Application of Video Mapping Technique in Kotak Band Video Music

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ABSTRACT

In the current development of visual videography technology, especially in the creation of music video content, new media are developing very rapidly, one of which is video projection (Projection Mapping). apart from the screen. Video Mapping is one of the newest video projection techniques used to convert almost any surface into a dynamic video display. The purpose of video mapping is to create the physical illusion of an image by combining visual elements. Most of the mapping projects are used in fashion shows, corporate events, concerts, and theater performances and can be an asset in artistic music videos. This research explains how to implement video projection into an artistic asset. Then displayed in public spaces to reach a wider audience. This paper will focus on the aspect of video mapping with the technical aspects of developing the concept of the Musik Video Kotak Band project entitled Wings of Garuda by using visual elements of applying visual video mapping in music videos to convey visual messages in video projections on the faces of the band members of the Kotak band. visual delivery in projection mapping creates artistic innovation in music video visuals to minimize the number of production teams in music video projects and messages in video projection visuals can convey their messages, the visuals will be perfected in the editing process to achieve the desired contrast so that video projections on the face more visible detail.

Keywords: Music Video; Projection Mapping; Artistic Video; Visual Message; Editing

INTRODUCTION

The progress of visual technology media is currently very developed, but in 2020 until the time this research was written the whole world was affected by the COVID-19 pandemic in Indonesia. must follow the protocol according to the decision of the Ministry of Health of the Republic of Indonesia HK.01.07/MENKES/382/2020 regarding the Health protocol for the public in public places in the context of preventing and controlling the corona virus disease 2019 (Covid 19). Therefore, the concept being worked on must be maximally produced without affecting the meaning of the message in the music video with the existing health protocol.

Therefore, applying technology to reduce the number of teams in production, which is a maximum of only 5 people for a music video production team and according to health protocols, this music video idea forms a visual connection to an object or environment by projecting a visual asset onto the faces of the band members Kotak to represent messages. conveyed through video projections, the essence of the idea of this music video is the faces of Indonesia in the symbol of unity. Then the execution is carried out by shooting directly during the shooting process in the music video shooting.

METHODS

In music video production, it is divided into 3 methods, namely writing, shooting, editing according to Donald L DiefenBach and Anne E Slatton in the video production technique book or in Indonesia familiar with pre-production, production and post-production in this process everything must be achieved to map the production process To achieve the desired result, in this case, it is strengthened by capable videography and cinematography techniques from knowledge of shot types, lighting settings to editing.

The technique used is the cinematographic technique in this process is used to take appropriate pictures to achieve the desired image, then after the cinematography technique is fulfilled, it will be continued with visual assets that are used for artistic needs in the video and before the production process has been carried out. test visual projection mapping during pre-production.

The process of making this music video is divided into 3 methods before creating the final result of Kotak Band music video with the title Wings of Garuda.
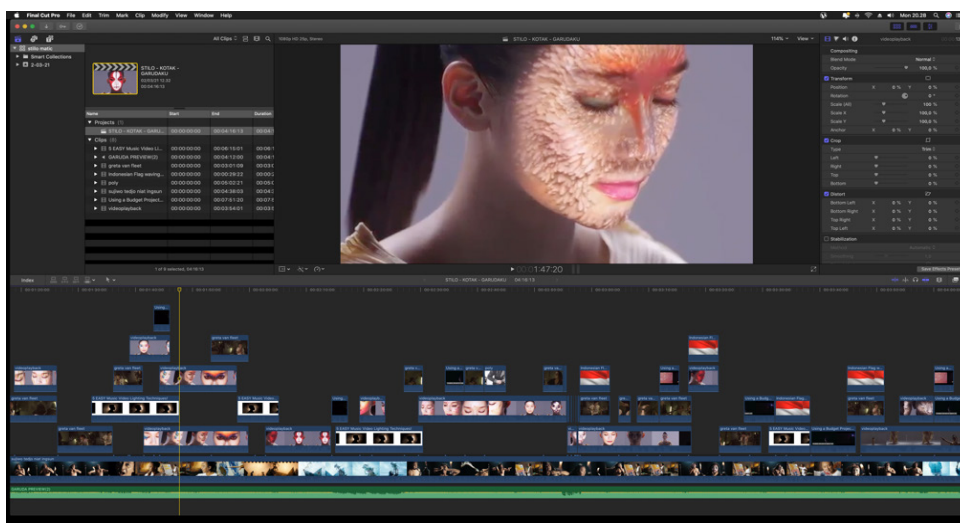
Pre Production

Figure 1. Stilomatic Process.

