus on how both sides of the couple deal with the breaking romance and the consequences at the end concerning the pressure between work life and personal life, however this ending will not be made clear but rather hinted to as if it were a murder mystery where the audience uses hints to figure out the ending but it can be interpreted in many ways. The camera movement will be mostly fast paced to flow with the music but adapts at different verses. The video will also include parts which are in abstract and a performance format to break up the narrative and ad some scene sense as well as randomness which is associated with many of the bands songs and styles.</td></tr>
<tr><td>Strengths
This video creates a strong identity and link to Courting and could please current fans and new comers because of this as they feel a connection.
The video has an engaging narrative which creates questions for the audience to intemperate in their own ways.
Although different to Courting's own style of video it still matches the lyrics and mood of the song through the planned</td><td>Weaknesses
The music is very subjective and a lot of people either really like it or don't at all. Similarly, as the video acts as a visual aid to Courting's music, the same mood is given off and therefore will experience a similar judgment.
The narrative is non linear and doesn't have a clear start. This is due to the song being 'act 4' within the 'theatrical performance' which I want to stick to.</td></tr>
</table>

camera movements and styles. As well as purposely chose scenes and the overall mise-en-scene within different shots. - The overall style and narrative match Courting's style and represent them as a band as well as the album the song will be part of as it feels like a story. This is important because each song is described and written as an 'act' in a so called 'theatrical performance' within the album.	Therefor making the narrative not make a lot of sense alone but rather a short part of a larger narrative. - Other than the deeper meaning to the contrast between location and costume choice and the cinematic appeal which it comes with, the setting doesn't have an obvious correlation to the lyrics or song as a whole so may seem out of place. However, I feel that it is important when setting the mood and energy of the song along with the specific choice to set it at night.
Opportunities - The local area around me has access to locations which suit the style I'm going for. - The equipment available allows me to produce the right quality in most aspects of production. - Being shot in winter/ autumn means darkness comes round earlier which gives me more time to film within a reasonable and safe time frame per day. (avoiding those leaving clubs and bars later at night) - There is a variety of scenery, both urban and rural which means there is a large variety of settings available to me which can be used as scenes for both abstract and narrative scenes.	**Threats/barriers** - My actors attend different schools to me which means availability is limited during weekdays, however due to filming at night gives more time all week round as school isn't in the way. - My budget has meant some ideal costumes and prop ideas can not be used as they are either to expensive or I can not gain access to them. The same problem is present with certain locations. - The song is quite long and having a each scene being in a unique location and having unique story points means a lot of filming and travel needs to be done. - Filming at night stretches the limits when it comes to quality of filming depending on camera knowledge and skill, as well as lighting. This means some shots may be difficult as light is low and therefore It may take longer to perfect certain shots.
Feedback: This idea is very unique and does a really good job showing how different the band is from traditional rock or electric genres. I like how you have decided to want to include hints towards the bands history, it gives a real connection from the band to the video and the viewers. Filming majority at night and especially in town could be difficult but also sounds cool and the way you've said its going to be used feels creative and cinematic.	
Conclusion: This idea needs to fit many different check marks to meet the standard I am reaching for. I want this video to represent the band as a whole and the song. It also needs to be able to create an easy introduction to the band via visual representation so newer audiences can have a better-informed opinion towards their style. The current plan I have is subject to a lot of budget and permission dependant ideas, but I have made backup plans if the ideal can not be met to ensure the final product still creates the same mood and fits my liking when complete. In my opinion I feel that this video will be a challenge to make but is one which I am willing to face to ensure I create something which not only satisfies my needs but also the bands and the fans.	



This screenshot is from the film ‘Ready or Not’ before the main story begins. The film as a whole inspired a couple different ideas for this initial idea, especially when some ideas were inspired by the film and other things such as Courting’s history. The photo shows us a point in the film where the audience is made to feel as if what they are watching isn’t a traditional wedding and that something is wrong. This is done by set design, with the main set consisting of very old timey architecture with little updates to modern technology which creates this warm and enclosing mood which presents the main character as being trapped in the situation.

