

Music videos act as a marketing tool to promote the music and star image. Researching and watching professional music videos, within the alternative/indie pop and disco genre, gave us a clear understanding of the similarities and differences between formal and generic conventions of music videos. For example, I watched 'Cheap' by The Aces. Largely, the genres conventionally carry a non-linear narrative and have an amplified thematic relationship between the song and the narrative. Rhythmically, the editing of clips is cut to the beat of the song. Stylish, fun, artistic, and expressionistic is how I would describe the overall look of alternative/indie pop videos; this creates an aesthetically pleasing video for the desired target audience. Along with this, the conventional mise-en-scene consists of bright electric coloured lighting, flamboyant

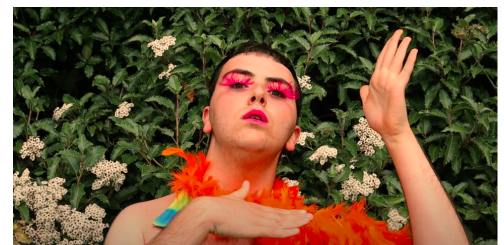
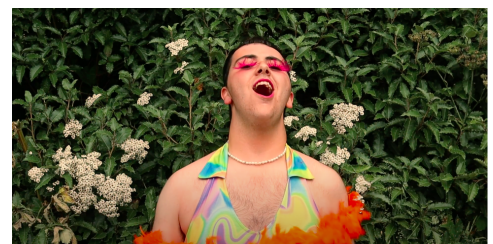


and glamorous costumes, modern, expressive, euphoria-inspired makeup, and funky props; all of which Lacey would call a repertoire of elements - the expected ingredients of a genre. Both formal and generic conventions are what Altman would say act as a blueprint for an appreciable alternative/indie pop music video.



My music video is heavily influenced by disco's flamboyance and glamour, notwithstanding drag. Nonetheless, I challenged the general conventions by not having the artist feature in the music video. This prominent decision was made because I wanted to represent the whole anarchic community surrounding stereotypical norms, so I decided to follow someone else's journey of discovering themselves as I feel it is important for people to find their true selves and provides an opportunity to give a voice to the voiceless.

Additionally, you can argue that Aidan, the narrative, becomes a part of the performance nearer the end of the video; unconventionally combining the narrative and performance together. This was to represent that he wasn't alone in the isolated world of change. Although these weren't a part of the original blueprint (Altman) of an expected alternative/indie pop music video, I feel the idea was executed to a high standard. Throughout our Mise-En-Scene, I incorporated bold, flashy, vivacious costumes to signify his confidence and liveliness. As well, I colour corrected the striking colours of orange, pink, red, blue, and green to make them more vibrant and pop.



Likewise, we blended and accentuated the brightness of the projection effect in Premiere to provide a majestic, electrifying, euphoric feel and give a sense of a dream-like

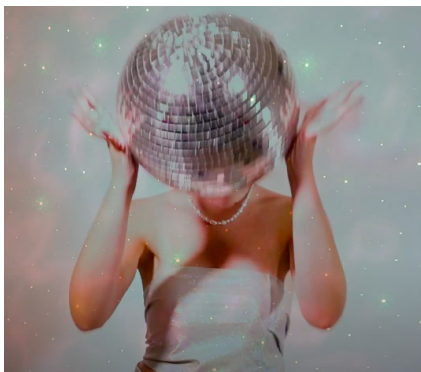
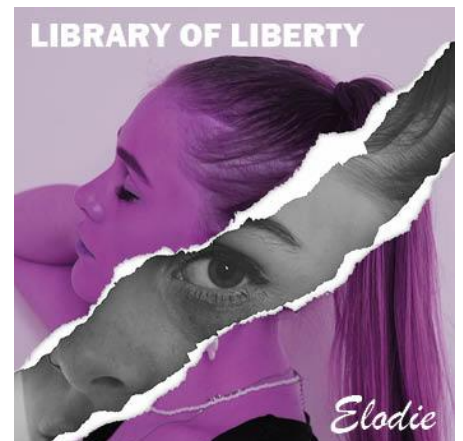


state. Also, the mixture of fluorescent colours reflects her enjoyment of being rebellious. Our star image is characterized as a confident, brave, loveable, and bold individual, who challenges the stereotypical norms of gender expectations through her dynamic and relatable music, creating a new wave of freedom. She clearly demonstrates the ordinary and extraordinary of Dyer's paradox of the star.

