The Use of Graphic Styles in Music Videos

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The Use of Graphic Styles in Music Videos

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Abstract

Music videos are becoming more and more important to an artist. Computer Graphics is a large element in the making of the videos, because of the chances to enhance the end result. That is why the combination of the two is being explored now. A literature review is the starting point of the thesis where the history of music videos and Computer Graphics is researched. After exploring a variety of music videos, nine categories and eight sub-categories was formed to assist those who are looking for inspiration and knowledge of the different graphic styles that could be used in music videos. The sub-categories are not primarily graphics styles, rather tips of what other techniques and styles that can be created with Computer Graphics. To place these in context, some categories are matched with different music genres as well. From that, a different style is developed, called Beat Visualization. That style is then applied to a music video for everyone to become inspired.

Keywords: graphic styles, CGI, computer graphics, music video, categories
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1 Introduction

Music videos are a tool for artist’s that has become more and more important. In the videos, they can show the world exactly what they feel like and build up the right image for themselves. Computer Graphics is all around us and especially in music videos. It opens many doors for the creative mind and in a short video, such as a music video, it can truly be useful and help the artist to the top of his career.

A categorization of different graphic styles can be used as inspiration and a guideline when it is hard to come up with something new and innovative. To be innovative, the artist needs to know about many of the different styles in advance and then make something new and unique from that. By doing this, it is easier for others to understand what the different styles can be used to.

1.1 Objectives

There are three main objectives that are relevant to this thesis:

- Identify how different styles of Computer Graphics can be used in music videos.
- Research the history of Computer Graphics and music videos.
- Produce a video with a style inspired by the different categories.

In the end, it is the categorization that is the most important part of the thesis because it could help those in need of inspiration to come up with new styles, enhance already existing styles or use one of these in their work.

1.2 Aim

A theoretical background to obtain a historical perspective on music videos will be explored. A literature review is the method for this and the information obtained from scientific articles and books will be used. This part is valuable for the making of videos and the information can be used to counteract mistakes. This information will be considered in the making of my own style.

Exploration of different music videos on the market is needed to make the categories. These will be studied and after finding a pattern, categorized.

With the acquired information in mind, another style will be produced.

1.3 Demarcation

The research of graphics can be mind boggling since it is a fine line between graphic styles and different techniques. That is why this thesis has to have a distinct line between those two. Therefore, every camera technique that can be accomplished with software instead of help from hardware is okay. Focus shifting, fisheye effects and slow motion is some of them. Some of the categories may sound similar, for example, sometimes a green screen is needed to add Motion Graphics to the background. The line is then crossed if the green screen is used and the video should belong to the
Motion Graphics category instead. In other words, the video belongs within the category that suits its graphics the most.

When it pertains to the theoretical background, it can only be scratched on the surface since it would be very time consuming to research all the categories. To avoid unnecessary data, only some of the important historic events are noted from the history of music videos and Computer Graphics.

1.4 Expectations

The exploration of a large amount of videos shows a distinct pattern in different videos that could be categorized in different graphic styles. These results could help others in their work and make it easier to decide what style to use, which includes my enhanced style, Beat Visualization.

2 Theoretical Background

Both music videos and Computer Graphics are two vast fields. Music videos have been developed side by side with the development of Television (TV) and Computer Graphics. Therefore, they both have a long and broad history that is hard to research without a great deal of demarcations. No related works were found that fits this specific research between music videos and Computer Graphics.

2.1 Music Videos

A couple of words that Keith Negus, a Professor of Musicology, said about what opportunities television offered: 'From the earliest days broadcasters believed that television could provide great opportunities for musicians, whilst being aware of the difficulties entailed in translating a performance to the small screen.’ [1][68]

Even the first day of broadcasting in the United Kingdom, there was a music show straight after the opening ceremony in 1936. The years to come also contained a variety of performances from operas to dance bands. At the end of World War II, Denis Johnston that was the Program Director of BBC said, ‘Television is a new art providing almost unlimited opportunities for new discoveries.’ [2] In the 1980s, it was argued that music videos could be art, as well as filling promotional purpose. [3] Television also changed the image of artists due to the importance of looking good on screen. Certain colors and patterns did not work as well on screen as others. Also, reflections from jewelry could affect the recordings since large lamps lit up the studio.