This shot in particular shows us the uncertainty the character is feeling as she wonders through the halls, not knowing what is to come while also looking confused but somewhat put off by her new family’s aesthetic. For my idea this will be done on a more emotional scale, as I want to hint towards the relationship the couple has as being lacklustre of a well-bonded connection and a breaking relationship. This will further raise questions to why the couple appears to be recently wedded as these troubles are made clear. And like the main character in ‘Ready or Not’ the man in my idea is using the marriage as a way to escape something/ try be something he isn’t. In the films case it is her marrying into a rich family for the benefits as she wasn’t so lucky, whereas for my male character it is an emotional distraction from the overwhelming pressure he has from his job as a pop-star.

Flex, Courting. Description (USP, Objective, Treatment)

USP

Log line for Flex (Courting, 2023): A newly wedded couple cant manage personal and work lives as the husband becomes a newly emerging pop-star. Can they work it out or do they cave into pressure?

Objective

I intend to create a music video on behalf of Courting, which represents their style not only for Flex as a song but the band as a whole. The music video should keep fans/ viewers, new or old, engaged while also creating a connection between the band and its audience. I want the music video to feel complete and high quality instead of Courting's go to 'Found footage' style. My video will follow a similar style in terms of narrative to the lyrics, this is to further visualise the 'theatrical play' which Courting is constructing around the album. I plan to explore techniques and settings which I have not yet used, I also hope to create a mysterious story in which the audience has to make their own inference. The mystery and confusion meant to be in companion with Courting's weird and confusing music and lyrics which somehow work despite being sometimes untraditional.

Treatment

After Sean and Molly get married in a rural church by the Fleet Lagoon they take a night trip by car across busy roads into Weymouth town. Sean is instantly bombarded by fans who love his pop-star music. Because of this Molly awaits outside a taxi store alone while Sean is busy, showing us she wants to leave physically and metaphorically as if she made a mistake.

However, she doesn't leave as they carry on enjoying their night exploring the late night streets and dingy alleys. Throughout the night however Molly is left alone as Sean talks to fans and is busy taking pictures. In the mist of one of these moments while they are on a beach, Molly is shown to be having violent thoughts including Sean being harmed via a knife. At the same time Molly has visions in which Sean's body is outlined in chalk somewhere in town.

Sean approaches the same spot where the body markings were, he seems distressed and drained of energy and emotion.

Despite this their night carries on as they enjoy their time together in cafes, trains and arcades. Slowly Sean starts to change as he puts his phone down quicker and declines photos. Molly is wating at a multi-story car park for Sean but he doesn't come. Sean ends up performing a show which Molly Is not at, the show is being streamed and Molly watches from a lone bridge in dark. As he leaves the stage Molly rushes to the car park once again hoping he will be there. Sean appears to be on his way too and as the two are expected to meet but instead he arrives in the same place as the body markings for one last time, Molly is left running to no one as Sean is no where to be found.

Flex, Courting – Key messages

- A clear lead into Courting's unique style of music.
- An abstract piece which is part of a grander story arch within Courting's 'theatrical performance' created within the new album.
- Courting's unique style seems weird and out of place but overall works and forms a strange but oddly fascinating sound.
- The lyrics and story within the music is based of very real and modern problems/ ideas which needs to be addressed.
  - These problems are sometimes sugar coated and not taken seriously, like how Courting expresses them through high energy music which seems up-beat

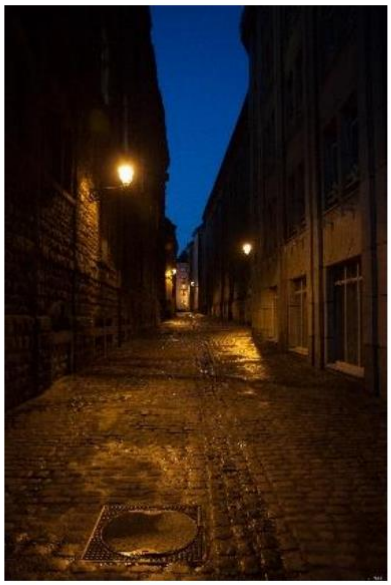
- Mental health problems such as stress and anxiety are not always obvious, sometimes misguiding people and not creating a clear insight into someone's thoughts and feelings.
- Struggle, mentally and physically can be blurred by artificial haze created by the person suffering, shown through distant shots and sometimes blurry or small focuses.





