The elements of the front cover are designed to communicate a contradictory and provocative reaction. Using a torn 'rip' effect creates depth and a sense of aggression. The monotone image has a contrasting effect to the purple colour corrected picture. This representation of the graceful, exquisite, and peaceful star image in comparison to the vulnerable, conflicted, and damaged star image, hidden inside the monochrome picture, encodes (De Saussure) a sense of being trapped and suffocated beneath the endless rejections of society's expectations and the feeling of freedom from trying to be different. This idea of identity and being liberated is communicated throughout our brand package. A studio shoot is an intimate and confessional area of space that perfectly reflects our message of not caring what other people think or believe to be 'normal' and acknowledging they're

different. We chose a sans-serif font, century gothic, that added a slim, chic, stylized, and informal element to our design of the digipak.

The inside panel features an elegantly placed foot upon a disco ball that acts as a symbolic code (Barthes) for the representation of our star images' funky, quirky, and eccentric personality; as well, it encodes (De Saussure) a sense of fun and playfulness in opposition to the haunting image on the front cover. The disco glitter ball is also echoed in the music video.

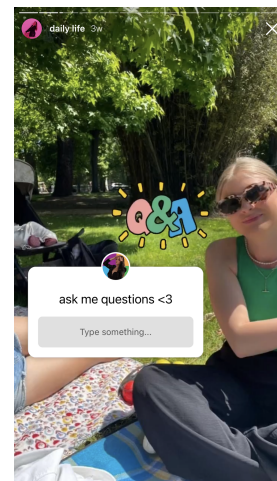


When designing our social media page, we thoroughly planned how AIDA can be stimulated to create an impact for the audience. We designed our page for an active, interactive, and participatory audience (Shirky), of preferred reading (Hall), who are constantly seeking uses and gratifications (Blumler & Katz). By identifying how the audience can be encouraged to invest their time and money into our star and their brand; we can organize a marketing strategy, which considers the timing and creates a point of scale, that will launch our product successfully.

After researching the specific psychographics and demographics of our target audience; young adults and teenagers, typically females with a minority of males who relate to the relevant issues dealt with in the music video, ages 16-23, lower middle class, individualists, and fun/atics, usually, extroverts who are creative and artistic. Their interests may include makeup, dance, and fashion.

I ensured every type of media text encoded a meaning that the desired target audience could decode for preferred reading. Without this prior knowledge, the audience will reject the media texts by receiving, as Hall would describe, an oppositional reading. Throughout our profile, we incorporated a variety of essential elements that would engage the audience with our star image and brand.

For example, we provided opportunities for the fans to socially interact and connect with one another, as well as the star. Creating a Q&A for the fans influenced them to participate by asking questions for the star to answer, this allowed them to interact and get to know the star more personally. Linking to Blumler & Katz, having social interaction promotes and encourages engagement; this gives the illusion of the star interacting with fans and gives fans a platform to discuss and share within the platform, which is a part of the construction of a community of fans.



officialelodie_



24 Posts 31 Followers 15 Following

elodie she/her
Artist
Library of Liberty out 28/12/22
linktr.ee/officialelodie_



There was also a link in the bio that led to a string of other links relating to the artist, these included; tour ticket sales, a new music video, and a clothing collaboration. This relevant information and entertainment provide enjoyment and awareness, allowing the audience to fulfill their sense of personal identity.

Additionally, we produced a collaboration with ASOS (a well-known online clothing site). The synergized relationship highlighted mutual benefits; they share and receive the attention from both audiences by consuming the star image and synergized products leading our star to get more recognition. As ASOS sells the star image to promote the products, this encourages the fans to style themselves and wear products associated with the star. This enables the audience to encode themselves in the same way as the star, and if they like it, it'll boost word of mouth. The social media page was representative of the ordinary and extraordinary paradox of our star (Dyer), posting pictures of work-based and everyday life, cleverly crafted to maximize reach, follows, and likes.