"Not only has the programming and critical appreciation of music on television been judged according to the physical appearance of musicians, but it has also been informed by a series of beliefs about musical and visual realism." [4] In other words; what can be seen in a music video is much about the feeling of everything being realistic and what the artist sings about is real life. It is also about the fact that we do not always know exactly what we hear, for instance what exact instrument is playing at a certain time, however with a video it could show exactly what it is and make it more realistic. To obtain both sound and video to collaborate, may seem easy today
but back then it was not. It also brought the level of realism when it was synchronized, however only a slight half second delay could destroy the effect in a flash. [5]

To have access to a TV could be considered as a second chance to see their favorite artist live. That is one thing that even today may be considered as the best reason for doing a music video; bring the art to the people that cannot attend the concert, for it is the closest they can get. Music videos can even act as inspiration to fulfill dreams, learn to play an instrument or start singing. [5]

2.2 Computer Graphics

Digital Art is a term that embraces all of the art created with Digital Technology. It could be everything from edited photos and three dimensional (3D) models to motion graphics and animated movies. Billy Klüver is the founder of E.A.T. which stands for Experiments in Art and Technology. His vision for E.A.T. was to bring artists and engineers into partnership. Digital Art has been around for a couple of decades; however it is not that definite when it all began. It was first called Computer Art and sometime during the 1970s was the first time it was explored. At that time, both satellites and video were new on the market, therefore artists experimented with live performances on the Internet with help of streaming techniques. [6]

Two decades ago it was not even considered to use a computer to create art. Back then, computers where closer to science fiction than a tool of art and artist rather painted with their brushes on canvas than on a machine with a mouse. All of that has changed and today it is more common that amateurs and professionals use their computers to work on. Computers are also a tool that simplifies some processes and can assist with work. This is why software, such as Adobe Photoshop [69] has tools that tries to be as equivalent to the real deal as possible. In general, it is more accepted as a tool for the younger generation that has grown up with computers than an older generation, however the manual process of creating art is still as important to preserve as before. [7]

Bruce Wands, Director of Computer Education at the School of Visual Arts [70], states that when Digital Art was still quite new and the public was using software such as Adobe Photoshop, it was quite common that people used filters for instance blur and symmetry on their images and then called it Digital Art. He also argued about the importance of erasing the barriers between old and new art. [8]

When it relates to visual manipulation, there is always a question about realism. With video work acknowledged at both national and international film festivals Gabriel F. Giralt argues, ‘The present fascination with visual manipulation not only has brought realism into question but also has brought into focus a new breed of film director whose creative sensibility is manifested in the manner he or she perceives reality.’ Therefore, it is more about a personal approach than a perfect shot with the camera. Computer Generated Imagery (CGI) cannot capture a whole scene in the same method as the camera can. There are unrealistic effects that could look realistic, such as morphing between a human and a robot. They are similar to caricatures in its context. The work of a Digital Artist is often about the creative mind and creating something dreamlike that even though it seems it belongs in a scene, the audiences already know it cannot exist. That is the most useful part of CGI. He pinpointed the importance of ‘…the greater the image’s visual credibility, the greater the fiction and illusion.’ [9]
3 Choice of Method

The research method that was used was a literature review and exploration of the different music videos with Computer Graphics included in them. From the new knowledge, a different and enhanced style will evolve.

The literature review is the research that is reviewed from scientific articles. The information that is relevant for this thesis is therefore in the theoretical background and brings a historical side of music videos and computer graphics. Through pure exploration of different music videos, a couple of categories will be formed. These categories can be used as inspiration for how to use graphics in music videos. There are also a couple of sub-categories that consists of classifications that are less likely created with Computer Graphics even though it has a great potential.

