

CHARACTER CREATION / COSTUME / STYLE - A GUIDELINE

- 1) WHAT IS THE SONG ABOUT; WHAT WOULD THE ARTIST & DIRECTOR TRANSPORT WITH THE VIDEO. WHAT IS THE THEME? LISTEN TO THE SONG.**
- 2) RESEARCH & GATHER INSPIRATION
LOOK FOR VISUAL REFERENCES THAT ALIGN WITH CHARACTERS PERSONALITY & DESIRED AESTHETIC.
EXPLORE FASHION-SHOWS, DESIGNERS, MOVIES, MUSIC-VIDEOS & ONLINE PLATFORMS TO COLLECT IDEAS FOR COSTUMES, ACCESSOIRES AND MAKE-UP**
- 3) DEVELOP THE CHARACTERS STYLE BASED ON CONCEPT & INSPIRATION
WHATS THE CHARACTERS BACKGROUND, PERSONALITY; DOES THE CHARACTER BELONG TO A CERTAIN ERA, CULTURE, SUBCULTURE, SPECIES.....?**
- 4) BUILD YOUR MOODBOARD BY GROUPING YOUR COLLECTED IDEAS, SCETCHES, VISIONS.
CREATE DIFFERENT THEMES / HEADLINES. THIS WILL BE YOUR GUIDELINE AND INSPIRATION DURING THE COSTUME - / PROP-PROCESS**
- 5) COLLABORATE WITH DIRECTOR & ARTIST
DISCUSS YOUR IDEAS TO MAKE SURE, THAT YOUR VISION ALIGNS WITH THEIR CREATIVE VISION FOR THE MUSIC VIDEO.**

MOODBOARD EXAMPLE
"MEAT & DRAG"

VIDEO BY LIZ DOM, MOHAMMAD BAYESTEH, UNNUR EINARSDÓTTIR
SONG BY CHICKS ON SPEED, MEATIGATION

MOODS / INSPIRATION
MEAT & DRAG
CHICKS ON SPEED



MOODS / INSPIRATION
MEAT & DRAG
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MOODS / INSPIRATION

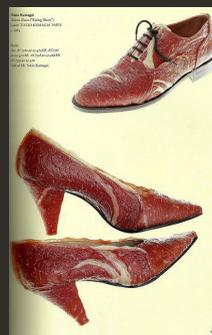
MEAT & DRAG

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VIDEO STILLS - "MEAT AND DRAG"

