

# **Animated Music Video on Nirvana Turret's**

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# Process

To understand what makes a music video viral, study already existing music videos which went Viral and Since animation is one of the most popular forms of media these days. I tried to study popular music videos which includes.

1. Paranoid Android by Radiohead
2. Arctic Monkeys: Do I wanna know
3. Tame Impala – Feels Like We Only Go Backwards
4. Daft Punk – One More Time



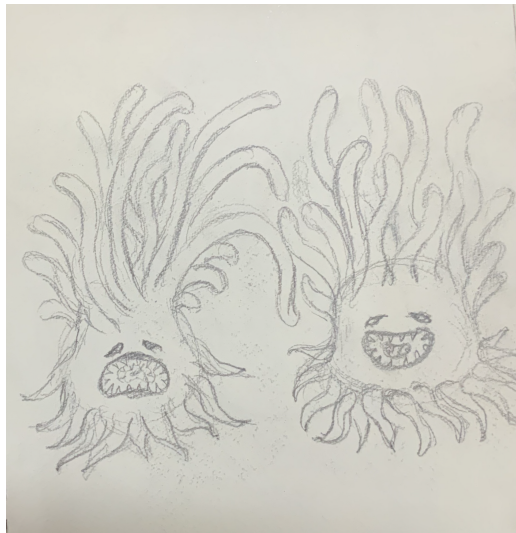
# Understanding

1. In modern media of entertainment, Animated music video's target audiences are mostly Adults who wants to rebel against the society.
2. Rock music works well with animation.
3. As the music videos are targeted more towards the adults, Most of the music videos visuals were extremely trippy and explicit.

# Choosing a Song

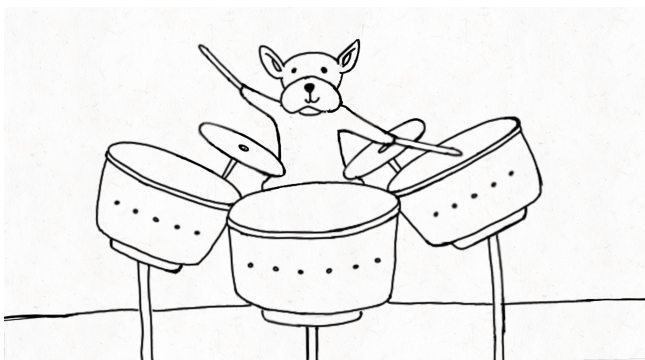
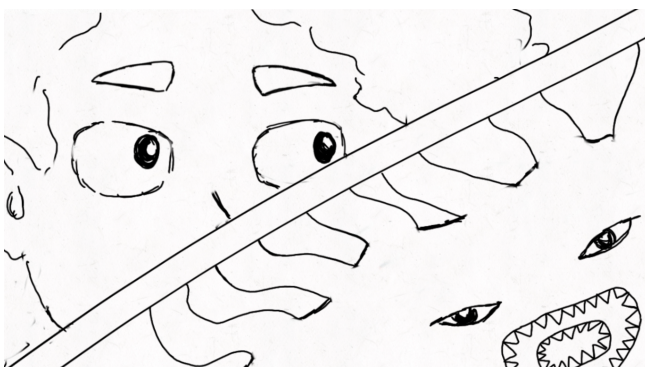
Post Grunge is a good option as it is the most rebellious music out there. And so I chose Nirvana's 'Tourette's' to perfectly showcase a disorder which makes people move rapidly and rebel against the world.

# Creating an Concept Sketches



# Creating an Animatic

A proper animatic video has been created and is available on the final presentation



# Creating the Music Videos

A proper animated video has been created and is available on the final presentation

