

TREATMENT

Our artiste is SadSad, dancehall rapper/singer J. The song we will be using is "Happiness" a Dancehall genre song with the length of around 2 minutes.

The video will be SadSad in a daydream on the road headed somewhere, with his backpack filled with CDs. On his journey in his dream, he meets with friends, speaks to younger kids, sees his goals, where he wants to be, and what he wants to achieve, then finally, gets to his destination: a performance show, where he performs. Feeling accomplished, he leaves and heads back home.

Our video will be conceptualized and mostly driven by the lyrics of the song. Instead of an orthodox approach that is driven by filmed footage, our video will mostly consist of various stylized still images of SadSad, his environment, and other talents that may be in each shot. The images will be layered and animated throughout the video to emphasize the message of the lyrics, the direction of the video, and parallax.

The song is an upbeat song that speaks about happiness and riches, so the vision is to have each shot transition energetically to the next, with slow movement in the span of time each shot stays on screen. This will allow the audience to feel the energetic progress of the video, which relates to the lyrics' progressive movement, and give viewers time to absorb the pertinent messages that each shot entails. However, the length each image stays on screen will vary throughout the video, at certain points in the video, the images will appear and leave the screen faster than at other points. This will be motivated by the beat. Vibrant colors will be used throughout the video, advocating the optimism of the song. The color temperature will have a slightly tungsten, which also supports the bright, upbeat richness of the song. Lens flare will be added where necessary or where makes sense.

The night scenes will have a blue color temperature, supporting continuity of a night scene, except where artificial lights dominate. Lens flare will also be added where necessary or where makes sense.

Fade in.

Our video kicks off with a pen writing in a notebook. We then see SadSad writing, camera cuts back to the notebook, and we see the word HAPPINESS being written. SadSad then rests down the book, lies down on his bed, puts on his headphones, presses the play button on his iPad, and closes his eyes. The press of the button motivates the music to begin, and the camera slowly dollies in at SadSad from a bird's eye view angle. When the frame reaches a close-up medium shot, the video transitions from filmed footage to the stylized version in the space of 2 seconds. At this point the chorus is about to begin.

The starting of the chorus motivates SadSad's eyes to open. He sits up on his bed and rubs the sleep from his eyes. He looks behind him at his bag pack and CDs on a chair. We see him picking up his pants, shirt, shoes, hat and jewelry, bag pack and CDs, then leaves; he heads through the gate of his yard.

On the road, he runs into a couple kids. He speaks to them, gives them some of his CDs, and continues on his journey. After walking sometime, he sees a small family on the sidewalk parallel to him, which reflects, "Life is what you make it" and one of his goals. He continues on his journey and sees a male dressed in a suit heading somewhere, which reflects, "Set couple goals and gwaan guh take it". He continues on his journey. After walking sometime, night is approaching. He runs into a friend on the sidewalk, greets him, and gives him a CD. The friend plays the CD in a radio he conveniently has on the spot. His friend gets excited about the song and shows it by shaking SadSad's hand, while smiling. SadSad continues on his journey, walking into the camera until the screen fills with black.

It's night. We see SadSad on stage performing. He performs for the entire second verse of the song, and then leaves the stage. He walks away with the performance show in his background on one side of the frame while he dominates the other side of the frame.

He walks through the gate of his yard, gets back in his bed, puts on his headphones, and closes his eyes. The stylized version transitions back to filmed footage.

We hear a hard THUD. SadSad wakes up and curiously looks towards the side, gets up and leaves the frame.

SadSad's friend is standing outside with a CD in his hand. They exchange a few words and SadSad smiles.

Fade to black.