

Reasearch	
Do you have a music track - rights secured?	
What is the genre of music?	
What approach is often used for music videos in this genre?	
What is your approach? Will it include narrative, concept, performance?	
Who is the target audience? What evidence do you have?	
How will you market to that audience and other audiences?	
Does your song have lyrics? Have you analysed them?	
How will you interpret the lyrics? Will there be any visual links?	
Pick out three features of CD designs / Album designs etc for your chosen genre	
Identify the likely features of an advert for the album or website promoting the band	
Have you begun to consider production issues: locations, props and costumes, make-up, casting, lighting and cameras?	
What are your roles in the production?	