

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.

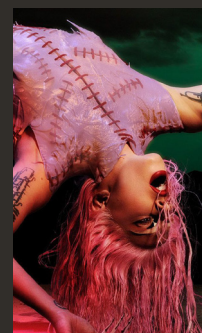
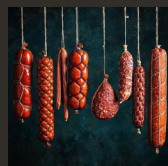
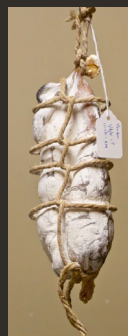
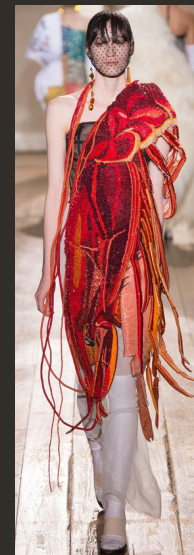
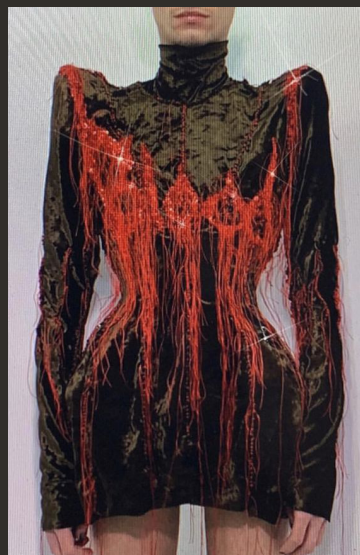
MOODBOARD EXAMPLE
"MEAT & DRAG"

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

MOODS / INSPIRATION

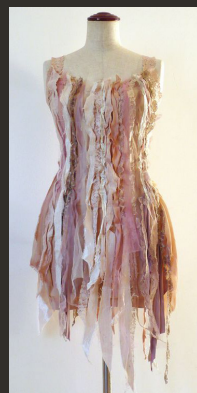
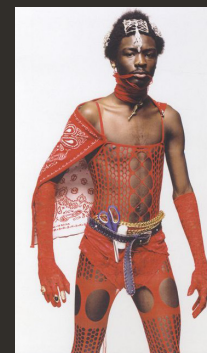
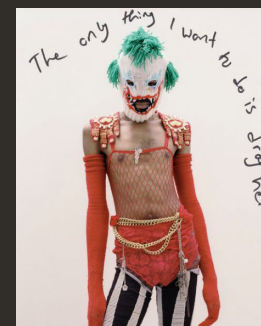
MEAT & DRAG

CHICKS ON SPEED





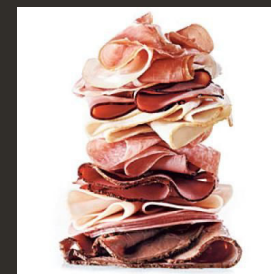
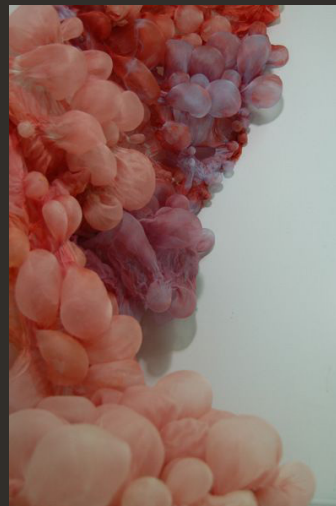
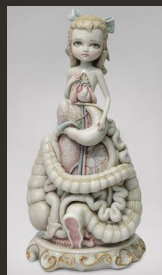
MOODS / INSPIRATION
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MOODS / INSPIRATION

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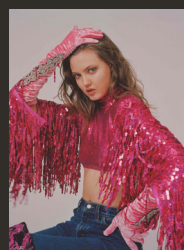
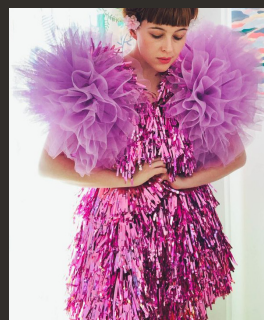
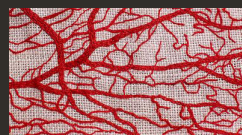
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MOODS / INSPIRATION

MEAT & DRAG

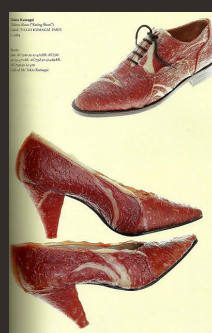
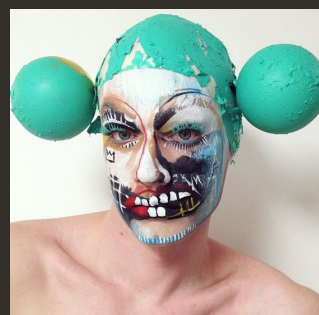
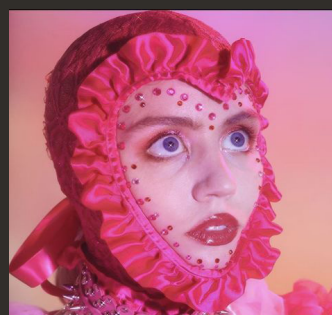
CHICKS ON SPEED



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VIDEO STILLS - "MEAT AND DRAG"

