



Hanselomonkim
Productions

Treatment and Content Outline

1) TITLE PAGE

Project title: Heresy live 2003

Date of the Treatment: Tuesday, January 21, 2003

Brief Description: To create a video resume for the Hiphop group “Heresy”, to be uploaded onto their website: www.heresyentertainment.com

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2) BACKGROUND

The intended audience for our video would be directed primarily to anybody of any heritage, of any age and male or female that has an interest in the Hiphop music and the culture of Hiphop. Other audiences may include record labels and those involved in the music industry. The Group “Heresy” is currently completing their debut album and requires some sort of video for their press kit for promotional purposes. At this point there are no limitations since this would be “Heresy’s” debut experience, so every option is open for discussion and every angle will be looked at and considered.

3) OBJECTIVES

Our terminal objective is to produce a video resume for the Hiphop group “Heresy”, which will be part of a press kit that “Heresy” will be able to use for promotional purposes. When complete, this video can also be viewed at www.heresyentertainment.com. Whether this video is viewed by record labels, followers of “Heresy” and/or anybody browsing the web. We expect that once the user makes the decision to press that play button, our video will grab the attention of the user from the start making them want to watch the whole video. We will have an area for the user to leave a comment on the video as well as replay button, to be able to view the video as many times as they wish. The website already has a touch of class in the design, it is not too underground looking although the music is very underground. We want the user to already be attracted to the site even before the video is played. When the video is viewed, the user will be able to see the whole picture, the connection through the choice of design, the music and the video. After the video and site is fully viewed by the user, we hope that the user will have a better understanding on what “Heresy” stands for, the music and beliefs, as well as a better perception on what Hiphop is about.

4) TECHNICAL ELEMENTS

“Heresy” already has a website domain name heresyentertainment.com, the site is actually being created by Honorable Soul productions. The interface that is currently in the making is very user friendly in navigation, having a simple design and good use of color. The interface has a designated spot already for the video to be put in. The size of the screen which will display the video has yet to be determined but can be accommodated by the web space that has been set aside on the “Heresy” website. Through icons as buttons the user will be able to stop the video in the middle of viewing which will reset the video to begin playing from the start again. If possible we would also like to add in a pause button just in the

event the user wants to take down any notes on the video during screening. The option replay the video will also be available to the user. The running time of the video will be displayed, screen names when the artist appears in the video and as well in the rolling credits at the end of the video. We will be using a QuickTime player to run the video on the website. We want this video to be a video/documentation of “Heresy”, manifesting their everyday life, as well as their musical talent. We want their voices to be heard through the music as well through the responses they will give during an interview. We will want to show a underground type of environment, using the basic elements of Hip hop which happen to be break dancing, deejaying, graffiti writing and finally emceeing as background scenery. The music that will be heard will be the music created by “Heresy” whether it be an instrumental or a track with actual lyrics it.

5) SYNOPSIS

The promotional video will open with a collage of images of group members that come together to form one large image. Then it will fade out to the group's logo and interface. There will be several of simple choices for the user. The user can choose interview with members, music, video, photo gallery, member bio, or a fan forum.

This video will be set up to provide the user with as much insight and information to who the band is as a whole, and who the members of the band are. We want the user to meet and get to know the band.

6) CONTENT OUTLINE

- Interviews of members in the group.
- Music by Heresy
- Footage of the group recording music, jus hanging out in the basement.
- Logo
- Forum (comments and questions
- Photo gallery of members
- Link to bio section
- Background scenes should include: alleyways, graffiti, large buildings, basketballs courts, highlights of Toronto, recording studio, crates of records, the basements where the music is created of group members, park and park benches, brick walls, nightclubs, girls, friends of members, middle of the street