This photo is a screenshot from the film 'ready or not' which is directed by Matt Bettinelli-Olpin and Tyler Gillett. Cinematography by Brett Jutkiewicz.

The film as a whole had some influence on my music video in terms of style and overall themes when it comes to the unordinary wedding story. The lighting within the film feels very artificial throughout, the orange/ yellow tone of the lights creates a dingy and dirty feeling.



This photo was found at https://www.google.com/url?sa=i&url=https%3A%2F%2Fcommons.wikimedia.org%2Fwiki%2FFile%3AMulti-storey_car_park_on_a_misty_night_-_geograph.org.uk_-_1140532.jpg&psig=AOvVaw16ex89MVW-JDeJFSBaCa-8&ust=1701165635539000&source=images&cd=vfe&opi=89978449&ved=0CBQQjhxqFwoTCJDLif3144IDFQAAAAAdAAAAABAG Taken by : John Goldsmith.

The photo well represents the type of locations and moods I wish to use and create for my music video. The night darkness only being broken by street lights creates an unnatural feel of which can be felt as eerie, mysterious and un-easy to mention a few emotions this style can create. The location and overall mood is purposely chosen to contrast the costumes and characters of which are being used and featured. This is to purposely create an initially weird setting of which raises questions. The whole video will consist of these styles which contrast each other and further blur the meaning of the video similar to the break down of communication and feelings in the couple we see.



This photo was found on google at the link address https://www.google.com/url?sa=i&url=https%3A%2F%2Fscattering-ashes.co.uk%2Fself-fire-rocket-firework%2F&psig=AOvVaw3SCowOq5Axb5f3su4lPyPq&ust=1701166108659000&source=images&cd=vfe&opi=89978449&ved=0CBQQjhxqFwoTCOCHxt7344IDFQAAAAAdAAAAABAE.

Fireworks and other forms of lights have a big role in terms of visuals and meaning behind my video and story. All the lights which are shown, either when being used or for single takes for abstract shots, are artificial with the only exception being the moon. The use of artificial lights is meant to represent the artificial life the singer has created for himself to try and cope with stress, pressure and more, also created as an attempt to feel normal. The fireworks represent similar themes but also unpredictable reality of not only us as people but our emotions and actions.



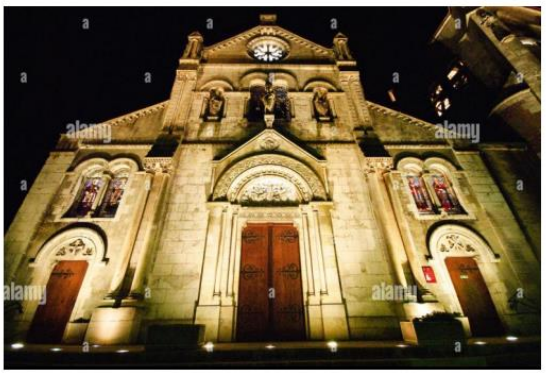











alamy
alamy
alamy




21:20
5.11.1991

Flex, written mood board.

No characters | Just Molly | Just Felix | Both | Felix and Molly

Prologue:

Start with shots of chesil beach and fleet forest/ fields in evening. Each one slowly getting more dark until the shot of the church door is in night dark. (there will be no changes in environment, the church shot will include scattered white balloons to show a wedding has taken place) An overlay of a firework going of (preferably red) will pause mid explosion while music starts. On the first big beat (2 seconds in) Courting's name appears in their signature font, quickly followed by the songs name.

I went away for a while
I come back all the time
I can't leave this town
I'm not a pop-punk band

- random shots of cars and roads at night
- shot from outside molly's dads car in town covers
- frame) transitions to inside car after filming other cars
- pans round to molly sat in car with annoyed face

.

