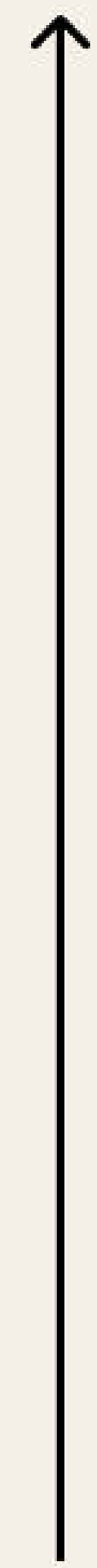
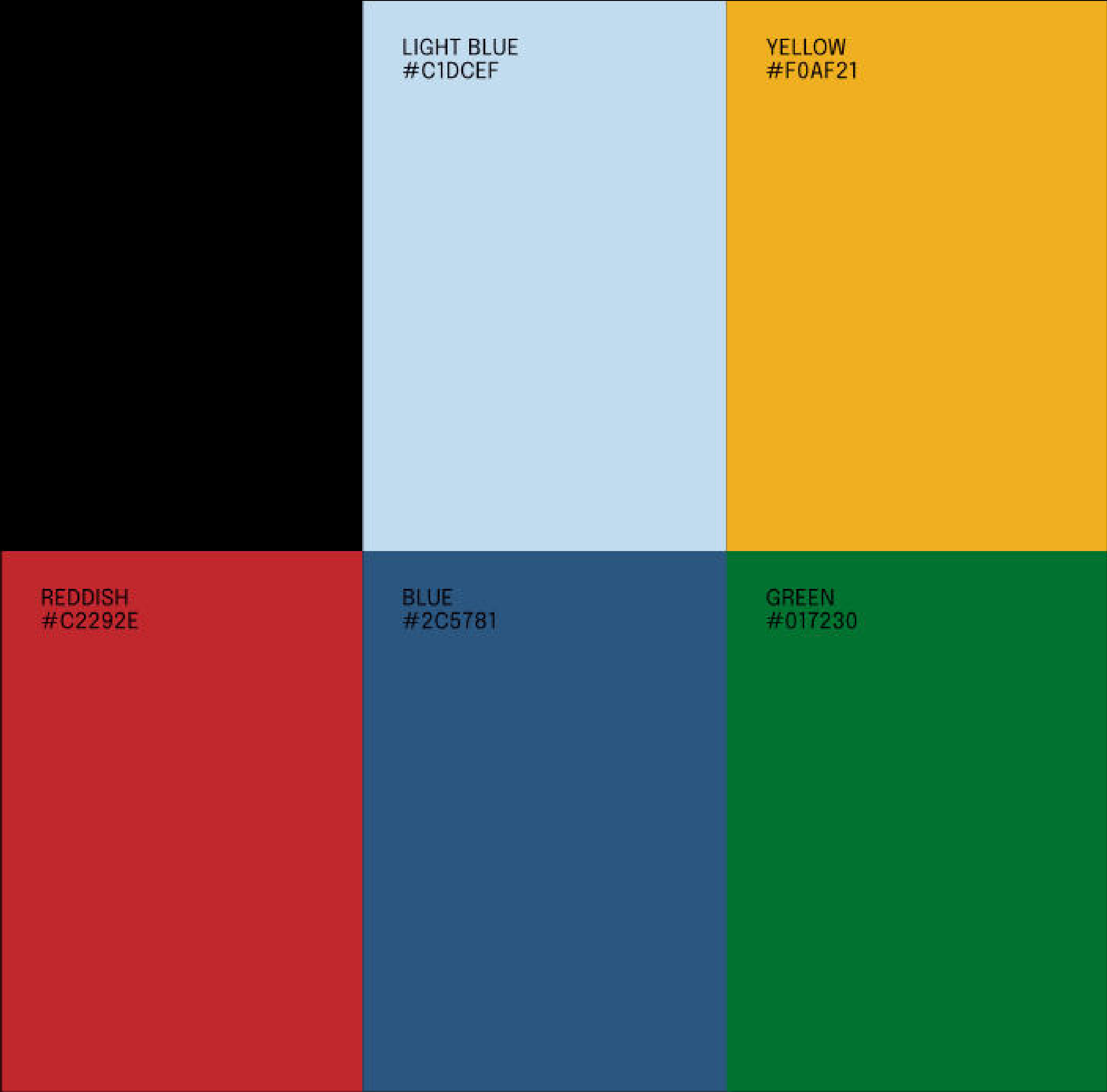


