

DISAPPEAR
by ELENA GOODARD

VIDEO TREATMENT
by TANNER HERRIOTT

CONCEPT

The song would be sung/performed multiple times in front of a solid color background with a different lighting setup for each “look.” Each of the different “looks” would then be edited together in post.

An additional “inner struggle” section would be filmed in slow motion and at different angles to be used at the opening, bridge, and close of the video. The “inner struggle” footage would play off the idea of it being dark in front of where the artist is mentally but not able to see the light right behind her.

[LINK TO PROOF OF CONCEPT VIDEO](#)

SONG BREAKDOWN AND DIFFERENT “LOOKS” EXPLAINED

Intro

Video opens with a tight shot on Elena sitting with her eyes closed. She’s lost in her own thoughts and somewhere else mentally. By the look on her face and without saying anything the audience can tell she’s dealing with an “inner struggle.”

Verses one and two

Even though what she’s talking about is still very personal, the verses are on the boundary of what Elena feels comfortable sharing with others. The song is sung/performed directly to the camera with pleasing lighting from either above or to the side. These are the most normal and comfortable looking sections of the video.

Chorus

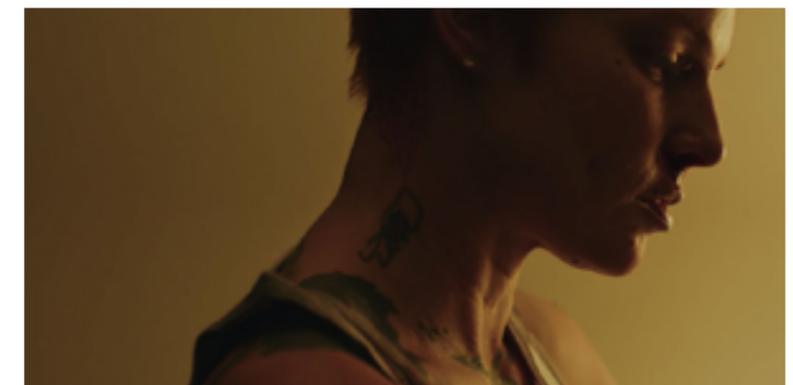
The chorus is deeply personally and not something she’d ever share with others. With that in mind, Elena is filmed in profile looking to camera right with a close up shot of her face. The lighting is more harsh and the camera side of her face is dark to reflect how dark and hopeless her feelings truly are about what’s going on.

