What makes a good music video

Great music videos start with a good song. When choosing the track, be honest with the production group to ensure you all share a vision. Next, think about what kind of video you want. Explore all the options on how you would like the end product to look. Do you want to tell a story visually? Do you want to film a performance video? It is helpful to make a mood board to effectively share your vision with your group. This can be images, colour swatches, stills from films, or anything that helps visually imagine and communicate what the video will look and feel like. Similar to colour, the shapes and elements in your video also help tell a story. For example, urban streets and back roads will feel different from balloons and beaches.

A good idea would be to look at the target audience of the selected song. What sort of content will make sense for the fanbase of the song? The colours and content should feel natural, relating to the song. You want to engage the viewers, not bore them.

Planning and pre-production are a big part of ensuring filming goes smoothly and everyone is on the same page. Making a script and storyboard outlines the scenes, camera angles, and transitions needed when filming, helping everyone stay aligned. Determine your costs for locations, props, equipment, and costumes. If the budget is low, decide what is most important and will have the biggest impact on the screen. Scouting your location correctly will enhance the mood and message of your film. Look for places that fit your vision and then get any necessary permissions ahead of time.

To make a music video, you will need a camera, a tripod, good lighting, and editing software. On shoot day, preparing is key. Use a storyboard as a guide, but stay flexible, take as many shots as you can for coverage, as these will be helpful when editing, play the track on set to ensure movements and lip syncing are on beat, and don’t be afraid to try unconventional camera angles and effects.

Editing is where the vision begins to look real. Things to keep in mind could be syncing the visuals to the beat (cutting and changing clips according to the beats of the song), using transitions to maintain flow, incorporating effects, but don’t overdo it, less is more, and colour grading your footage so that the footage matches the tone of the song chosen.

Your work can be promoted by posting it on social media platforms, YouTube, and music blogs to help reach a wider audience.

When making my music video, I will reference this and refer back to this as a helpful guide. I want to begin with pre-production and research so that I know what kind of music video I will be making.

Emastered.com. (2024). *What Makes a Good Music Video?* [online] Available at: https://emastered.com/blog/what-makes-a-good-music-video [Accessed 14 May 2025].

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