7/11 Music Video Production

- **1. Be reasonable**
  - You're paying for it
    - Need money for hard drives and other rentals even if everything is done for free.
  - You can't make a big music video with no money
    - Get samples of videos to show your production team,
    - Get pictures from web or magazines to review 'look' of your video.
- **2. Be Professional**
  - HD Video at a minimum
    - Go to a film school or trade school specializing in film & TV
  - Film is very expensive
    - Most film looks can be made in post production now.
  - Have a song that will be your breakout pre-recorded and ready to go.
    - Have your manager, label or band vote pick this.
  - Stay off the weed or booze while filming.
    - This is your career. This is a marketing tool. Not a party.
- **3. Be On Time**
  - Don't keep the venue or the location waiting.
    - They can start adding charges or kick you out before you are finished.
  - Don't keep the crew waiting.
    - They will hate you and the day will become an even longer event.
- **4. Rehearse**
  - Practice lip syncing to your own song over and over
    - Prior Planning Prevents Poor Performance.
  - Rehearse and specific 'choreography' or music god moves. Windmills take time!
    - It ain't the time to learn how to move when everyone is there. Practice at home or in studio and perfect your cool moves.
- **5. Makeup and Camera Moves take time**
  - Everyone gets MU. And it takes from 30 minutes to 1 hr. per band member.
    - Women take a long time. Long Hair can take a long time. Vanity can kill your schedule.
  - Professional filmmaking means a total of 25 - 35 set ups per day. It's slow and takes time to get it right. 12 hour days are a minimum.
    - It's like the military. Professional filmmakers have a system. Learn to work with them on this. You will be happier.
- **6. Call your friends**
  - To roadie for you
  - To help the film crew if its a low budget affair.
  - To be extras in scenes and dress up in their best club wear and sexy stuff.
- **7. Listen to your director and cameraman**
  - Filmmaking is technical. If it's not in focus, it's no good.
  - The DOP makes you and the band look good. Listen to what he or she says to do.
- **8. Be Patient**
  - 12 Hour days minimum
  - Lots of repetition
  - Lots of heat from lights and additional movie gear.
  - Sound playback may be heard to hear or difficult to monitor
- **9. Be Polite to the venue or location**
  - Don't trash the joint.
  - Watch your language
  - Watch your gear and where it goes.
- **10. Edit with someone who knows what they are doing**
  - A good editor can make badly shot footage look great
  - No shot longer than 3 seconds rule.
  - Review, Repeat, Review.
- **11. Pimp everywhere**
  - TV is dead. Internet is King
  - Social Network (Facebook, Twitter, Vimeoh)
  - Give away free DVDS to fans at gigs or play before you go on. Play anywhere you can.