Different types of music video

Narrative music videos

Narrative music videos are usually music videos trying to tell a story based on the lyrics in the song. These types of music videos typically have a beginning, middle and an end, just like a short film.

It is rare for lip-syncing or clips of performances to come up in this type of music video as the band will usually relate the lyrics directly to what occurring on screen.

Concept music videos

Concept music videos are not usually related to the lyrics and often don’t have a storyline. Commonly, that concept music videos are a way for the artist to showcase their creative vision for the song. These types of music videos are wildly unique, with each video looking different based on how the artist views their song.

Lyric music videos

Lyric music videos are simply music videos with the lyrics included on screen as the song goes on. These types of music videos were extremely popular in the early days of YouTube, but were regularly posted by those without the rights to the song. These are usually cheap or even free to make.

Performance music videos

The oldest and possibly most used type of music video – the performance music video. Typically, you will see the band performing on stage. It could be a live performance or otherwise. It may include dancing, lip syncing, and performers playing their instruments. These music videos are uncomplicated and great for those with a lower budget.

Animated music videos

Animated music videos could be anything from 2d animations, stop motion, or CGI. These types of videos usually follow a similar structure to other music video types. Rotoscoping is a type of animation where all the footage is shot in real life and animated over.

Become better creators — together. (2022). *Music Videos | 5 Main Types & Best Examples of Each | Wedio*. [online] Available at: https://academy.wedio.com/types-of-music-videos/.