The beginning of the process of making the music video of Kotak Band with the title Wings of Garuda by providing an overview of the concept through the lyrics of music lyrics that refer to unity and Pancasila then reinforced the Stillomatic method with visual visuals of Pancasila. This method is a production technique that uses images in the composition of storyboards, photo boards and assets. various video assets to provide an overview of the flow in the video concept.
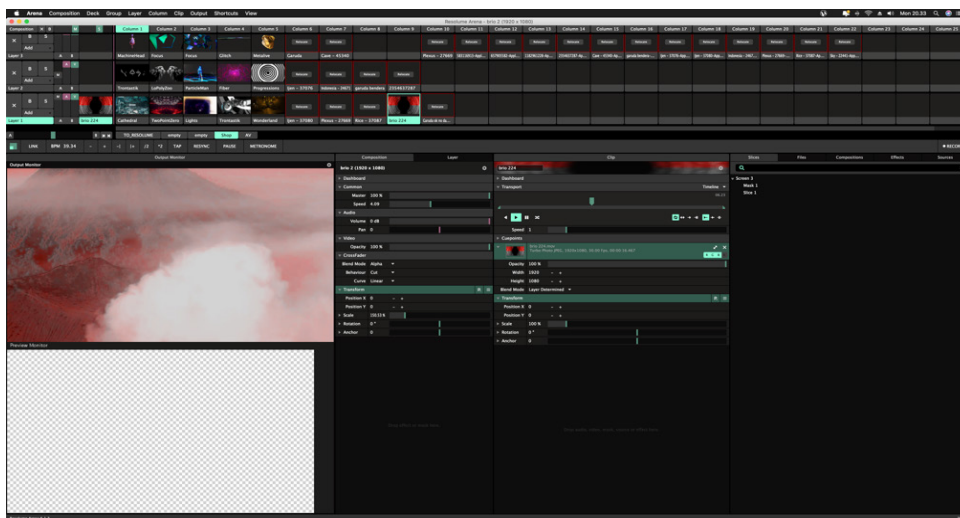

Figure 2. Visual Assets in Arena 6 Resolution

Production

Production is carried out using lowkey lighting techniques by combining light beam effects so that the video mapping effect can be seen in the mirrorless camera recording media, lowkey lighting settings are chosen because the projector is used if the conditions are too bright Hugo projection image in the projector will not be so visible.
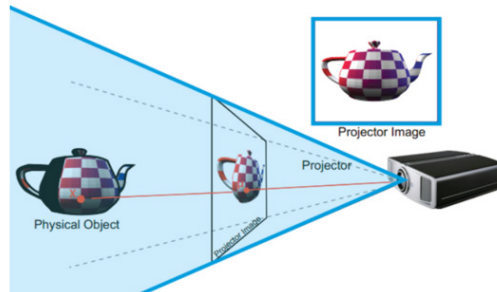
PROJECTOR / INFOCUS

Figure 3. Video Mapping Scheme

Then setting the camera according to the rules of cinematography, the correlation between FPS (frames per second), the maximum shutter speed of the camera is twice the FPS, so that the image does not become ghosted or commonly called flicker.

The technique of taking pictures is taken by dividing into several segments or scenes, namely a video mapping segment, a segment of band members performing a full song, and also taking pictures by rotating parts, as well as a separate scene without band personnel being performed the next day to create visual assets, then during the first day of shooting, the music played to synchronize the audio playing with the lips when shooting.

Equipment and Tools

1.　Pre Production equipment
   • Camera sony A6400
   • Lens seven artisan
   • Projector
   • Imac 27 inch
   • Software Keynote
   • Software resolume Area 6
   • Software Adobe After Effect
2.　Production equipment
   • Camera sony A6400
   • Lens G Master sony 24 – 70mm
   • Lighting ARRI 1,2K
   • Lighting Kino Flow
   • Projector
   • Imac 27 inch
   • Software resolume Area 6
3.　Post Production equipment
   • Software Final cut Pro X
   • Imac MF885
   • Software Davinci Resolve
   • Software Adobe Media Encorder

Post Production

Post Production after finishing shooting, the first thing to do is process the camera data file from the H.264 codec on the camera to the Prores 422LT codec, after the codec change process is complete, the offline editing process is carried out to connect image by image in each scene. After completing the offline process, before entering the online editing process, the results will be consulted with the Band whether it is appropriate or not, if so, it will continue to the online editing process.