To create an enhanced style out of the acquired information is the last task for this research project. It is where the new knowledge and inspiration is tested.

4 Result

It is easy to connect music videos to movies in this day and age. More and more money are being spent to stand out in the crowd. It is extra important to be seen for artist that are not yet established as all the other stars. Therefore, it is more often now that those artists try to make a big impact with their first video in order that both the video and song can achieve as much publicity as possible. Computer Graphics costs money, therefore it is important to choose wisely what type of graphics to use.

4.1 The Categories

Already from the start, some of the categories were thought out and from them it evolved into all the others. These categories consisted of 3D animation, 2D animation and different types of Effects.

The result of studying music videos is the discovery of nine categories with styles that is more common than others and eight sub-categories that is rarely accomplished with Computer Graphics. Each style category has videos which uses similar graphic styles. Although the headline says one thing, some videos fits under many of the categories, yet it has its most important visual characterization from that category.

4.1.1 Blockbuster CGI

These videos are the most similar to movies when it relates to impressive graphics and storyline. There are often narrative scenes with breaks in the video where the artist or artists interacts with each other to provide a larger context. This type of videos is the most expensive ones if there is a great deal of CGI in them. An example can be seen in Figure 1. They are not seen as often but in general they acquire more publicity.

In an interview, Jared Letho, the singer of ‘30 Seconds to Mars,’ talks about how they are hoping to start some kind of reaction or debate with ‘This is War.’ [10] [11] One of the categories is Word Visualization and one of the sub-categories Documentary Footage. Both are being used here to make an impact and provide a face to the words that he is singing, sometimes with an underlying opinion from them.
The second example is Michael Jackson featuring Janet Jackson – ‘Scream.’ [12] Production date was 1995 and this video is still today listed as the most expensive music video ever made; over seven million dollars and of that the 3D spaceship cost about 65,000 dollars. [13] There is one video made by ‘30 Seconds to Mars’ that is said to have beaten the record with thirteen million dollars in costs, however there are no evidence to support that. [14] Michael’s video seemed to be ahead of its time and only a couple of years later it has become more common with these expensive videos. One of these videos was Backstreet Boys – ‘Larger Than Life.’ [15]


4.1.2 Motion Graphics and 2D Animation

This category is vast and is applicable in many ways. Therefore, the following examples are just to help you identify some of the most common methods in how they can be used. Rihanna’s song ‘Rude Boy’ [18] is a perfect example of this. As shown in Figure 2, she stands in front of a green screen and behind her there are multiple abstract items flying around. That is why it is user friendly to work within this style. A great deal of software knowledge is not needed nor are complicated animations needed compared to other approaches.
Another video, shown in Figure 2, is Underoath – ‘Too Bright to See, Too Loud to Hear.’ [19] That video is completely made of Motion Graphics. The camera is moving from left to right almost to the end and there are always new objects appearing on screen that creates an interest to see what is coming next.

This is a style to choose when the artist want to demonstrate exactly what they are singing, both visually and in text. Some videos that demonstrates this is Eminem – ‘White America’ [20] and Avenged Sevenfold – ‘A Little Piece of Heaven.’ [21] Also see Cheryl Cole – ‘Fight for This Love.’ [22]

4.1.3 3D Animation

Almost every music video with some kind of CGI has a 3D object in them. It is easier to make something that is not real in 3D than in any other method. Videos completely produced in 3D can look stunning and fill their part when for example an artist does not have the time to participate as much during the making of the video.

The band Gorillaz is a big exception since the whole bands image is their 3D animated characters. In Figure 3, they are driving around in a car. They even have some live performances in 3D. [23] The Black Eyed Peas has many videos where they experiment with all these styles and in the song ‘Boom Boom Pow,’ they use 3D animation to make a face that sings the song in some places. [24] The video also demonstrates that 3D can be used to replace or morph objects and obtain a cool result.