Now she's calling a cab
Yeah, she's calling a cab
And I couldn't care more

- Shot of molly in front of taxi shop from inside car
- camera quickly zooms into her face as she's on the phone
- broken by shot of taxi driving, cuts back and she turns away

.

I've been thinking for a long time
On the off chance, no problem if not
But have you heard of this one place?
Think we should go there
I'd turn my phone off for a while

-camera behind the two walking through street talking
- cuts between behind and front as they sync to lyrics
- Shows shot of the closet after "you"
- wide shot of them running through different streets
- after "off" shows shadows still as light turns off cuts after first beat

.

.(music)

- variety of different shots showing molly alone + abstract shots of random things in town synced to beat.

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And now that I'm a popstar
I've been smoking all the time
I've been wearing Rick's
And he said that it's fine
So if you need a bad bitch
I can try, oh, I can try
But it gets harder in the morning
LAN not wired
It makes me want to

-low angle shot looking at man as he lights a cigarette under red clock. cut to wide with molly sat watching on a bench and man smoking. cuts at "Time" to a mini montage of abstract shots.
- montage ends at "fine" on a close up on molly with sad makeup
- Back and forth shots of knife and molly ends at "bitch"
- Flashes between her stressing in alley wide shot (game alley) and chalk outline of body. - shows 3am on phone as she sits on beach with him in background taking selfies alone. Side on wide shot of molly with pavilion in background.

.

I see you all the time
So I CC
Subject line
RE: how've you been?
Well, I've been fine
Oh, I've been fine

-sitting on a bench/ sofa/ cinema together (café Nero?) Watching something together (variety of angles, showing they enjoy company.
-Man get phone call and picks up ignoring wife. (lip syncs lyrics up to "well I've been fine" (first one)

-various angles showing molly(wife) leaving the building annoyed.

.

And I saw a picture of you Knew it went right to your head A W to be fair, an outrageous flex .	- Follows molly until next verse. -Opens her phone showing a picture Of both. Cuts to him enjoying his phone call outside pictures taken 2 Puts her phone in purse in disgust and walks out of ally next to main bridge
(music) . .	-close handheld shots following molly and following the man around town broken up by quick clips of random things around town (cars, fireworks etc)
.	
And I've been thinking for a long time On the off chance, no problem if not . .	-Felix's mid shot lip syncing first line of verse "on the off chance" shows feet to right side and same spot with body outline (shadow covers same area) Shows molly and Felix smiling (no "problem if not") 3 shots on screen at once
But have you heard of this one place? . I think we should go there I can't turn my phone off because .	-Molly and Felix at train station ("but have you") Shot of train arriving "heard of this one place" -both stood on platform facing train (camera behind) -close up of phone screen through pocket, cut to quick montage of Felix answering phones (same movement) multiple different times
.	
Now that I'm a popstar . I've been working all the time I've been wearing Rick's And he said that it's fine So if you need a bad bitch I can try, oh, I can try But it gets harder in the morning . LAN not wired . It makes me want to	-Show Molly staring up at the moon in one movement (pan from molly , zoom to moon) -show Felix on phone (turns to camera saying the lyrics annoyed) - Felix on phone still but molly still with him -They both stand on peer pointing out (camera is below on beach farish) -close ups on the rides and signs at arcade. -Shots of together going in arcade and walking around. -Behind shots of them excited about machines + close ups of putting in money -"LAN" shows 3 different arcade game clips, "not wired" shows the 2 celebrating - They walk outside arcade, molly turns, cut from far shows no Felix
.	
I see you all the time So I CC Subject line RE: how've you been? Well, I've been fine Oh, I've been fine Oh, I've been fine Oh, I've been fine Oh, I've been fine	-molly stands one side of the carpet on top of the multi story car park on red carpet. The camera cuts to over her shoulder revealing nothing the other side. At "so I" a shot of her empty purse, "CC" shows the knife Not in knife block. "subject line" shows her pull out and watch a video on her phone of them together. Cutting back to her looking sad during "RE" line -cut to the man at the church kicking the white balloons("well ive been fine") -shows flashing cuts of molly leaving car park and shots of them together in normal clothes. As well as all the different places in town and more. -last "I've been fine" shoes molly check her phone and open a video.
	(during musical between verses next scene starts)
I just wanna ball out with my friends I wish my lifestyle was publicized Livestream lying forever Livestream lying forever (One, two, three)	- The camera follows the man into a studio/stage as he is setting up a microphone and equipment. -Camera pans from filming the man perform still on stage to looking directly into a phone live streaming him. Then transitions to molly on a pedestrian bridge watching.
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And the car park ends at 2AM So we can't get back home to our beds Yeah, we can't get back home to our beds Yeah, we can't get back home	-(start of verse) Molly running up the stairs in a mix of shots looking down stairwell and on same floor as her Shots change on beat of different parts of car park, (lights door frames, molly going threw doors, view from top, chalk bed)

