



ELTON JOHN

THE CUT

Supported by



1971

VIDEO STYLE: LIVE ACTION

Tiny Dancer

Here's everything you need to know about creating your **90-second video treatment** for Tiny Dancer.

First things first

Your idea should be a live action music video in a style of your choice. We're looking for original ideas with a strong narrative element, a compelling emotional journey and engaging characters and scenarios. Your approach can be literal, or conceptual and abstract. Be imaginative, and remember you're working with a five-minute song and need to keep the story compelling throughout. You can choose to enter on your own, or with a partner.

To create your film, you'll be supplied with a production budget and support from YouTube and Pulse Films. If shooting in a studio, this covers one set-build day and one shoot day. If shooting on location, this covers two shoot days. 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 key lyrics or musical elements you want to anchor your story or concept to?
4. Describe your idea with supporting visual research or sketches/storyboards. Be sure to consider:
 - What is the mood and tone of your film? Does it have a distinct genre like comedy or drama?
 - What is the visual style? Please include clear examples of what your film will look like – cinematography, camera angles, framing, lighting directions etc.
 - Feel free to include sketches or references of key narrative moments – but no need for full shooting boards at this stage.
 - If you're shooting in a studio, describe the art direction and set design.
 - If you're shooting on location, describe the type of environment(s) you're imagining. If you have specific locations in mind, please limit them to a maximum of six and within a reasonable travel distance of each other.
 - Describe any key characters and what you're looking for in casting – age, look, unusual features etc.
 - Are you styling your cast in a certain way?
 - Briefly discuss the style of the edit and any other post-production or online effects.
5. Are there key lyrics or musical elements you want to anchor your story or concept to?
6. If you're entering with a partner, 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