Bridge

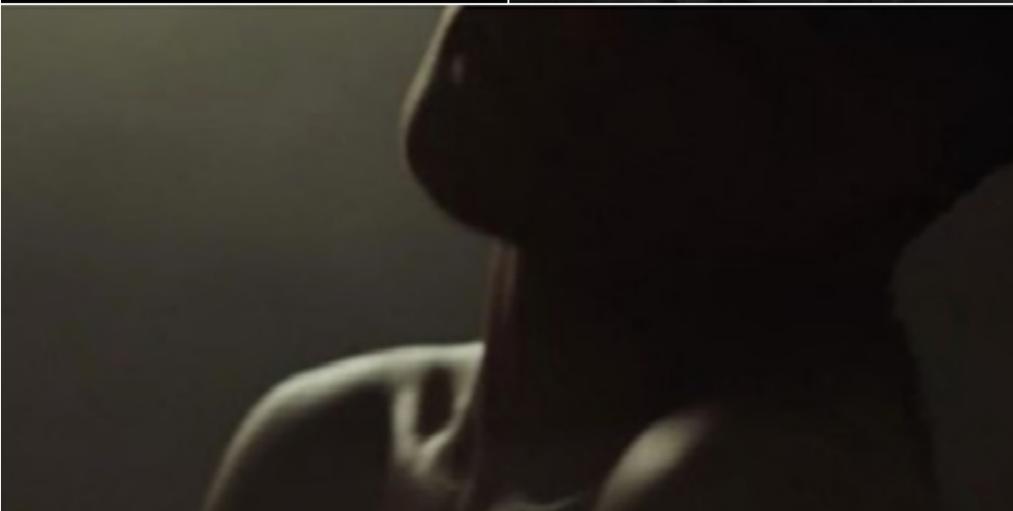
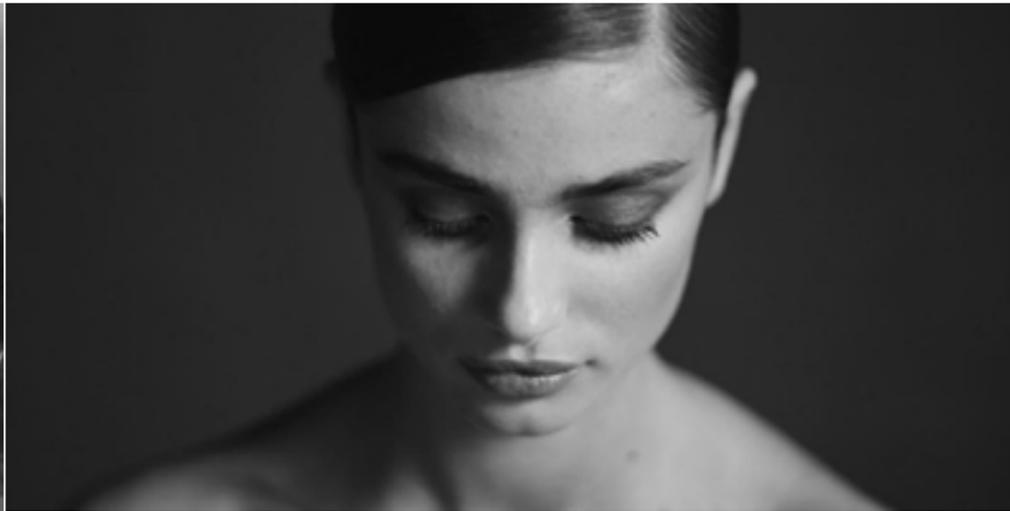
The bridge is a mix of the looks from the verses and chorus along with more of the “inner struggle” footage.

Close

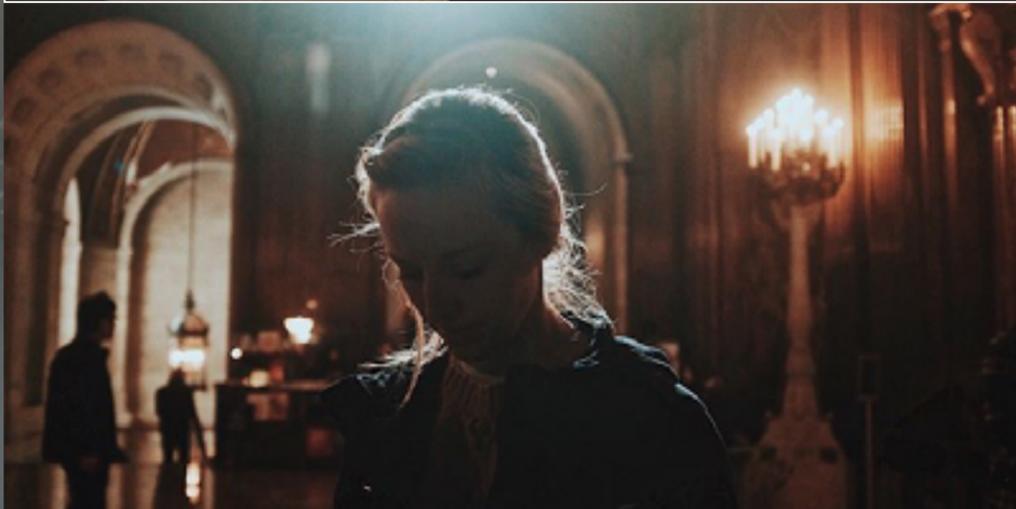
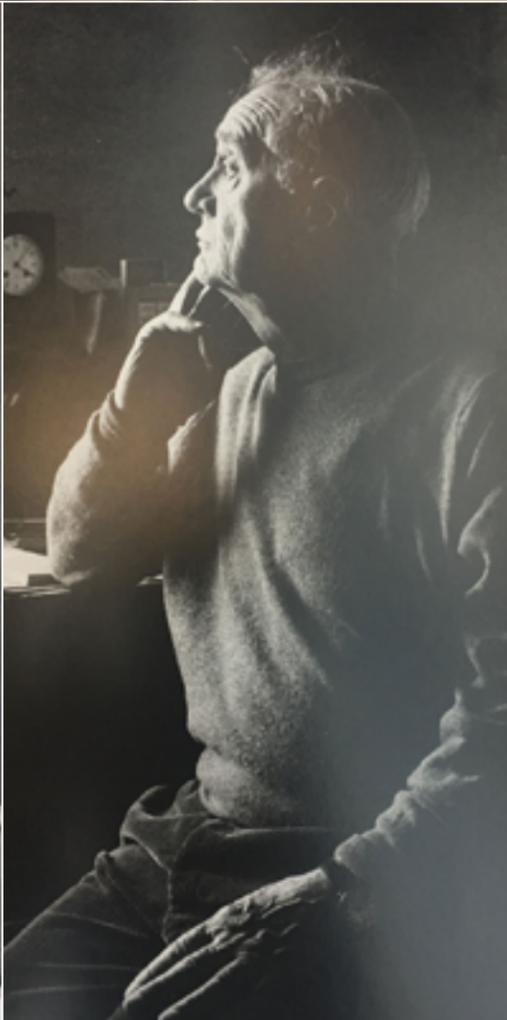
The video closes with Elena waking up from the same “inner struggle” shot from the beginning. She opens her eyes, stands up, and walks off camera.