(One, two)
.

outside shot of multi-story and zooms in fast on molly before next verse

.

I just want to ball out with my friends
I wish my lifestyle was publicized
Livestream lying forever
Livestream lying forever

-Cut to man performing again in flashing black and white on stage (lots of movement). Mix of shots with shots of him socialising in public. And him running through town

Quick cuts of shots of him and her being photographed with flash.

.

-the man is seen arriving at car park (trumpet sound before verse)

And the car park ends at 2AM
So we can't get back home to our beds
Yeah, we can't get back home to our beds
No, we can't get back home to our beds now

(sad trumpet sounds)
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-the man runs into car park and cuts to a wide shot of him running across frame on a middle level. He falls on stairs
-molly arrives at top via stares one side and looks around
-camera watches lift doors close as shots of the moon and empty beds show.
-during trumpet the door opens as he looks up from his watch and walks out of frame(not top floor same area as body markings. The sounds of running on concreate as they are meant to meet in middle of red carpet with lights behind them but only molly is there.

Camera pans around to road showing cars driving at night

(Thud)
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- "flex" appears on followed by "Courting" and "Made by Ben Elliott , featuring Molly Golledge and Felix Barkham"

Flex Music Video, Audience Research

TARGET AUDIENCE

My target audience is split between 2 main categories, these being on one hand people who are already fans of Courting and most importantly their most recent releases such as Flex. On the other hand I want to target people who have not heard or are new to Courting as a band and the genres they encompass.

My Research (Brief)

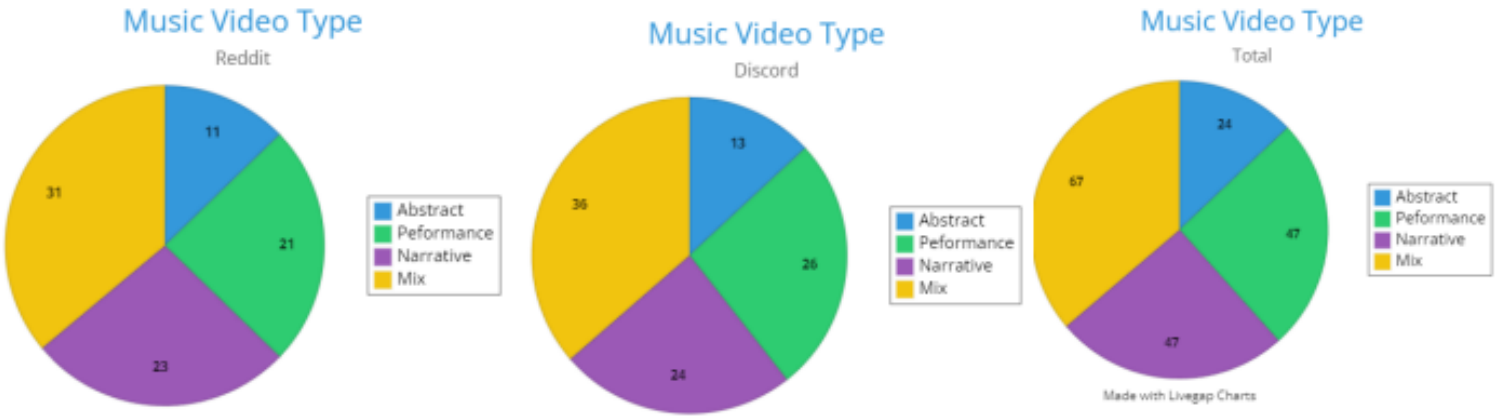
For my research and gathering of information I was able to gather both primary research of my own and secondary from the band themselves. My primary research consist of polls and questionnaires which were posted on Courting's discord group, the indie rock and electronic rock sub-Reddits and Courting's Instagram channel which they use to contact their fans with updates, and other messages. My secondary research came in the form of Courting providing information on times and events which caused the most interaction on streaming platforms and their social media's. This is important because it shows where fans come from and what ways they are introduced to the band in the largest numbers.