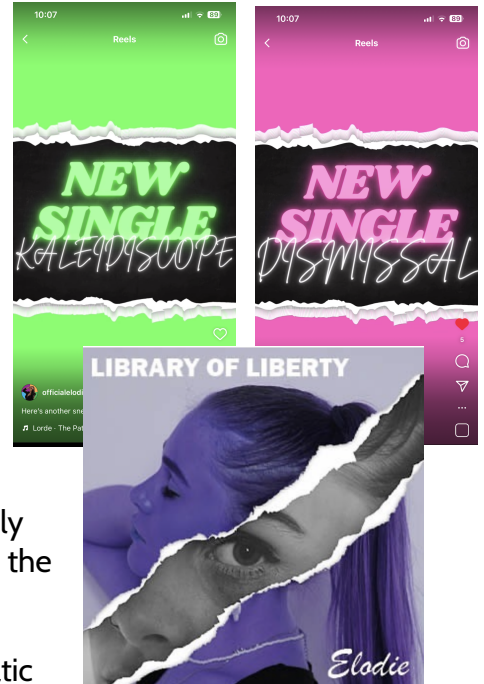


Branding is a story that the audience buys into and believes in, a story over time about who you are and the ideology that you stand for. Your star image is a brand, constructing a coherent set of messages and values about the nature of your artist; like a coherence of design, theme, idea, narrative, iconography, colour - something the audience will embrace. We branded our star as a dynamic, relatable but provocative female who actively seeks change, reflecting on the damage of the stereotypical norms of gender expectations and, a sense of denial about own identity. She emphasizes and encourages being your own honest, authentic self and shaking off the shackles of conformity.

Dyer uses the metanarrative across a range of multi-media platforms. So throughout our products, we wanted the audience to reflect and question:

Who are you? Are you living your most authentic life?

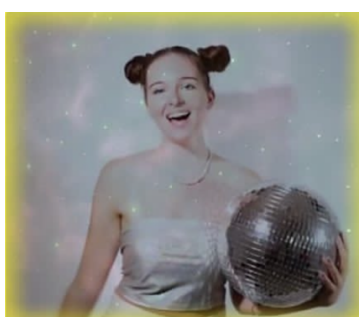
It is important to have your brand easily recognized by an audience. Creating a cohesive campaign that represents our star image across various platforms is what De Saussure would describe as using distinctive denotations that have related connotations. For example, there is a consistent design feature and artistic element across the digipak and social media page; this torn effect signifies the vulnerability of life and damage caused by expectations. Social media is where fans would expect to be teased with insights into different products. The coherence of the brand design aimed for recognition from the audience. The torn effect, to reveal various song titles and sneakily promote the album art, made our brand identifiable and allowed the fans to feel involved in the promotion of the album.



Additionally, there is a thematic link between the front cover of the digipak and the music video. They both portray the representation of feeling trapped in the wrong, unsatisfying existence. In the initial opening of the narrative, our character is living with a mundane, frustrating question, Who am I? The similarity of the saddened melancholy expression evident in the narrative and the monotone image (underneath the rip) on the front cover of the digipak, conveys a state of unhappiness with themselves. However, this can be juxtaposed with the elegance in the purple-edited image on the front cover of the digipak and the joyful freedom experienced in the music video after the transformation. These contrasting effects of feeling trapped and isolated to being sophisticated and liberated are reflected throughout our products.



The colour scheme of our brand is bright, bold, and colourful. This is specifically evident in the performance sequences in the music video which were blended with a vivid and vibrant tinted projection effect of moving patterns that created an atmosphere of high spirit and euphoric surrealism. As well, throughout the social media page, the radiant, flashy, and eccentric colours have a playful, fun, and lively feel. For example, the advertising of the ASOS collaboration used a neon effect to highlight a box around the clothing that was evident in the music video.



The music video and social media page show the synergizing collaboration with ASOS. The flamboyant, eccentric, and glamorous outfits, that feature in the music video, represent the star's image as a dynamic and provocative female who actively seeks change and encourages her audience to be their true authentic self. The style icon and brand create a sense of an authentic, retro style. The Doc marten boots, modeled on the inside panel of the digipak, blend two genres together; the cultural code gives a more punky/rock element. This allows the fans to personally identify by buying into the ideology of the branding.