# Moodboard/ Treatment Out Tonight Shoot



# Colors:

TENTATIVE



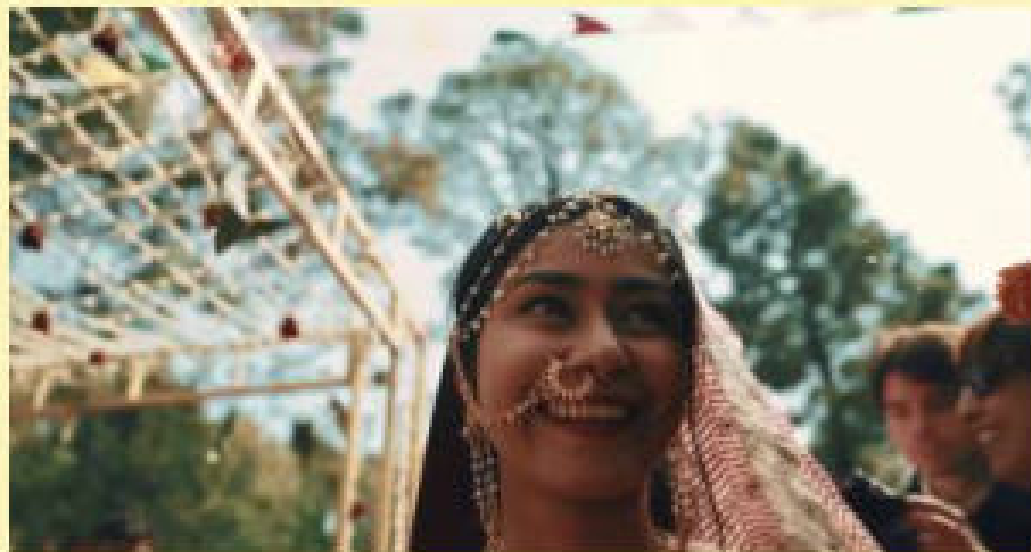
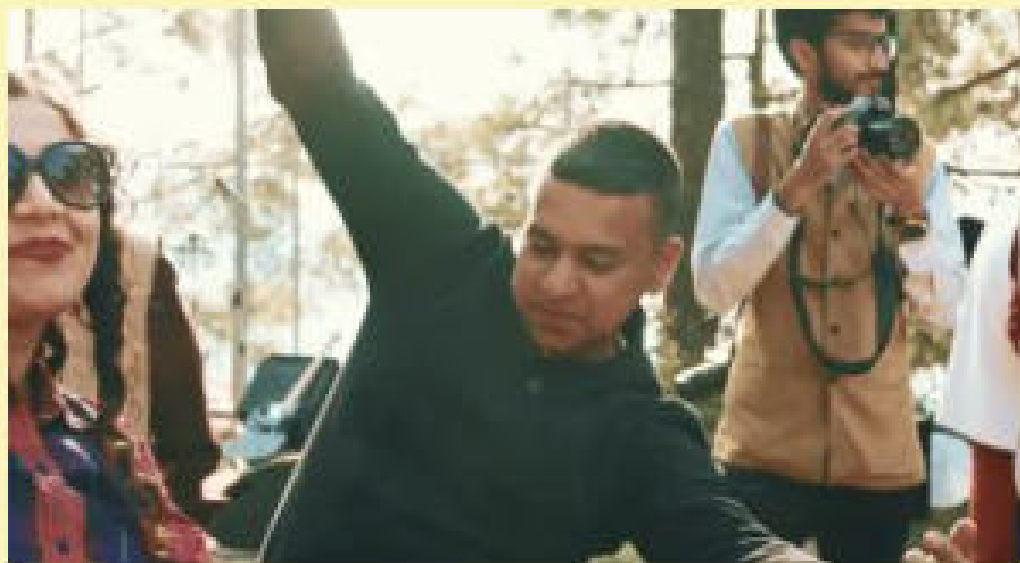
# References