My secondary research is mainly quantitative as it provides broad numbers but not specifics such as audience reaction and opinion. The primary research however is a mix of both quantitative and qualitative as it provides a decent number of responses and each one provides more specific details which I have condensed into broader categories.

My Research (Results)

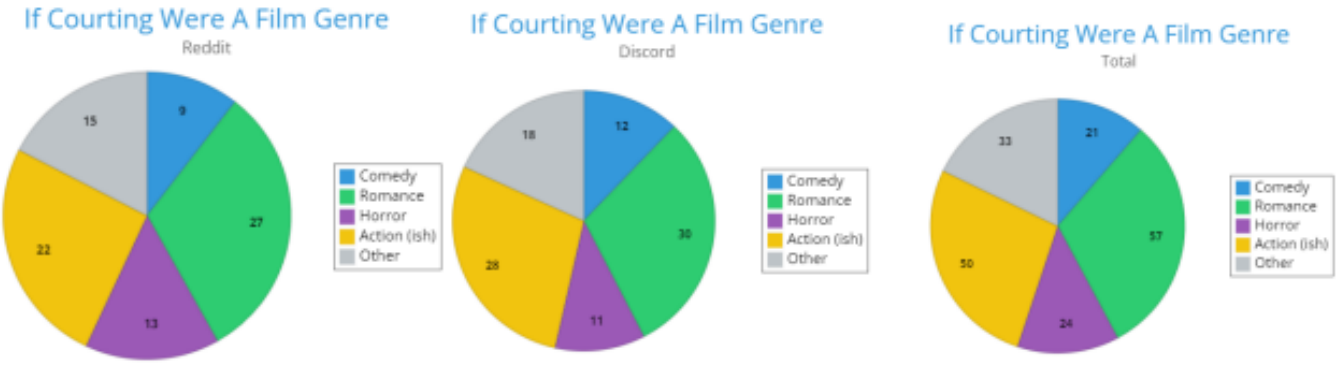
For my primary research I asked multiple choice questions, some questions of which having an 'other' option if the provided answers didn't meet a desired response. Both platforms where I posted these polls have a separate graph created to show the numbers as well as a total.

1st question: What type of video do you think correlates to Courting?



The results from question 1 show a mix of responses but both sources showing a similar trend. Out of the 3 formats in which music videos can be designated separately, Narrative and Performance had the highest picked responses. This is understandable as Courting's current music videos follow a these formats most of the time, for example the official music video for 'Flex' is a narrative and a performance together, while their newest song 'Throw' is a performance placed into a larger narrative created by the other songs within the album.

2nd question: What genre would Courting be if they were a film?



Similarities between both sources makes sense as the majority of people who answered share a similar interest in the band. This shows how most people, who know the band, see the band in a similar way and that the band portrays themselves in a way in which many people can recognise.

The largest response for this question overall was a split (not equal but close) between romance and action. This question is important to me as it shows how people see not only the lyrics but the feeling they get from the music. I can then use this information to create a mood which matches that of which people associate with the band already, in this case a mix of romance and action. I believe this result is due to the genre of music and also the overall pace and energy of which the music has. I wish to match these two key genres in a video that has romance aspects but is broken by quick cuts with fast movement to cover the action mood which the song has.

