

## **LOW- VIDEO CONCEPT**

### **CONCEPT**

#### **Storyline**

The video follows one subject through a series of daily routines / interactions. Like going to the gym, maybe out getting coffee, missing the bus, interacting with their boss at their job, interactions with people on the street / in everyday life situations, maybe being picked on, or laughed by bystanders or passers by. These routines and interactions show the subject in a somewhat unhappy existence and not fitting into typical society.

The subject's facial expression & moods are signified / made visual by either obvious make-up (mime esque?) that changes, or masks with different expressions that they swap between. The make-up / masks are only worn by the subject. The other people in the video don't make any direct reference to their visual differences, but do make the subject's life miserable.

As the video goes on, the subject grows increasingly frustrated, unhappy with their mundane life, and maybe the interactions are increasingly more and more unpleasant? Heading towards a 'boiling point'.

#### **OPENING SEQUENCE**

Before the song has started, the subject wakes up, applies make-up / mask. Sits, maybe chin in hands, leaning, staring at an alarm clock, waiting for it to go off. When it goes off, hits the clock immediately to stop the alarm, and the song kicks in.

This leads into the aforementioned interactions.

#### **FINAL ACT**

One particular interaction IS the boiling point. Here, the subject removes make-up/mask to reveal their now liberated 'true self'. They then embark on a trail of care-free destruction, and being visually happy about doing so. Maybe shoulder barging through the laughing bystanders, throwing papers in the air and quitting their job? Set fire to something?

#### **PERFORMANCE**

Band performance to be cut in between storyline shots.

#### **LOCATIONS**

##### **Storyline**

We are toying with the idea that the storyline takes place in one location, in a theatre type setting. And the different interactions/scenes are done by kinda of choreographing props in and out of the set / frame. Not opposed to the stagehands being visible during this, to make it seem a bit more theatrical and an art-performance kind of vibe.

Not quite as cheesy as this... but this sort of idea  
New Girl Intro - [video link](#)



### SUBJECT VISUAL IDEAS



### Performance

To tie in with the theatre idea, the location for the band performance is to look like the backstage of a theatre. Maybe ropes and ladders visible and that sort of thing



The final act of the performance would be the band being brought into the main set, whilst the subject is going around doing their none-mask, liberating final sequence stuff.

Or maybe, as the video goes on, stage hands start removing the band's equipment from back stage, and placing it into the theatre set. Until the whole band is on set for the final act. Maybe a costume change too