Also see Promoe – ‘These Walls Don´t Lie’ for a 3D environment mixed with filmed material. [25]
4.1.4 Filters

Filters can be used in many different styles. They can set a new mood, fake a camera attribute, such as focus shifting, change the appearance of a clip from modern to an old style or just add some color with a color filter. Filters can be helpful in creating videos and truly enhance the end result. Coldplay’s video for ‘Viva la Vida’ is an excellent example seen in Figure 4. [26] Throughout the video, there is a filter with cracks on it in order that the picture appears similar to a really old dried up painting.

Figure 4. Coldplay - Viva la Vida.

Filters are often used to simulate cameras and different interfaces when the camera is acting as a electronic device. An example is 30 Seconds to Mars – ‘This is War.’ [11] In the past, sound and video was hard to synchronize; therefore most films were so called silent films. In some music videos today, they mimic the old movies by
adding a filter which makes it appear old. Yolanda Be Cool – ‘We No Speak Americano’ [27] and Blondie – ‘Good Boys’ [28] takes advantage of this method as well.

4.1.5 Green Screen

Green screen is a technique used in many music videos. It provides the artist an opportunity to be in the environment that they wish to be in. Instead of traveling to a place far away, they stand in front of the green screen and problem solved. It is mostly effective though when it involves places that do not exist, fantasy environments. Paramore – ‘Brick by Boring Brick’ is a good example. [29] The singer is in a fantasy environment and the recording is on a set filled with grass and other props and a large blue screen [30] behind them. [31] Also, artist needs to use this technique when they want to have their Motion Graphics or 2D animation in the background. In a particular video, Eminem is making a parody of a bunch of commercial hits and that includes a guitar hero scene where he is inside of the game, all made in front of a green screen. The song is called ‘We Made You.’ [32]

Also see Delain – ‘April Rain’ which demonstrates the use of the green screen shown in Figure 5. [33]

![Figure 5. Delain - April Rain.](image)

4.1.6 Retro Graphics

In the past, everything was in pixels; therefore it is easy to become nostalgic when you see a music video with pixel graphics. There are two videos that show this style quite well; Junior Senior – ‘Move Your Feet’ [34] is shown in Figure 6 and Teddybears STHLM featuring Paola – ‘Yours to Keep.’ [35] Junior Seniors video contains only pixel graphics whilst Teddybears mixes real footage with pixel graphics. One interesting video that has taken this theme to a new level is The Black Eyed Peas with ‘The Time (Dirty Bit).’ [36] It is an appealing video where the people in the video turn into pixels themselves. Unlike the two other videos, this one is made with 3D animation. [37] This style is recurrent from time to time.
4.1.7 Cartoons

In 1985, A-Ha made their video for ‘Take on Me’ which has been a classic ever since. It is a handmade animation with sketches and drawings that mixes with real footage. Today computers are used to enhance the results and a good example is Linkin Park – ‘Breaking the Habit’ [40], shown in Figure 7, which is also a hand drawn video. [39]

Korn – ‘Right Now’ is another good example of a hand drawn animation. [41]

4.1.8 Special Effects

Special Effects can be everything from light phenomena to fire bolts. In this case, it is all about the extra effect to spice up the music video. In Figure 8, Keshas’s video has a light phenomena [43] flashing over the screen. It does not fit in with the rest of the video; however it fills a purpose at that transition. That is the choice everyone has to make, the choice of how to use the Special Effects in order to make their video better than without the any effect.

Flo Rida – ‘Who Dat Girl’ is another example with Special Effects. [42]
4.1.9 Word Visualization

Word Visualization appears in videos here and there. It is mentioned before under Blockbuster CGI and it means that words are written out in order that the viewers can read it. Sometimes, it is words that is meaningful for the song or just words from the song. It is often in Motion Graphic videos; however it can be used in all the categories.

