

Analysis of Two Kinds of MV Trailer Creation Content

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Abstract: MV trailer is the MV inside the more eye-catching or eye-catching, to attract everyone's attention, it is a very effective way to promote the MV. This paper focuses on two different types of MV trailer type creation features, and analyzes the visual effect of MV trailer to attract the public with theoretical and practical significance. Using two representative female groups thumb amount of the first five MV forecast data in this paper found: (1) dance type MV forecast play characteristic is the music of chorus accompaniment with a short dance and different perspective scene to catch the public eye; (2) Story type MV forecast is characterized by some specific scene and perspective transformation suggested that the subsequent MV story. This paper aims to analyze the theoretical and practical significance of the visual effects of MV trailers in attracting the public by studying the creative characteristics of different types of MV trailers, and provide reference for the subsequent MV releases for better publicity.

Keywords: music video, visual effects, creative features

1. Introduction

Music video is generally used to promote songs, and MV trailer as trailer main role is preheating propaganda, in recent years the international influence, of the company on the way of propaganda, before every artist returns to release an MV forecast to attract attention is an effective way, the public to subsequent release of MV will have expected to psychology, so study different types of MV forecast feature content. First, the MV preview is roughly divided into two types of story and concept. On the one hand, the factors of the different heat of the two girl groups should be considered. On this basis, the MV trailer of the two girl groups will be compared to the creation characteristics of the two types of MV trailer for the subsequent release of MV trailer. This article mainly discusses the kinds of MV trailers on the market, and analyzes the differences between the different forms of MV trailers, different forms of MV preview of the subsequent development of how the various problems. By studying the creation characteristics of two types of MV trailers, the differences between them are summarized, and the shooting ideas of the story MV trailers and the shooting techniques and methods of the song and dance MV trailers are explored, so as to provide references for the subsequent release of MV trailers and bring better sensory experience and brainstorming to the public.

2. The creation process and creation skills of the music short film trailer

Music short creation design needs a complete process, music short forecast without destroying the integrity of the music video content also having a clear idea of music clips make complete music clips [1]. Through the early picture design, shooting and editing three stages, can combine MV sound painting with a relatively clear grasp, and this belongs to the basic idea of MV shooting, and according to the specific situation of design and adjustment, create a harmonious complete MV works. Various kinds of video editing skills can make the short video more eye-catching, and become the focus [2]. It is mentioned that whether it is TV short film and television works, or the short video production of Kuaishou TikTok, they all need exquisite editing technology. It not only affects the quality and performance effect of the work, but also has an important impact on the audience's viewing experience. Therefore, the analysis and practical application of editing skills have become the focus of many practitioners. Good editing skills give the audience a good audition experience through various scene transformations and novel transition editing, so as to achieve the effect of expanding the audience rating. Here are a few common shooting techniques: (1) Low Angle Follow Boost: Follow from a low angle, the lens continues to rise, and the field of view changes from narrow to wide, giving people a sense of grandeur. (2) Side-tracking: The camera follows the movement of the subject, which can create a strong sense of movement. (3) Follow the mask transition: You need two sets of shots, starting with a close-up of the feet at a low angle, ending with the disappearance of the occluded object, then receiving the next set of shots, finding a tree to occlude, moving and following at the same time, and finally editing the two disappearing images together. (4) Surround follow-up: The photographer surrounds the subject of the person, which can present a magnificent visual effect. (5) Secret Shooting: Learn the position and angle of shooting, and move the camera forward to the natural appearance of the character, which is a classic shooting method that is often used in film and television works. (6) Focus unveiling: Turn the camera to manual focus mode, start with a clear portrait, pull back the focus until the person is completely blurred, and then play the video backward to get the effect of focusing unveiling. In the actual shooting, people can choose the appropriate shooting techniques according to the music style, theme and creativity, and continue to experiment and innovate to create a more attractive and expressive MV work. The assumption is that film scenes impact the audience as a result of their compositions, their montage of auditory and visual aspects, and an emotional arc of tension that develops over time to unfold emotional reactions in the spectators [3]. Taking blackpink, the research object of this paper, as an example, most musical music fragments and dances can bring good audio-visual effects. With 9.8 million likes on YouTube, their work shutdown uses a lot of the first and second methods just mentioned, and they are very good at presenting their dance and makeup. It is worth mentioning that many idol groups' MVs are shot through special effects, while Blackpink's MVs are basically shot in realtime, so that the scenery can be more in line with the lyrics and the idol members, so as to bring a better visual experience to the audience. This is different from the story MV trailer, which is mainly narrative and the song and dance MV trailer is mainly through editing to catch the public eye.

