

TREATMENT TEMPLATE

Fill out a template treatment as a group before writing your treatment so that you are all clear on your ideas:

TREATMENT OUTLINE

In this first section, outline the basic elements of your music video (points below) as well as any other information that you may feel is relevant.

- Artist name
- Song title
- Record Label
- Genre
- Target audience
- Your style of Music Video (performance, conceptual or narrative – can also be a mixture)
- Have you gained copyright approval to use the song? If not, how do you plan on doing this?

OVERVIEW/CONCEPT

This needs to be an in depth overview of everything that the audience will see in your music video. It will be a step-by-step breakdown of each shot and scene.

Reference any key lyrics.

Talk about camera angles and editing techniques you will use.

CHARACTERS

Briefly describe the main characters in the video and their character profiles and purpose.

LOCATIONS

Outline every location you intend to use and detail how they will be effective in your video.

Why have you chosen them?

Do they fit with the genre and how?

VISUAL ELEMENTS/MISE EN SCENE/STYLE CHOICES

Discuss your choices for colour, lighting, costume and props as well as the general style of the video.

Why have you chosen these?

How will they link to the genre and appeal to your target audience?

EQUIPMENT AND RESOURCES YOU WILL NEED