1. Floating By  
(Peter Cat Recording Co)
2. Evan Finds the Third Room (Khruangbin)
3. Time (You and I)  
(Khruangbin)
4. Everyone Hides (Wilco)
5. This is Dominic Fike  
(Dom Fike/ Brockhampton)
6. Burnout Days (Flipturn)

# Floating By

Peter Cat Recording Co

I love the way the band is portrayed in this video. I also really like how they shot the party, and the contrast between the partygoers and the subject (lady). Good visual/aesthetic inspo/ food for thought

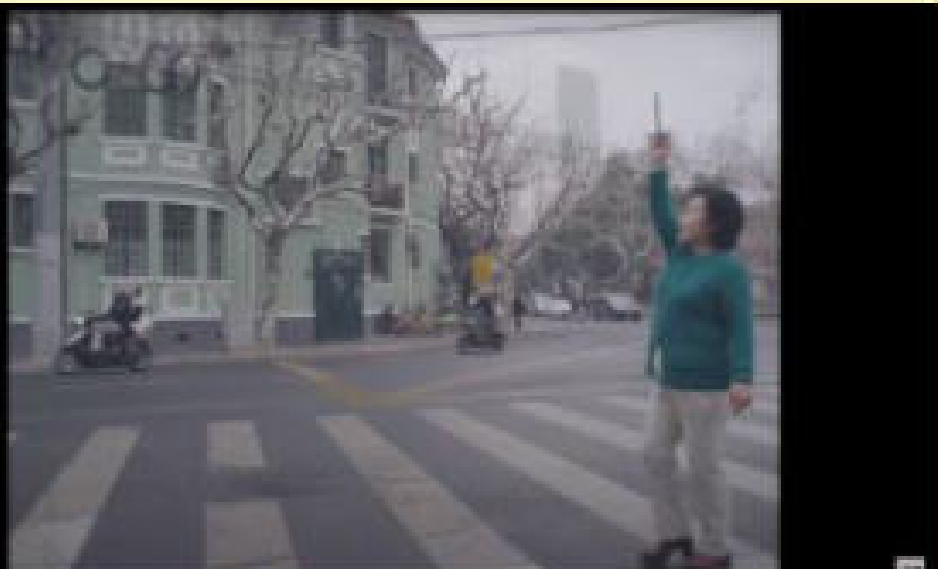


← avoid

# Evan Finds the Third Room

Khruangbin

This kind of grainy filmy aesthetic is something I think we should incorporate in a small way into the Out Tonight Video. I love the title here. Also, I think the way they captured this lady walking/dancing around town is really well shot and we can take inspo from how they framed a lot of these shots



# Time (You and I)

Khruangbin

Again, Khruangbin uses this grain/ film and vignette more than we probably ought to, but I love some of these shots and how they're framed. I also love in this video the continuity in the subjects moving around town



# Everyone Hides

Wilco

I think this video is a better example of what our final product might look like as far as it being a little sharper/ ditching the suuuuper hard grain. I love in this video how they start in the studio and then go outside, and I love this split screen effect they have. Our colors will be better though



# This is Dominic Fike

Dominic Fike/Brockhampton

A couple things on this one I love. First, this was the kind of ‘debut’ of Dom Fike so I think harnessing some of that energy for P Road’s debut visual will be useful. Second, I love how the line between song & mic audio is blurred, and I think this effect would work great for Out Tonight at times. I like the little captions, and I like how spontaneous and cool it feels.



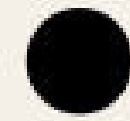
# Burnout Days

Flipturn

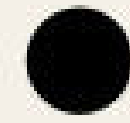
I like the splitscreen, I like how they use the profile shot although I think they overused it. I like how they incorporated show footage and band footage. This one is more to see how bands closer to P Road's level are making their videos (I think we can do better)



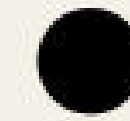
# Main points to keep in mind



This is the first piece of the Out Tonight “campaign”. All the decisions made around this are decisions we have to incorporate into the larger Out Tonight campaign



The paramount goal for the visuals surrounding this song is to make the band look cool



Tentative Out Tonight single cover for reference (unfinished):

