

NOVEMBER 2020

THE BOY BAND BREAKDOWN



YOUTUBE SERIES PROPOSAL

PROPOSAL BY:
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PROPOSAL

In this proposal I will outline the pre-production, production and post production steps I will take in order to produce a high quality 3 part youtube series that dives into the evolution and emotional psychology of boy bands. The scripted based youtube series will be rooted in research, but will also give the opinions and perspectives of myself and other avid boy band lovers. The series will be uploaded to my personal youtube channel and have it's own playlist on the channel. Each episode will have its own special made thumbnail and description.



OBJECTIVE

The objective of this youtube series is to engage viewers as they watch me break down different decades of our most favorite boybands. With in each episode I'll break down how the definition of a boy band has evolved, the way they're marketed, their music and they emotional psychology behind the fans and why they're just so "fanatic".

Boybands are a very controversial genre in the music industry. Many people believe they aren't real musicians and that they're only made for teenage girls. But groups of male vocalists performing together have been around long beofre the days of NSYNC and The Backstreet Boys.

I want to explore when the exact defiention of the modern dya boyband was coined and show viewers that today's newer boybands are nothing like the ones from the 90's.



AUDIENCE

Target Audience:

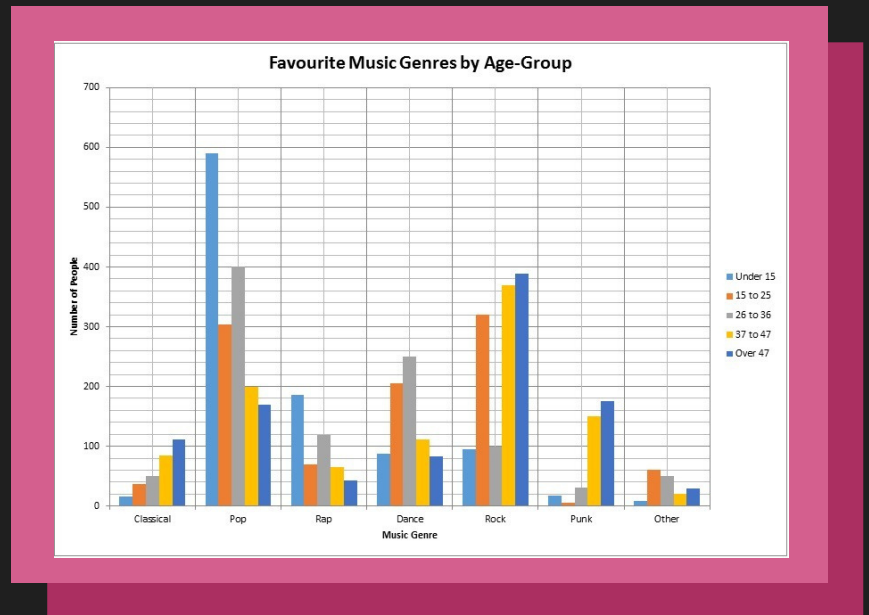
- AGES: 8 - 40
- GENDER: female

Clearly if you ever seen videos or photos of a One Direction or Jonas Brothers concert then you'd notice that it's mainly girls.

So for this youtube series it makes the most sense that the audience who is going to be the most engaged and find it the most interesting would be a predominantly female audience. That doesn't mean though that the information presented can't also be interesting to men.

According to most survey's pop music is typically enjoyed the most by the younger age demographics. Like the under 15 and 26 to 36 groups. So for this series using plain everyday vocabulary to keep the information simple and using heavy amounts of well created visuals will help all age groups enjoy the videos.

The overall goal is to produce a series that will inform all ages and genders. The topic at hand isn't going to be a history lesson on the bands, but more of the over all boyband culture's evolution and the reason for the mass hysteria.





PROJECT ARTIFACTS & DELIVERABLES



RESEARCH:

The series looks into the evolution of the boyband definition and the emotional connection people, specifically young women, make with them.

I'll be using band documentaries that show each band's physical evolution. I'll be using podcasts that already have begun to dive into the topic. As well as articles about different bands over time from places like Billboard and Vice.