As shown in Figure 9, 

As shown in Figure 9, Korn - ‘Y’all want a single,’ words are used to provoke the music industry. [44]
4.2 Sub-categories

The sub-categories are elements that could enhance the final result of a video; however they are most of the time created in other methods than with Computer Graphics. That is why the following categorizations are meant to inspire to take some new directions towards CGI.

4.2.1 Documentary Footage

Often used to make the audience think about what is happening around us. It pops up in all kinds of videos and often fills a good purpose and makes it easier to see what the lyrics are demonstrating. What to think about is the combination of Computer Graphics and Documentaries both similar to the ones below. They can also manipulate the past that could be created with some realistic animation.

Two videos with documentary footage is Linkin Park – ‘What I’ve Done’ [45] and ‘30 Seconds to Mars’ – ‘This is War,’ in Figure 10. [11]

![Figure 10. ‘30 Seconds to Mars’ – ‘This is War.’](image)

4.2.2 Fisheye

Fisheye lenses are often used in extreme sport videos to make it appear special with its round stretched corners. In Figure 11, Dizzee Rascal with his song ‘Bonkers’ has used this technique in the video to make it exceptional video. [46] The environment bends similar to what a fisheye lens would have created.

![Figure 11. Dizzee Rascal - Bonkers.](image)
4.2.3 Time Lapse

Time lapse is a feature which makes the time speeds much faster than in reality. This provides the viewer the opportunity to see more in less time. There are some videos with time lapse in them, for example Madonna – ‘Ray of Light,’ which is shown in Figure 12. [47] It makes the video interesting to watch. During my search for music videos with computer graphic elements, there has not been a single one that has a time lapse with CGI.

![Figure 12. Madonna - Ray of Light.](image)

4.2.4 Stop Motion

Stop motion is a popular method of making videos by taking a huge number of still photos and putting them together afterwards. Shown in Figure 13, Oren Lavie – ‘Her morning elegance’ is “the most successful Stop Motion video ever.” [48] To create this type of video with graphics instead could be something to think about. Clay figurines and Lego men is often used to make Stop Motion videos.

![Figure 13. Oren Lavie - Her Morning Elegance.](image)
4.2.5 Film Noir

This category is more than any other a cinematic style, Film Noir. A video that received an award for its innovative use of the style is *Queens of the Stone Age – ‘Go With the Flow’* which won Best Special Effects Award at MTV Video Music Awards in 2003. [49] This video is below in Figure 14. Other videos that is said to be Noir based is *Madonna – ‘Oh Father’* [50] and *The Police – ‘Every Breath You Take.’* [51] They do not contain any computer graphics but can work as inspiration.

![Figure 14. Queens of the Stone Age - Go With the Flow.](image)

4.2.6 Repetition

Some directors use repetition in their videos to stand out. Looping clips or repeatedly using the same type of content but with different techniques can be considered repetition. Two of *The White Stripes* videos are similar, however they are made by two different directors, *Alex and Martins, ‘Seven Nation Army’* shown in Figure 15 [52] and *Michel Gondry’s ‘The Hardest Button to Button.’* [53]

![Figure 15. The White Stripes - Seven Nation Army.](image)
4.2.7 Black & White or Colors

Using black and white in a video sets a certain tone and it could be just what a video needs. It could be the opposite also, its colors are missing. Then, there is color correction or changing the color tone of clips that could make the video more interesting.

*Linkin Park - ‘Not Alone’* is in black and white [54] and in Figure 16, *Rihanna - ‘Only Girl (In the World)’* is colorful. [55]

![Figure 16. Rihanna - Only Girl (In the World).](image)

4.2.8 Slow Motion

Slow motion provides the viewer time to see what happens in a scene and it becomes easier to notice the details. Special Effects and Slow Motion together is therefore a good combination for those who like to see more details for instance in an explosion. In Figure 17, *Korn* has a video, ‘*Freak on a Leash,*’ that demonstrates a 3D bullet flying through the air which hits items as it moves forward. Some of the objects that are hit are made with CGI. [56]

