



## BluEyedDaizy Productions

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Things I put into this video that may not be exactly obvious unless pointed out. This video is by NO MEANS a perfect example. This case study was something I was asked to do for GerardButler.net's Video Forum in 2005. Please note: there is a LOT that I didn't include for the sheer sake of space! I didn't want to go on for...oh I dunno...EVER! Imao! Most of what I left out has to do with technical tidbits regarding timing and if you listen closely to the beat and guitar riffs and the cymbal crashes - you'll see what I did anyway so I didn't really feel the need to elaborate on it. **What I've noted below is basically the feeling and vision of this video in particular** - which varies with every video - and a few rather important technical tips as well. Other case studies will have more technical help - **this case study deals primarily with using song and music content to drive your production**. Hope you enjoy...it is a bit long though! Hope yer plenty comfortable!!

### Production Notes for "Never Give In"

Starting from the first line of the song (song lyrics are noted in bold):

**"So you found out today your life's not the same, not quite as perfect as it was yesterday but...When you were just getting in the groove"** Here is young Quinn - so hopefully looking out into his bright young future...

**"Now you're faced with something new"** only to watch those pigeons flying blissfully into the air turn into a horrific nightmare of a dragon filled skyline, via window blind action! This is the video I started playing around with the different cool transitions...very fitting for a post-apocalyptic landscape as things are a bit jarring in that new reality anyway and using these kinds of transitions like this helps the viewer feel that disjointedness. Next you see the overlay of fire dripping at young Quinn's feet - listen for the cymbal crash just as a flame drop hits the floor - kinda hisses, like water hitting a hot frying pan - visual matching. Very effective for connecting the music to the clips - even if it is so subtle most people miss it.

**"And I know it HURTS"** and exactly on the word "HURTS" you see Quinn's foot pop up out those flames because YA! I'm sure that might hurt! **"and I know you feel torn but you never gave up this easily before"** fades into a memory montage bringing us into the current day of the video with a polarized Quinn overlaid for emphasis.

**"So why do you choose today to give it all away"** and in enters Creedy!

**Side Note:** Now, you must understand my thinking about Creedy here. Gerry played a wonderful supporting character in ROF, but that's all it was...a supporting character. I wanted to bring Creedy to the forefront at the appropriate times but also keep him in his supporting role, kwim? Because this whole story mainly revolves around Quinn (Christian Bale) and Van Zan (Matthew McConaughey). However, it was Creedy's friendship that keeps Quinn going. And ultimately his self sacrifice that clinches the whole story. At least, that's the way I see it. And that sacrifice is how this entire video came into existence in the first place. I was listening to "Never Give In" and when the chorus came up I had this vision (which I will expound on in THE BRIDGE section below), that vision drove the entire video into being. When I cut my clips, I started with Creedy's sacrifice. It was the first scene to go up on my timeline and I built everything from there. **:End Side Note**

Enter Creedy...through a wall of flames (notice this also happens on a cymbal crash). A little foreshadowing there. And did you notice the look on his face? Pair it up with Quinn in the background and it's almost as if HE is looking over at Quinn saying **"So why do you choose today to give it all away?"** It's like, Geez man...pity parties don't get the job done! Lol.

Enter Van Zan, notice the polarized/color shift on the cymbal crash: **"Well it's not so bad y'all, together we all fall, just as long we get up we'll stand tall"** He's rallying the troops, building their spirit, pulling their heads out of their collective arses! Because SOMEBODY NEEDS TO!

**"We shouldn't waste another day, thinking 'bout the things that we forgot to say"** And Creedy is there listening - because (in all honesty) it was a good place to put another clip of Butler *\*grin\**. Now, Van Zan...**WHAT A FREAK!** I loved him. I DID! Matt needs to play more roles like Van Zan. I tried to bring out the crazed look in his eyes as often as I could.



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**"I'm hittin' back y'all, kickin' these four walls"** Everyone is preparing for war...weapons at the ready...my favourite bit here is Chopper girl. Here I used two video layers (exact duplicates of each other), polarized the top layer and lowered the opacity to about 60% or so, just enough for it to show on top of the original clip and give it a slightly animated feel – a cool and easy technique if you're looking for a graphic novel feel to your production. **"Just as hard as I can till I can't crawl...I won't waste another day with all these silly things swimmin' in my brain."** Another visual/lyric match up - nice parallel there between "swimming in my brain" and a visual of flying dragons. So ironic.

