

Dizzee Rascal **“Fix Up, Look Sharp”**

by Ruben Fleischer

This is an idea for a performance video that will be visually stunning and capture the raw and minimalist excitement of the track. Dizzee and his song will be the main focus, and through the flashy presentation and cool effects we will have a strong understanding of who he is and what he is about. Basically I intend to make the video bang as much as the song does.

As this is the single that accompanies the release of the record, I thought it interesting to try to mimic the album art, and to try and convey some of the imagery that accompanies Dizzee and bring it to live action on the screen. I am very fond of the block color vector style that is used in the album artwork. I think there could be a really cool opportunity to apply this aesthetic to a live performance to accomplish a visually exciting, never before seen look. We would be keeping it real simple and allow the focus to be on Dizzee and his lyrics.

I think that we should start off with very basic line art and gradually develop into a full person, so that at the very beginning of the video there is only a simple line, but by the end of the video there is a person in living color in fully embodied and realized, banging out the track. We wouldn't have to be committed to the gradual reveal idea full on, but I think it is a good path to follow. I am also very keen on the idea of a line being the central focus of the video, and will draw and fill in Dizzee throughout. However, it could also be used to draw in different things mentioned as well (guitars, trainers, etc.).

Because this whole video is going to be shot on a green screen there are literally endless possibilities as to what we can do to make it look visually captivating. We can alter the background so that it is a uniform color, or we could add patterns or textures to make it more dynamic. I like the idea of keeping it simple, but I just wanted to address that option. We can also do some very cool transitions. Say if the background is yellow and we are dealing with black and white solid colors for Dizzee's fill, we could push in on the black, and that becomes our background, and we could use yellow and white for the new fills. Once things enter into the vector world, they are immensely scalable, and it is easy to move in, around, and through the color.

I truly believe this will be a ground breaking video that has never before been seen in hip hop. It is super stylized, but super progressive, just like Dizzee's music. I know that this will get a lot of attention and people will be talking about it. It's the least that the track deserves. It is so good.

Stop Dat

When the video transitions to “Stop Dat,” the look will also change significantly. The background will go to white, and most of the performance will be shot in slow motion, and I like the idea of a heavy strobe or maybe just cranking up the shutter angle. It should be intense though, and I like the idea of having really intense explosions or light flashes all going off. This will work particularly nice if it is in slo mo. Also, as the first section of this video will be with a static camera for the most part (it is pretty much a lock off just adjusting the distance of the camera from the subject), it will be real nice to move the camera, either with a dolly or a jib, but something to give it some fluid movement. For some reason I can't stop thinking of the part in Windowlicker when the champagne bottles pop and it is slow-mo of asses and super intense. Another idea is to do a speed ramp that goes from real slow to real fast, but all in time with the music. For example, “Snort that, stop that, get that” would all be in slow motion, but then the camera ramps speed, and the “Wo” is in fast speed. That is just an idea.

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An alternative idea for this section of the video is to go with a very graphic eq for the background, and to have full color Dizzees on top. I think that the eq would do justice to the powerful beat of this song, and I think it would be cool to have it seem super realistic, as if there is a giant eq directly behind Dizzee as he performs. I think that this imagery will convey the intensity of the music and the strength of the beat.

I want this thing to look super flashy. Everyone should be sparkling. It should look hella slick. The EQ lights will be so entrancing that they will draw you in, but I want Dizzee to just look amazing - like a glossy centerfold. The flash of the eq will have an almost strobe like effect on the video and I think it will really make Dizzee stand out and get noticed.