Another example with Slow Motion is *Linkin Park – ‘Burning in the Skies.’* [57]

![Figure 17. Korn - Freak on a Leash.](image)
4.3 Music Genre

All artists and groups have a certain sound. This sound decides which music genre they belong to. The genre they belong to usually affects what kind of music video they create for their song. Not to forget is that most artists become influenced by other music genres and add that to their own sound, such as Reggae beats and Blues tones. Therefore, it is nothing that says what you could, must or should do in a video; however there are clear differences that distinguish many of them. The following is the music genres that often create music videos in comparison to other genres.

4.3.1 Pop, R&B and Hip Hop

Artists such as Pink, Beyonce, Rihanna, Lady Gaga, Usher, Justin Timberlake et cetera usually have the same set of videos. Since they all have created a great deal of videos, almost every one of them have tried out most of the different styles of music videos. Dance videos are the most common and videos with different sociable environments tend to occur, such as restaurants, clubs, concerts and shops. Special Effects, such as light flares and other light phenomena are quite ordinary in this genre of music videos.

These three videos is good examples from this genre; Medina – ‘You & I’ [58], Beyonce – ‘Sweet dreams’ [59], Adam Lambert – ‘If I Had You’ in Figure 18. [60]

Figure 18. Adam Lambert - If I Had You.

4.3.2 Heavy Metal

Heavy metal videos are often recorded at one and the same place in an extraordinary environment, such as a disused facility, rooftop, desert landscape et cetera. When it relates to graphics, it could be quite straightforward with color correction, filters and Light Effects commonly used.

An environment example in Figure 19 is Sonata Arctica – ‘Paid in Full’ [61] and In Flames – ‘My Sweet Shadow’ [62] is another example of a common environment.
It is also common that the artist or group changed their background to a computer generated environment. Many heavy metal songs are about mythical places or fantasy worlds that do not exist; therefore they have to recreate them in 3D instead.

One of these fantasy worlds can be seen in Kamelot – ‘March of Mephisto.’ [63]

### 4.3.3 Soundtrack

This is a genre where the video for the song often shows clips from the actual movie or that it is influenced by it. This means that when the movie contains supernatural elements, Special Effects or other characteristic pieces, then the music video contains these effects too. P.O.D – ‘Sleeping Awake’ [64] was on the soundtrack to The Matrix, which is shown in Figure 20.

Watch A Perfect Circle – ‘Passive’ [65] and U2 – ‘Elevation’ [66] for more videos with the same theme as the associated movie.

### 4.4 Develop a Style

The first step was to observe all these other styles of videos and see patterns and similarities and from that divide them into the categories above. Already, I had an idea to create something similar to the Word Visualization in the movie ‘Stranger Than Fiction’ that is in Figure 21. [67]
To develop a new style was in the end not possible. Instead, improved and mixed styles could be developed. That is how the different styles of visualization made Beat Visualization, which means that the effects and animations are adapted to visualize a beat, sound or instrument. Words and numbers were added to the scenes and they appear, disappear and sometimes move to the music. There is also a filter with a focus effect that switches the focus to the music.

4.4.1 Workflow

It all started with finding a song to create a music video to. Niklas Stagvall, a student at Creative Computer Graphics 08, allowed me to use one of his self-composed songs called Junibuss. A friend, Henrik Jonsson, contributed with video clips on various items, such as trees, bushes, a sandbox and a snowy intersection with cars driving around. All the clips were added to a new project in the software Adobe After Effects. [71] In this software, everything was put together and then edited. As a result, each transition follows the beat. The basic video was then ready and the effects were the next step.

The goal was to create about two minutes with effects, just to experiment to see the effect. That is why it starts in the middle where the music is at its best. To cause the words to follow certain points, the tracking tool was used and afterwards the path was polished to a perfect fit. Henrik’s clips had many focus changes in them, in order to make them appear more on purpose, a blur filter was added and synchronized with the beat. In one scene, the color intensity was changed in the same pace as one of the instruments changed its key. On the whole, all the effects that were added were synchronized with the different instruments and beats. Last but not least, the video was rendered out.