And now we come to the chorus and theme of the video...(I chose to follow the storyline of the movie for this production) **"There's no giving up now!"** This whole movie is of course, about fighting for the right to exist. And everyone is getting tired of it and the dragons are winning.

**"Do you really want to give this all away?"** They're all about to give up, until Van Zan enters the scene – with his tanks and his crazy eyes and his "Guardian Angels".

**"Can't you ever see things in a different way...some days"** Seeing things in a different way...here is where the polarizing becomes more noticeable and more frequent – that and I started to drop in framed clips alongside the main story to reflect more 'different ways'. The chopper going up as the dragon is attacking on the ground – not linear to the movie, but worked great for the video. The rolling ball of fire – yes, I copied Sereenie here, and not as well as her oh so chic B&W rippling into color fire ball effect! But I rather like the effect as it came out, mine starts b&w, goes to a full color boiling bubble of flame and then back to b&w as the flame passes. Use the sphereing effect to create the bubble.

**"No giving up now!"** And every time we get to the words "NOW", because it's so forceful...that's when a fire blasts appears. It just kinda punctuates it.

**"Such a beautiful thing to throw away"** right there on the 'way' of "away" you see the Angel's head snap around to look behind him. Cha-cha! Right on the beat. Lots of 'right on the beat stuff in this one...too many to point out...always effective in keeping an audience stuck to the screen though.

**"You should think things through...over and over again...ya...ya..."** This bit just sounds like flying...doesn't it? And the duo drop frames on the right alternately shift with the guitar riffs. Listen for it and you'll see what I mean. **"All over again..ya..ya"**

Mood Change!

**"So your scars fade away you soaked up the pain,"** we're walking through a burial ground, a good place to soak up pain, yes? And the fire is a good visual for the word pain – especially because it was fire (dragon's fire) that causes the pain in the first place.

**"A better person cause you lived through those days"** flash overlay of the apocalyptic events preceding the current moment reminding the viewer exactly what Quinn has gone through till now.

**"And now you know what it's like to prove you can overcome anything that gets to you"** those scenes of the burnt cities and destruction. That would be a lot to get over and lends overall to the tremendous ability our character has of facing down an impossible situation.

**"Well it's alright, we're sayin' our goodbyes"** It just so happens to work perfectly that a pen shows up writing across the screen...matches great with the 'saying our goodbyes' theme. That was just lucky editing!

**"To the past and everything that ain't right"** Here we flip back to a reminder of the issue at hand...

**"We won't waste another day with all these silly things in our way"** and referring to the dragons as 'silly



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things' is a bit mocking...but appropriate I think.

The second chorus is beefed up with a graphic novel layout using 2 separate clips, the Borders tool and two layers. The polarizing overlay trick is used here as well to transition one clip from real to fully polarized and vice versa. This is done as follows: Using one clip of one scene in one layer, split the clip into two pieces right where you want the transition to begin, drag the end of the new first clip over the new second clip so they overlap each other for as long as you want the transition to be (mine were fairly slow), then polarize one of the clips completely. The end result is a slow fade from one effect to the other. Now, do this for both layers of clips, put a nice thick black border on each – make sure everything lines up and wahla! Graphic novel layout with a cool polarizing effect.

**“There’s no giving up now!”** Here we have Quinn trying to turn on the water – to the beat of the driving rhythm if you watch his hands – and likewise below is Van Zan watching for dragons.

**“Do you really want to give this all away”** Creedy comes in trying to keep Quinn from becoming Crispy Quinn... **“Can’t you ever see things in a different way”** (watch Quinn’s mouth here - matches PERFECTLY to the words “different way”)**“some days.”** ...while Van Zan is trying to see things in a different way as the polarizing effect switches from the bottom frame to the top frame. And BAM! Here’s comes the dragon!

**“Such a beautiful thing to throw away...you should think things through before you give it up now!”** Creedy spins Quinn around (as the transition effect flips the entire clip around, losing the bottom frame in the process) in an effort to make him understand HE’s the one to be burnt to a crisp not Quinn! Sorry...lol...a little insensitive, but that’s what he was doing.

