

Music Video Treatment

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Overview

This is a music video for Dessa's song Alibi, from her Castor, The Twin album. The video will tell the story of a woman seeking help from her sister after she kills her husband for abusing her.

Purpose/Objectives

The objectives of this video are to express the story told in the song, to introduce Dessa's music to a wider audience, and to entertain new and existing fans of Dessa.

Audience Profile/Target Audience

The target audience are women between 18 and 30 years old. The target audience is white, have some experience in or completed college, with incomes between \$20,000 and \$40,000.

Show Description

The video will be shot out of the studio, with most scenes being shot indoors and a couple scenes being shot outside. The music for this video will be the song "Alibi" by Dessa, from her Castor, The Twin album. Three talents are needed for this video: the woman, her husband, and her sister, although the video will primarily feature the woman. The sets include the front walk of a house, a living room, a bathroom, a kitchen, a street, and a "confession box" space (a portrait studio will be used for this). Props needed include childrens' drawings, keys, a mug of tea, empty alcohol bottles/cans, rubber gloves, fake blood, a mop, a rag, a cross necklace, a rosary, a make-up kit, a purse, a journal, a blanket, a scarf, a sweater.

The video will begin with the talent approaching her sister's house, wearing casual clothing. At the start she is distressed, make-up and tears streaking her face, her hair in a mess. It's not immediately clear what is wrong, but she seems in shock and her sister, the unseen narrator, comforts her. As the video progresses, viewers see the narrator's words sink in and affect the talent, who calms down and becomes determined. No violence is shown in the video, but it becomes clear that her partner is an alcoholic and abusive. When the second chorus begins, there

will be shots of the talent after she had met with her sister. The audience sees her cleaning up blood from the bathroom sink, cleaning the floor, and can maybe see the hand of her husband, hanging limply out of the bathtub, first hinting at what happened, and then revealing it subtly. During the third verse of the song, viewers will then see a sequence of religious observances, i.e., praying with a rosary. The final chorus of the song has shots of the talent getting dressed up, carefully applying make-up, and putting up her hair. The last sequences are of the talent walking away from the camera on a street in the black dress.

Equipment

One camera and a tripod will be needed to film the video. Mics will not be needed, as there will be no audio except for the song. Two Fresnel lights will be needed for the scenes shot inside of the portrait studio, but the rest of the scenes will be shot using natural or indoor lighting.