I will also be looking into marketing and music blogs to see what other professionals in the field have to say about boy bands.

PRODUCTION PLAN:

After the youtube series proposal is approved I will move into making a more detailed production plan that will then be tracked step by step in a task manager like Trello or Click Up.

As of right now the plan is to take the research that has already been done and move into securing interviews and creating the questions. Then once I have all the research and interviews I will work on melding the two together into 3 different episode scripts and then record myself and create all the graphics.



SCRIPTS:

Most informational youtube videos have well crafter scripts in order to clearly depict the information in an organized and visually pleasing matter. Each script for each episode will combine well compiled research and interview segments as well as my own commentary. My personal cometary will not be completely scripted becauseu I don't want to seem robotic to my audiences.

GRAPHICS/VIDEO:

All the graphics that I create will be to aid my narration and depict the information that is being spoken about. I will also be filming myself and a few of my interviews and will combine that footage seamlessly with my graphics. I will also be using found footage and pictures from the bands that I will be talking about. All graphics and images created by me will be kept in the same color and type family in order to have unity amongst the videos.,

SOUND CLIPS/INTERVIEWS

My scripted narration for each video will be recorded on a condenser mic and cut up to use through out the video. I will also be using audio recording and music from the bands. I understand copyright law does apply. So I need to credit things where needed and make sure I'm not using more then a few seconds of any song.

YOUTUBE CHANEL CREATION

Each video will be posted on my personal youtube channel which will have it's own banner image, about page and theme. The videos will also each have a specific thumbnail, title and description that shows the main point of the video. Once all 3 videos are posted they will be put in their own category on my home page so it's easy to watch all 3 together.



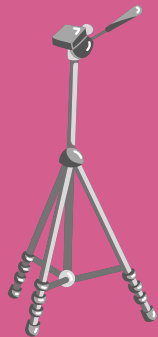
EQUIPMENT

2. Tri-pod - Carbon Fiber Benro

4. Headphones



1. Camera
Sony A7rii



3. USB Condenser
Micorphone



5. Laptop - 2020
Macbook Air

The youtube series and graphics associated with it will be edited using Adobe Premiere, After Effects, Audition and Photoshop.

HOST



Taylor Sniffen is a 21-year-old graduate student at Quinnipiac University studying interactive media.

She has been an avid music listener and lover for years, especially of boy bands. She has been a fan of multiple boy bands for more than half her life.

She currently works at a recording studio in Asbury Park, NJ and has studied piano, drums and voice in the past. Music is one of her true passions on top of film and photography.



FORMAT

The youtube series will consist of 3 episodes each taking a close look at a specific decade of boybands and how their music and marketing effected the industry and fans.

INTRO:

Each episode will start off with music and the animated logo intro and then fade into me introducing the episode and what is going to be talked about for that specific one.

Each episode will have its own specific intro and the intro and outro will be filmed in the same place. So that each episode ties into each other and I'll have created my own personal little set.

EPISODE 1

The first episode will discuss:

- Boy bands from 1930's to 1980's
- The move from vocal groups to actual boy bands
- Beatlemania and it's effect
- The Monkees and their show.

EPISODE 2

The second episode will discuss:

- Boy bands from 1990's to 2000's
- The boyband craze
- The complete change in music from instrumental to synth pop.
- Why the dancing and marketing had an effect on success.

EPISODE 3

The first episode will discuss:

- Boy bands from 2010's
- The move from strictly dancing & singing to playing instruments.
- What is the new definition of boyband
- The new wave of K-pop



OUTRO:

Each episode will end in the same place with me wrapping up the topic. I will also be giving the audience a call to action in the comments section and will be telling them to check out past and future episodes with a sneak peak into the next episode to entice them to come back.

POST PRODUCTION:

The post production process for the series is to take my recorded intro/outro, graphics created in photoshop and after effects, visual and auditory interviews into three 5 to 7 minute cohesive and thematic videos in premiere.

After completion each video will be uploaded to my youtube page and will have its own category and playlist on the page.



FOLLOW UP

For more information or questions feel free to reach out to Taylor.Sniffen@quinnipiac.edu