### **THE BRIDGE (What drives this whole video):**

This is apex, the ultimate crescendo, the top of the mountain, as it were. Everything from here on out is downhill - rapidly downhill. In the background, the dragon has landed and is preparing Creedy’s death blow...we see him arching up to gather the strength of hell’s fire and he unleashes it as we then see Quinn capitulate and Creedy race for the stairs. This is where time all but STOPS. We move into ultra slo-mo. Creedy’s life is flashing before his eyes...and he is remembering a conversation he recently had with Quinn. The intention of this particular scene is to show that Creedy is forcing this memory and the message it holds out of himself and directly into Quinn in the split second he has before he is incinerated.

And this is his message:

**“I know we have given all that we can give. When there’s nothing to lean on, well..”**

**“I”** cymbal crash/light flash

**“remember”** cymbal crash/light flash with a zoom in on the clip

**“this:”** cymbal crash/light flash – the crash/flashes/zooming are a reminder to the viewer that Creedy is a split second from vaporization - just in case you’ve gotten too comfortable with the ‘memory overlay’ and have forgotten what is coming...it has the wonderful side effect of setting up the next line for ultimate absorption as well. Like it’s saying to the viewer “heLLLLOOOO!!! Pay Attention! This bit is imPORTant!!!”:

**“All we make of this lifetime is always here within. And remembering that’s why...”** And here we see both far away and extreme close Creedy as he whispers with his mind in one last heart stopping, gut wrenching admonition **“We should never give in.”**



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OH THE ANQUISH!!! Quinn is devastated (as all of us are every time poor Butler meets his demise onscreen, which is TOO OFTEN GERRY! But then, that's part of your immaculate charm Lad! You just do it SO WELL!) then he remembers the dragon...D@MN the dragon that causes all of this!!! Then we see Van Zan in a similar state...both are overlaid by the dragon. **"Do you really want to give this all away?"** Ultimately I've come to think that this phrase means the following: Not fighting the dragons means you give away your humanity. **"Can't you ever see things in a different way...some days?"** The hand/dragon/fire overlay **"Such a beautiful thing to throw away..."** you know, of course, that Van Zan is holding cremated human remains, right? Humanity...such a beautiful thing to throw away...MUST FIGHT! **"You should think things through, over and over again."**

The only thinking Van Zan does after this bit is to figure out where he can land his axe most effectively because he knows the show is over for him. And Chopper-Girl puts in a stellar bit here as well. We saw her just before the first chorus...we saw her in the second chorus...we see her again because she's very pretty and does a good "OHMYGOD" face which was perfect for the graphic novel layout in the end segment. Plus, she's a woman, and she flies a chopper and let's face it...that's just D@MN cool!

Exit Sequence:

I LOVE THIS BIT! CRAZY VAN ZAN! In full polarized glory! Jumping headlong from a 50' tower literally into the jaws of death! How could I leave it out? I couldn't, and didn't. It was too ripe. Moving on...just lots of dragon/battle action intermixed with framed clips and polarizing effects. The last bit – **"There's no giving up now!"** Quinn in both smaller polarized b&w and very large rage red. Ya...you know he wins even without seeing the final victory. A dramatic and fitting close to this particular song.

Epilogue: I wanted to include this bit with Quinn and Creedy but there was NOWHERE within the video itself that it would work. There's just no room for comedy at all. So, I thought EPILOGUE! Why not? And I searched up and down for a good quote but to NO avail. Finally, I reached back into my scrap booking experience and remembered how I loved using definitions. Sadly, this definition does not appear in any dictionary – it should. It's what a true friend means to me.

(as it appears in the epilogue)

friend (frend) n. 1. someone who can hear you even when you don't speak. 2. someone who shares your sorrow as well as your happiness. 3. someone who picks you up and stands by your side. note: "There is no greater love than this; that a man should lay his life down for his friend."  
John 15:13

The last two lines are the most visible (as they appear over the black portion of the screen) and therefore the most important part of the message. Creedy gave his life. For his friend, for his community...he died trying to save others as well. A very noble character. Indeed.

And there it is. So you see...no thought is too small to put into a video like this. Use the music - every part of it - to steer your masterpiece (the cymbal crashes, the drum snaps, guitar riffs, the lyrics...everything!) into the vision of your most vivid imagination!

If you'd like to see more case studies from BluEyedDaizy Productions, please take a moment to let me know so all this typing isn't done for nothing, lol. You can drop me a line at [Blu@BluEyedDaizy.com](mailto:Blu@BluEyedDaizy.com).