



ELTON JOHN

THE CUT

Supported by



1973

VIDEO STYLE: CHOREOGRAPHY

Bennie and the Jets

Here's everything you need to know about creating your **90-second video treatment** for Bennie and the Jets.

First things first

You are entering in the Choreography category. Your idea should be based on a dance performance in a style of your choice. It could be a narrative-driven dance piece, a pure performance spectacle or something else entirely. If you are a director we can help pair you with a suitable choreographer and dancers based on your concept. If you are a choreographer you will need to enter your treatment in collaboration with a director as we are unable to pair you with a director to execute your vision.

To create your film, you'll be supplied with a production budget and support from YouTube and Pulse Films. This will cover one day's shooting and a limited number of dance rehearsals, so keep this in mind when coming up with your idea.

Winning entries will be premiered on YouTube in the summer of 2017, and winners will receive a prize fund of \$10,000 USD to support future creative projects.

When coming up with your concept, please bear in mind Elton John will not be available to appear in any of the music videos.

Before creating your treatment

- 1 Download the audio clip from the Elton John: The Cut website.
- 2 Watch 'The song's story' and 'How to create a video treatment' films.
- 3 Collect relevant visual references or prepare sketches.

Creating your treatment

1. Start with a brief overview of your idea.
2. Take us through the narrative of the music video. If your idea is more conceptual, describe clearly how it relates to the song.
3. Are there any key lyrics or musical elements you want to anchor your concept to?
4. Bring your idea to life with supporting visual research or sketches/ storyboards. Be sure to consider:
 - Do you want to shoot in a studio or on location?
 - If you're shooting in a studio, describe your proposed art direction or set design. Be realistic in terms of scale and build time.
 - If you'd like to shoot on location, explain where and why.
 - Describe the sort of dancers (look, age group, dance style etc.) you would like to cast and why.
 - If wardrobe styling is a significant visual or conceptual element explain how and why.
 - Explain any cinematography or lighting techniques/styles you plan to use and why.
 - If editing plays an important role in the overall look and feel explain how.
5. If entering as a pair, explain each of your roles.

Entering your video treatment

1. You can only enter **one music video** treatment for **one song**.
2. Please enter your video treatment as an **unlisted** YouTube link or an MP4 upload (maximum file size 150MB). Before you enter, find out [how to set your video to unlisted](#) and get up to speed on [YouTube copyright basics](#).
3. Use the 'Tell us about yourself' field to outline any previous professional, educational or personal experience you believe supports your entry. Include all relevant film experience – from films you've made, to any internships or placements, to courses and training you've taken.
4. You must provide examples of previous work that will help us assess your current level of creative and technical experience – otherwise we cannot consider your application.

What we're looking for

We want to see bold, stand-out ideas that are:

- Adventurous
- Artistic
- Progressive
- Contemporary