3. The narrative function of music video

Film music, including original scores and soundtracks containing popular songs, provides descriptive cues that improve people's understanding of the narrative within a film. With these musical indications people can pick up on the emotional situations occurring on screen as well as be persuaded to form our own interpretations of the context behind the music and its use [4]. In today's society, with the rise of short videos, more and more people like to understand some social events and social news through some popular ways [5]. By combing the relationship between film and music and the film narrative, the 21st century is the era of rapid development of information technology. In the

fragmented era of the word "short", with the diversification of information access, the audience needs a diverse, multidimensional narrative approach. In the music shorts, The director can describe a complete event by shooting techniques. Different perspectives and scene switches, or to some characters or items to a certain extent of features will bring the audience some Lenovo or better produce specific descriptions of things [6], photographer takes different angles, shows the picture effect will be different forms, is bound to give the audience different viewing feeling, of course through the transformation of the scene will also promote the development of the story. Taking the MV of the exploration object Red Velvet as an example, there are many creative and imaginative stories in Red Velvet MV. For example, Happiness MV tells the story of five people killing each other without any reason, reflecting the "random murder incident" in South Korea. The RBB MV tells the story of five girls who love each other and kill each other. The Bad Boy MV continues the style of the last Perfect Velvet, and is conceptually refined and deepened. In addition, narrative dance expresses people's emotions through dance movements, and uses some unique perspectives in dance movements to realize compact detail descriptions to express emotions [7]. The two girl groups of the subjects studied in this paper also prove this very well. For example, in the song "Kill this Love", the song is better described by the dance than the gun and the body shaking is like being hit. The narrative methods of the two different types of MV trailers are different, first of all, the story-based MV trailer mainly narrates the plot through the transformation of the Yangtze River and the interpretation of the members, and the second-class MV trailer is narrated through the dance action design of the members, and there is also a feature that often story-based songs will have more connotation and emotion than song and dance music in terms of lyrics creation. The singing and dancing music focuses on the ease of the music and is easy to sing, which is also the essential difference between the two types. But they all share a narrative function, it's just that the story-based MV gives more prominence to the narrative function. So far, relatively little research has been done concerning musical narrative functions. The present thesis is therefore thought of as a commencing attempt to probe a limited part of this vast field. The hope is for future research to further illuminate, vary and deepen related issues of interest [8].

4. Social function

The transformation of social function from video to video-visual breaks the binary system foundation of constraint video research [9]. In the face of public emergencies, how to make use of their own resource advantages, platform advantages and channel advantages, through the audio and video dissemination of music videos, to provide psychological counseling to the public, create a public opinion atmosphere and promote social orientation, has a positive practical significance. Use music short clips to convey positive social energy and create a positive and upward social atmosphere. Taking July 7, the Red Velvet album, as an example, MV of this song satirizes the Sewol incident through the scene and characters, and expresses the memory of the victims in the Sewol incident and respect for life. In the story told in their "psycho" song, Sebuqi sits in front of the loom used by traditional housewives, indicating her identity. Her impatient expression is a sign of her tired life. The lights go out, Irene gets off, and can see the astringent qi on the car. Irene and Shiki embark on a journey to fight sexism. Joy's eyes firmly shouted psycho, speculated that Joy is the leader of women. Joy shows up and closes Yi's "door" to keep her again. Wendy is suffering from domestic violence, flower lipstick, scattered hair, and watching her eyes in the painting Joy saw Wendy suffer this tragedy, decides to pull her out of the mire. Sebuqi held the logo of female equality, Shiki next to the god of love, so speculated that Shiki did not go, is "love" contained. Joy may have been sacrificed for affirmative action. Smashing of prejudice with stones representing equal rights. Wearing a long purple dress, she looked back at herself and found that she was not "herself" and decided to find herself back. Butterflies may represent the mass power that supports them. Irene Ran back to work,

and found that she finally had a dedicated workplace for women. Seb Qi also finally found the self. Based on life reveals the social problems such as women, family violence, etc., positive for the voice of socially vulnerable groups, films like a small movie, the film in realistic films, the audience often starts from the appearance of the film, gradually into the film inside the film internal culture transmission value more effective. Film is always in the same art line, the film center should be "people"; start from reality, transcend reality, expose social problems, and transfer positive energy [10], and musical skits also have the same role. Of course, social functions are also divided into good functions and bad functions, because Korean Kpop is very famous all over the world, especially among teenagers, so the words and deeds of idol group members in their daily life and their image and makeup in the MV have also attracted the attention and imitation of many people, so the three views and thoughts of idol members and the values they express in the MV also need to be paid attention to, and the intention is to be positive and have a certain cultural connotation. For example, promoting peace and speaking out for disadvantaged groups and so on, subtly affecting the social atmosphere.

5. Conclusion

By comparing the number of story MV trailers and MV trailers on YouTube, In the case of the high popularity of the case object. In terms of likes, the MV trailer is more popular, and more able to catch the eye the first time. In contrast, the story MV trailer is not as good as the public without knowing the full story. In the subsequent MV trailer creation, the public can be attracted through editing and other operations. In the end, it is a good way to spread social positive energy in the narrative. To sum up, the research in this paper finds that the public prefers the visual experience brought by the singing and dancing MV preview. In addition, there are also many research shortcomings in this paper. First, there are not much literature reviewed in this paper, and there are not many papers with similar research objects. Secondly, the research method used in this paper is relatively simple, and the author will learn to use more methods to improve the research in the subsequent research. Finally, the data of this paper may fluctuate up and down in exploring the case, because the number of likes is constantly rising, so it is impossible to have an accurate data. In the future research, it can be studied through shooting methods and shooting script, and more from the perspective of how to imperceptibly influence the way the public thinks about things and the transmission of values, the girl group RED Velvet, the subject of the study released the song 7.7 in the rising period of the group, speaking for the children who passed away on the Sewol, and under the huge pressure of public opinion, it is necessary to convey the correct values and let more people pay attention to this event, which reflects the social responsibility of public figures, this paper studies the shooting methods and functions of these two types of MV trailers, and provides a better reference for the follow-up MV trailers, and better launches the MV trailers that the public likes and can bring good visual effects, and play their social role to convey the correct values.

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