Other questions which can not be put into a graph form include ones such as, "When and why do you or would you see yourself listening to Courting?" To summarise, Courting's fan base listens to the music across almost all times of day and all year round despite weather or season. However, I did notice a large amount of people who specified events and activities where they would consider or do listen to Courting. One of these such events was activities such as late nights out, like clubbing, late night driving or other kinds of parties and late night activities. Personally I would agree that Courting's music has the energy to match the overall mood of parties and clubs as their songs are loud, fast and use a variety of electric sounding instruments. However, I think the night time responses were most relevant and will be most influential towards my piece. The artificial feel to a lot of the sounds used in Courting's songs can be shown in ways such as street lights and the development of urban

areas, of which is all artificial to create a satisfaction for the people such as the inclusion of the weird but wonderful sounds Courting sometimes uses.

For my secondary research which Courting provided I was able to use comparisons with certain figures to show changes within their listeners on Spotify and overall popularity.



Most recently we can show that the release of their newest song 'Throw' and its subsequent airing on many radio shows and advertising across social media has led to Courting's monthly listener count on Spotify alone increase by over 12,000 people.

This increase in listeners has also boosted listeners for other songs as well as the newest release. For example the song 'Flex' had a roughly 20,000 streams increase from 90,000 total to 110,000 currently.

The most noticeable increase in overall popularity for Courting however has been during their tour along side popular indie rock band Circa Waves in early 2023. Circa Waves having a monthly listener count of 1.1 million monthly listeners and most popular song, 'T-shirt weather' having a total of 126.8 million streams since its albums release in 2015. The tour introduced many thousands of people across the UK to Courting, boosting monthly listener counts by just over double what it was up to 35,000 in September. The boost in popularity after this supporting acts shows that majority of Courting's audience tends to be fans of other rock and indie rock genre artists like circa waves. Declan Mckenna and Sam Fender.

smarthub

Weymouth College Risk Assessment

Title:	Music Video filming equipment		
ID:	4897	**Author:**	Ben Elliott
Date:	Tue 14th Nov 2023 09:25	**Author course(s):**	Film and Television Level 3, 1, 2023
Approval by:	Emma Joyce	**Approved: Yes**	Tue 14th Nov 2023 14:07

Describe the activity

Supervisors name: Tim Fogg and Jason Watkins

Description: Over the course of 2 and a bit weeks I will be filming in multiple outdoor and mainly public locations. The filming will take place at a later time in the day between 5-8/9pm but no later to ensure safety of myself and those I'm working with. The locations are within Weymouth town center and chickerell/ The fleet. Places like Fleet's Holy Trinity Church, I am getting in contact to gain permissions to film at and if none is given, an alternative idea will be used within the Fleet's wood or Chesil beach. I have 2 friends who are acting within my video and an additional friend within Weymouth Town center who has allowed me to use their home as a safe place to leave personal belongings and to get change or shelter from any bad weather.

People at Risk

Primary Risk Assessment holder: Ben Elliott

Contact Information: 355579@weymouth.ac.uk

Name	Group	Role	Contact number
Felix Barkham	Cast	main character	=44 7830 073041
Molly Golledge	Cast	main character	07305 144974
Ben Elliott	Crew	director	07776 125680

Equipment being used

Name	Stored	Collection	Return	Owner	Approved
Benro Tripod		16/11/2023 16:00	04/12/2023 16:29		Yes
LED light panel with adjustable colour temp		16/11/2023 16:00	04/12/2023 16:29		Yes
Panasonic 371 HD Broadcast Camera		16/11/2023 16:00	04/12/2023 16:29		Yes

Locations

Location	Date at Location
Bay Theater (not confirmed but will when I can)	23/11/2023
Holy Trinity Church/ Fleet	17/11/2023
Weymouth Town Center	21/11/2023

Emergency Procedures

Sector	Name	Contact
First Aider		
Nearest Hospital	Weymouth Hospital	01305 760022
Local Police Station	Weymouth Police station	07912 898 879

