



SHOOT BRIEF

House and Techno Artists

Keyword Code: **TECHNOFEB18**

Like concerts and music festivals, the requests for performers pertaining to the concepts of entertainment and music are at the core of this month's content needs. Unlike the concert brief, setting up talent here will require the right model. Casting club extras and securing a location can be expensive. Instead, focus on the artist in an isolated location.

Shot List Thought-Starters:

- Artist mixing records/controller on decks
- Artist standing with arms raised, facing camera and from behind (smoke, light blowout, or both, will disguise the fact that there is no audience)
- An overhead shot of the artist for unique perspective
- Artist singing into microphone while playing synthesizer, using fader, knobs
- Closeup of artist's fingers playing synthesizer
- Closeup of artist with hand on headphones
- Artist with hand raised, waiting for the beat to drop
- Closeup of artist's hands scratching records and using controller
- Artist engaging the audience – hand to ear, arm waving motions to stand up
- Portraits of artist looking at camera – serious testimonial shots – enthusiastic shots, etc

Suggested Keywords: Independence, Arts and Entertainment, Lifestyle, Leisure, Fun, Happy, Recreation, Audience, Performance, Creativity, Energy, Pleasure, Electronica, Synthpop, Turntablist

Typical Users: Food and Beverage Companies, Phone Services, Music Videos, Credit Card Companies, Technology Companies, Musical Instrument and Software Companies

House and Techno Artist

Pro-Tip:

Using smoke and or blowing out the scene with light and flares can disguise the the fact that there is no audience. We also highly suggest shooting in slow motion with a variety of angles.

Casting Considerations: Gender and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

Location: Studio, Club

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **TECHNOFEB18**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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