

# **Media Studio summer 2016**

# The Great Belgian Egg Hunt: music video production

Rohan Spong

Summer semester intensive (4 Jan - 12 Feb 2016)

Tues. 10.30-12.30, 1.30-4.30

Thur. 10.30-12.30, 1.30-4.30



*Headhunter* - Front 242, Music Video (dir. Anton Corbijn, 1988)

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How are the creative possibilities of music video production realized within a typical context of limited budgets and a commercial agenda?

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**‘A short form with few words, a music video must fill competing demands of showcasing the star, reflecting the lyrics, and underscoring the music.’**

C. Vernallis, *Experiencing Music Video* (2004).

### **description**

It has been claimed that when European new wave band Front 242 wished to promote their industrial song ‘Headhunter’ in 1988, auteur music video director Anton Corbijn misheard the track title to be ‘Egg Hunter’. Whilst Corbijn has never publicly confirmed or denied this story, the resulting production - with its stark Belgian metropolis, dynamic 16mm cinematography and curious egg motif - emphasizes the ability of the music video medium to create evocative filmic landscapes and surreal imagery, often with very limited resources.

Since the 1960s, music video production has been an outlet for emerging media practitioners to explore new and unorthodox approaches to image creation and film/video editing. In recent years, it has also been a professional pathway for media graduates to move into the intersecting worlds of advertising, photography, television and feature film production. As a medium, music video is simultaneously product and promotion, allowing burgeoning creatives to first experience working with micro budgets and client expectations - all whilst flexing their own artistic voice.

In this media studio, there will be an emphasis on experimentation and creative risk-taking as students explore the medium of music video. Students will work in small teams with a client to create a 3-4 minute music video and a folio of supporting materials.

Along the way, we’ll look at some of the auteurs of the medium, hear from some local industry professionals and consider music video’s cultural impact on the media world at large.

### **aims**

- To create sophisticated and inventive media productions.
- To develop teamwork skills and a professional working relationship with an outside client.
- To explore and reflect on the manner in which music video production intersects with other media practices (film and television production, advertising, photography and new media) and the broader political and ethical implications of this mode of representation.