

# Pre-Production Checklist: Music Video

- ☒ Intertextuality In Music Videos
- ☐ Target Audience (Uses and Gratifications, Encoding/Decoding, Oppositional/Negotiated/Preferred Readings)
- ☐ Produce A Questionnaire for the audience and reflect findings. (Talk about your ideas and receive some feedback, possibly do a focus group)
- ☐ Research about Music Industry: Main Television Companies, etc
- ☐ Editing In Music Videos
- ☐ Camerawork
- ☐ Typography Style For Titles
- ☐ Analysis of Production Plans
- ☐ Copyright
- ☐ Looking At Storyboards and Animatics
- ☐ Decision Time (Picking A Song, Genre, etc)
- ☐ Artist Profile Research
- ☐ Lyrics Analysis
- ☒ Star Theory
- ☒ Record Labels
- ☒ Different Types of Music Videos
- ☒ Codes and Conventions of Music Videos
- ☒ History of Music Videos
- ☒ Various Conventions of Music Videos
- ☒ Gaze Theory