SONG: “Rap Song”
ARTIST: T-Pain ft. Rick Ross
LABEL: Nappy Boy / Konvict / Jive Records
Treatment by Todd Angkasuwan

STYLE
Steampunk inspired outfits and props:

CONCEPT
Everything is frozen in time. It’s as if we took a snapshot of the world enabling us to “fly” our camera through the frozen scene. It is very much like the party scene in “The Other Guys” or the Philips “Carousel” commercial: http://www.youtube.com/watch?v=C5ynxqkJIAQ&feature=related

We open the video with a shot of keys on a keyring. It takes up the entire frame. Maybe the keys are on a keychain that reads “BIG ASS KEYCHAIN”. Our camera pulls back to reveal that the keys are “floating” in mid-air. As the shot gets wider, we see that T-Pain is getting out of his car, but he (and everything else is in a frozen state. We see that the keys are in mid-air because one of the valet guys is throwing it to the other valet guy. Our camera keeps moving in one continuous shot. We see paparazzi and their camera flashes are frozen. Our camera moves to the entrance of the club and now we see another instance of T-Pain. He is giving dap to the doorman as they let him in. In the same shot, we see that a couple bouncers are throwing an unruly patron out of the club...kinda like Jazz from Fresh Prince of Bel Air except of course it is frozen. Here is a 3D rendered animation of how the intro might play out (the blue and pink markers are placeholders which represent the background talent): files.me.com/todd.angkasuwan/4lhkgo.mov

From that point, we move inside the club, where things start to get really interesting. We basically see T-Pain and others in different scenarios throughout the club. We would stay consistent with the “freeze” effect and include other gags such as:

-Confetti in mid-air
-Cake with sparkler candles
-Girl throwing drink in guy’s face
-Girls’ hair elevated in mid-air from dancing
-Guys throwing cash
-Bottles being poured
-A bottle falling to the ground (maybe shattering) because of clumsy server
-Someone diving off the stage
-Girl throwing ice cube into someone’s mouth
-Someone smoking a cigar (smoke frozen in mid-air)
-Girls taking pictures in VIP booth (flashes are frozen)
-A fight breaks out (someone getting backhanded and his spit is frozen in air)
-A boyfriend/girlfriend together, except the girl’s head is turned and shooting flirtatious looks at T-Pain
-T-Pain on stage grabbing mic from someone else (during “Kanye” “I’ma let you finish” part of song)
-T-Pain’s chain swinging in mid-air
-We could get a realistic animal prop like a mountain goat standing on a table just for the hell of it lol: http://www.eventprophire.com/themes/medieval/mountain-ram-animal-prop
We can have a couple loose story lines play throughout the video. For example, we might see one “loser” guy pop up every now and then. We see how his night progresses. Maybe we first see him looking at some booty at the bar during the part where we hear “she got a donk, she got a donk...”. The camera might fly by like this: files.me.com/todd.angkasuwan/02hrhx.mov. Later, we see him appear again trying to holler at one of the girls. Then near the end, maybe he is the one getting the drink splashed on him or he’s getting slapped by one of the girls.

We might also see a progression of T-Pain trying to get at this one chick. He’s at the bar talking to her. Next, she could be seen walking into VIP. After that, she’s drinking Nuvo with him, living it up...glasses up, glasses being clanked and drinks splashing around. Then, towards the end we see that T-Pain and the girl are creeping together to a special private room. A funny gag we can utilize here is showing articles of clothing in mid-air, as if the girl is throwing some of her clothes off, but of course we don’t show her. Everything is implied. The final shot could be of T-Pain back outside going to his car. This time, however, the valet is throwing the keys back to T-Pain. We move in for a closeup of the keys in mid-air, so that we have come full circle: We start on the keys and end with the keys.

HOW WE DO IT (Technical Notes)
Here is just a brief note on how we accomplish the “freeze” effect. Basically, everyone in the video is standing very still as if they are mannequins. In post, we would add 3D elements to help sell the idea. We would add things such as floating cash, confetti, drink glasses being spilled, etc. Here are a couple rough mock ups of how it would work. I grabbed my kid (and dog lol) real quick to help illustrate the effect. Keep in mind, these 3D renders were done quickly, so it’s not as completely photorealistic as the final product would actually be: files.me.com/todd.angkasuwan/db7xds.mov

Here is another example of how the effect is accomplished. This is a behind-the-scenes look at the Philips commercial from earlier. Although they had a multi-million dollar budget, which included 3 cranes and a motion control rig, we’d actually accomplish the same effect without these things: http://www.youtube.com/watch?v=5wBZuxeApe0&feature=related.

In order to accomplish some of our effects without a motion control rig, we’d have T-Pain continuously move about the set and “freeze” as we go from one shot to another. In other words, let’s say we shoot T-Pain standing on stage. As our camera moves away and T-Pain is out of frame, he’d hurry over to another part of the club and then stand still, right before our camera comes back around to get him in that next shot. We repeat this for as many instances as we’d want to see him.

We’d also utilize some green screen work on set to fake some of the frozen shots, especially some of the more sophisticated shots. We’d shoot T-Pain against a green screen in a few different positions and then we’d insert a still frame of those shots into the scenes in post. Here is an example of a commercial using “frozen” 2D shots into the scenes: http://www.youtube.com/watch?v=8WwSQFx3f4M

So again, the basic premise is simple: Everyone stands still. We move about the set and shoot everything. Add 3D elements in post...and that’s pretty much all their is to it.

END