In Figure 22, a water tower can be seen that is made in Adobe Illustrator [72] with the text Water Tower under it. Four of the street lights are marked with Motion Graphics which is scaled up and dissolves to the beat. Down on the left side the word Pier is, similar to all the other objects in the scene, camera tracked.
5 Discussion

This research could have been executed in many different methods and also obtain different results each time. The main factor that cannot be ignored is the personal approach that is unavoidable.

5.1 The Categories

To find and decide what some videos has in common was not the hardest part, however to decide exactly what should be in a certain category was much harder without making it to personal. It would have helped if more relevant facts about them had been found to back up the research. To investigate into that kind of detail would expand the project drastically for every category that I came up with. It also felt like it was impossible to finish because what decides that the categories is right or complete? Is it the only thinkable solution? Probably not, however this was one method and with creative thinking in mind it could be better to have a few categories than many of them. The main categories can easily be divided into more specific ones, especially 2D, 3D and Special Effects. That is why further research could create more categories from others that possess more knowledge than me.

The theoretical background was extra complicated since there is not any study similar to this one that I have created. The articles are always precise and have almost never a general approach on the subject except for the history element. That is why this thesis can contribute and help others that need the extra facts to make a good video, as well as add a different perspective on the subject.

I have also thought about what the end result would be if I had made interviews with artist and musicians that create music videos as a profession and maybe the directors of the videos as well. I think that would have helped me confirm my categories and gain hints about new ones and improve the already existing ones. The input of professionals could enhance the work even more.
5.2 Develop a Style

To come up with a new or different style became harder after watching so many music videos and see that there is not much that has not been created before. In some videos, there were just a hint of what I now call Beat Visualization and from there my idea was realized. What I like the most about it is that the possibilities are infinite. 3D Animation, Motion Graphics, Stop Motion and all the other categories could be mixed with Beat Visualization because all of them could be animated to fit the beat. It is not revolutionary but it is a new style of thinking in music beats.

In Underoath – ‘Too Bright to See, too Loud to Hear,’ [19] there is a couple of skeletons that clap their hands to the beat and from there the style developed. This can be seen in Figure 22. Through this research investigation, I have not found anything that shows that this style was used before, to adapt all the videos effects to the beat.

![Figure 22. Underoath - Too Bright to See, too Loud to Hear.](image)

6 Conclusion

To reconnect to the objectives, categories were established by studying as many music videos as possible. I found it to be more individual than I first thought it would be. Also, it is hard to see that the categories are complete without obtaining any recognition from a professional with more knowledge on the subject. Nevertheless, it is a start to originate from. It may seem like it is my personal choice to make the categories in this manner, however I do believe this information can assist others that find them both interesting and helpful when creating their own videos. The genre classification is also helpful for those who work with one of the genres.

It is hard to find relevant facts about music videos from scientific articles; however that makes it even more appealing to explore. The information that was found was not as good as expected, however it contained information that can be good to keep in mind to avoid making mistakes.
To develop a new style becomes complicated when it feels like everything has already been created. That is why this style is more of a developed feature that has been spotted in some of the videos. To be truly unique today is almost impossible. Instead, artists improve and customize an already existing feature or product to something new.

6.1 Further Work

There was not a great deal of research material found on any related work on graphic styles and therefore it is possible to keep on exploring the subject. First of all, it would be an enormous contribution to find more literal research on every category for instance Motion Graphics. Having more detailed information on videos would be easier to place different them in categories.

It is also possible to create a case study and ask music video directors about graphics in their videos and to obtain a new aspect on the subject. Another possible method of looking at the categorization would be to divide all of them into techniques as one headline, Computer Graphics in to another and different cinema styles into a third one. From these, plenty of sub-categories could be formed.
References