List potential Risks / Activities

Date of Activity	Location	Hazard	Risks	Groups at risk	Prevention	Potential Outcome and Likelihood of Incident	Control Measure	Risk Level
		Access/Egress Working in/on location that has access/egress likely to be blocked by filming if not observed.	Creating potential fire risk blocking exits Causing tripping hazards	Public Crew Cast	Primary	Very Serious, Possible Substantial Risk Work should not be started until the risk has been reduced. Considerable resources may have to be allocated to reduce the risk. Where the risk involves work in progress, urgent action should be taken.	Keep kit and bags out of doorways Keep kit and bags away from fire exits Make sure there is a clear path for use of crew/public	Substantial Risk Work should not be started until the risk has been reduced. Considerable resources may have to be allocated to reduce the risk. Where the risk involves work in progress, urgent action should be taken.

Dateof Activity	Location	Hazard	Risks	Groups at risk	Prevention	Potential Outcome and Likelihood of Incident	Control Measure	Risk Level
		Vehicles Use of vehicles whilst working. Hazard to individual,crew and cast must be accountedfor.	Injury sustained from using/filming in vehicle	Public Crew Cast	Primary	Major, Possible Substantial Risk Work should not be started until the risk has been reduced. Considerable resources may have to be allocated to reduce the risk. Where the risk involves work in progress, urgent action should be taken.	Limit filming in vehicles where possible Limit number ofcrew/cast in vehicle Alwaysoperate safely and sensibly.	Substantial Risk Work should not be started until the risk has been reduced. Considerable resources mayhave to beallocated to reducethe risk. Where therisk involves work in progress, urgent action should be taken.
		Manual Handling Handling equipment, props etc that could lead to injury if not done properly/carefully.	Causing severe injury from handling kit/sets that are abnormal loads	Crew Cast	Primary	Minor, Unlikely Moderate Risk Efforts should be made to reduce the risk, but the costs of prevention should be carefully measured and limited. Risks reduction measures should be implemented within a defined period. Where the moderate risk is associated with extremely harmful consequences, further assessment may be necessary to establish more precisely the likelihood of harm as a basis for determining the need for improved control measures.	Follow Health and Safety procedure for Manual Handling as provided by Media Centre Induction. Always have more than one person available to move large/heavy/abnormal loads.	Moderate Risk Efforts should be made to reduce the risk, but the costs of prevention should be carefully measured and limited. Risks reduction measures should be implemented within a defined period. Where the moderate risk is associated with extremely harmful consequences, further assessment may be necessary to establish more precisely the likelihood of harm as a basis for determining the need for improved control measures.

Dateof Activity	Location	Hazard	Risks	Groups at risk	Prevention	Potential Outcome and Likelihood of Incident	Control Measure	Risk Level
		Sports & exercise activities Sports & exercise activities.	High/Low Temperatures, Friction or abrasion	Cast	Primary	Serious, Possible Substantial Risk Work should not be started until the risk has been reduced. Considerable resources may have to be allocated to reduce the risk. Where the risk involves work in progress, urgent action should be taken.	take caution of environmentbefore and while action is takingplace.	Tolerable Risk No additional controls arerequired. Consideration may be given to a more cost-effective solution or improvement that imposes no additional cost burden. Monitoring is required toensure that thecontrols are maintained
		Confined Spaces Working in confined space that can restrict movement and affect access/egress.	Restricted access in the event of an emergency, limited space for safe operation of equipment.	Public Crew Cast	Primary	Serious, Possible Substantial Risk Work should not be started until the risk has been reduced. Considerable resources may have to be allocated to reduce the risk. Where the risk involves work in progress, urgent action should be taken.	Limit use of confined spaces, ensure that all work is closely monitored.	Moderate Risk Efforts should be made to reduce the risk, but the costs of prevention should be carefully measured and limited. Risks reduction measures should be implemented within a defined period. Where the moderate risk is associated with extremely harmful consequences, further assessment may be necessary to establish more precisely the likelihood of harm as a basis for determining the need for improved control measures.