



show inspiration from the films studied & employ relevant genre conventions	take a narrative music video approach and attempt to illustrate lyrics
focus on the experience of a small number of characters	employ a cast of thousands!
employ a range of shots that include frequent close-ups of protagonists	Use a limited range of shot types that are mostly eye-level long shots
carefully construct the mise-en-scene	Make no attempt to 'dress' the frame
create a multi-layered soundscape	use a single music track where lyrics may overwhelm the images
not include credits	have opening credits (often on a black screen) which last up to a minute of the allocated time!
adhere to the time limit - between 2 minutes and 2 minutes, 30 seconds	fall short of the specified time limit