VISUAL REFERENCES



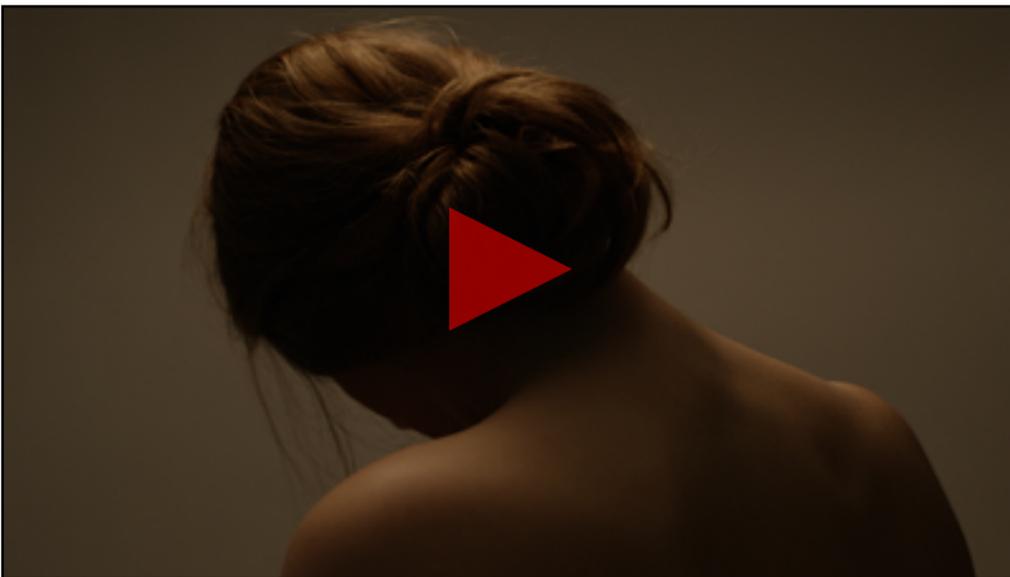
VISUAL REFERENCES



VISUAL REFERENCES



VIDEO REFERENCES



[A Lighting Test](#)



[H.C. McEntire "Baby's Got the Blues"](#)



[Jessie J - Not My Ex](#)