

## **DJ FORMAT - HITS**

by Ruben Fleischer

For this video, I think that it is extremely important that we showcase the sophistication of Abdominal's lyrical talent, and try to feature it so that the viewer will be aware of the skills that he is laying down. To achieve this, I would like to not have any huge overarching "concept" to distract from what he is doing, but instead have a more bare bones, representational approach. So, here's what I'm thinking:

### **VERSE 1:**

We find Abdominal in his room, playing blackjack when the phone rings. He raps to the camera. Each time he says the word "HIT," it will appear in writing on the screen. There will also be a counter at the bottom right of the screen that counts off each time the word "HIT" is said. On "Yo, this is Matt..." we will cut to Format in his room in England, and show him talking to Abdominal on the phone. We cut back to Ab "I was like dude" and then show him listening to headphones of different beats. On "just as soon as I can hit England," I want to show a model plane against a blue paper background, suspended by strings flying to England. Then I want to cut to the interior of the plane and show Ab rapping the next part about disturbances. On "terra firma" we show a close up of Ab's boots hitting ground, being greeted by Format, a close up of the hand slap. Then we cut to the interior of a studio, show Ab adjusting the mic, and busting rhymes. Insert shot of RECORD button being pressed. When he says "by my count that was 18 hits" he can point to the counter at the bottom of the screen that reads "18."

### **CHORUS 1:**

Supreme close up of Abdominal's lips saying the chorus. We could maybe have the words that he is saying move across the bottom of the screen and use the old bouncing ball device. Or other new wave graphical treatment of the words. But something that allows the viewer to understand everything he is saying and get the point of the whole song.

### **VERSE 2:**

For the second verse, the key is obviously the rhymes that he drops. I want to convey this in two ways. First, I think he should be on a plain background rapping to the camera for the whole thing. Centered on the bottom of the screen, I would like to have the word "HIT." As he says each word he rhymes with HIT, I want the word at the bottom of the screen to show up. The "I" and the "T" will stay on screen, but the "H" will be replaced with different letters, like "NITW," "EXHIB" etc. Another device we could use is having close up still shots of many of the things he mentions, like "bic," "curtains w/sunlight streaming through," "switches," "Egyptian crypt," "fist," etc. They would be insert shots with no one in it, like still lifes to cover that lyric.

**CHORUS 2:**

A stage shot with Format dj'ing in the background, and Abdominal rhyming in front of him. I had the idea of Ab in many different outfits bouncing around, and he just keeps overlapping while Matt stays consistent in the background. It would be like a green screen shot, and it would look somewhat like there are more than one Abdominals, but not exactly. It will look super cool. For "Step in the studio..." we could cast someone who looks like he might be saying that to say it.

**VERSE 3:**

For this verse, I think that we can feature Ab on a plain background rapping most of the song, but then we will cut away to some slow mo versions of what he's talking about.

- blackjack table, close up of a long line of two's keep getting hit.
- insert shot of hands with woodblocks clapping
- dissolve shot of a mob thug capping three people and smiling
- steroid injected Mexican quintuplets – shoot a birthday party backyard smash up
- German dude in front of a computer
- an old man slow pitching a ball to a black baseball player and showing him smacking it out of the park
- have a lookalike Richard Simmons getting pounded in a boxing ring

**CHORUS 3:**

Maybe a party scene with Format DJ'ing and Abdominal dancing with some fine hoochie mamas. He's rapping as he gets down. It's a party vibe and we show Format a couple of times doing his thing.