Editing Online begins by processing files from the offline editing software Final Cut Pro X by converting the file into XML so that it can be opened directly in the video coloring software, namely Davinci Resolve. When the coloring process is complete, a consultation with the band will be carried out so that it can be finalized if it is appropriate.

RESULT AND DISCUSSION

In a combination of Cinematography and Video Mapping techniques, they produced a music video with a duration of 4 minutes 22 seconds for the Box Band with a song entitled Wings of Garuda in the visual, trying to maximize the limitations of the production team in order to be able to create visuals that match the meaning of the message in the song. the covid-19 pandemic, where the shooting was divided into 2 different days, 1 day for shooting the Box Band personnel and the implementation of video mapping on the faces of the personnel with a team of 5 people divided into several jobdesk.

Production Team

- **Video Director**

The director performs concurrently artistic work, which is in charge of preparing visual assets and directing the band's personnel as well as ensuring that every scene that is shot is in the right direction and sometimes the director also holds a camera to help take pictures.

- **The Cameraman**

The cameraman doubles as a cameraman and directs what lenses are appropriate to use in taking pictures, besides that the cameraman also helps prepare the property, namely the projector for the needs of the video mapping scene on the faces of the Box Band personnel and directs the need for light.

- **Lightingman**

The light stylists amounted to 2 people, arranging the position points of the lights according to the direction of the cameraman and director so that they were in accordance with what the director wanted, besides that the lighting stylists prepared the location set when shooting full band Band personnel.

- **Assistant Director**

The Assistant Director, in addition to assisting the projection mapping operator in the arena 6 resolution software, also acts as a line producer to prepare the filming to run smoothly from the start of production on location to consumption matters.

Visual Meaning in Scenes

In the results of the music video, it is divided into 3 scenes, namely the opening visual scene, the Intro scene with projection mapping, the content scene with full visuals. The band performs a performance and the storyline is based on the song.

- **Opening Visual Scene**

contains the name of the songwriter, the name of the director and the name of the band and the title, to provide information on who is involved as a songwriter and director of the music video, the title and the name of the band.

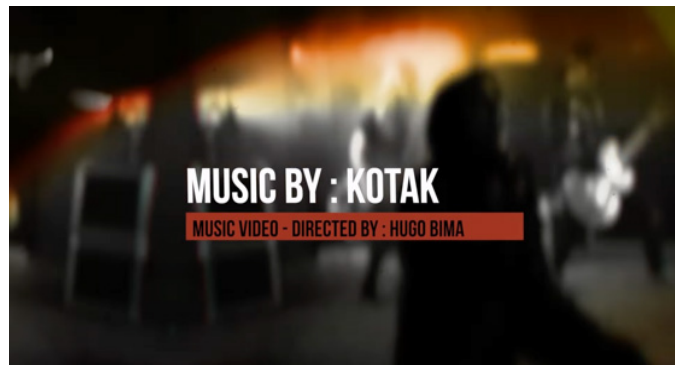Figure 4. Song Title and Songwriter Name

Figure 5. Band Name and Music Video Director

- **Intro Scene**

    The visual contains the faces of the Box Band personnel with irregular visual projection mapping, when new music contains guitar and drum melodies, then followed by figures of people carrying red and white flags
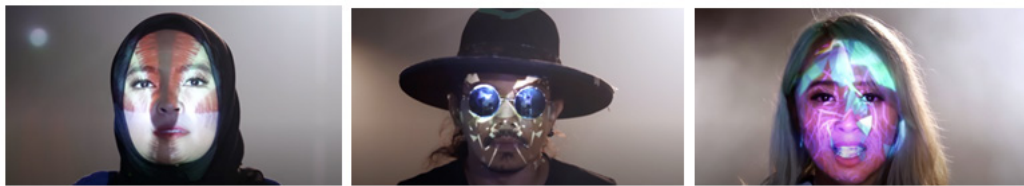

Figure 6. Personnel Face Band Kotak

Figure 7. Kotak band vocalist face with garuda and projection mapping
people holding red and white flags

- **Content Scene**

The visual contains the performances of the Box Band personnel with the visuals of the items of Pancasila and is closed with the unification of Pancasila and projection mapping on the faces of the personnel in several shooting scenes.

Figure 8. Scene of Pancasila Items

Figure 9. Kotak Band Personnel Performance Scene

Figure 10. Video mapping in the music video content scene

CONCLUSION

The purpose of this study is to visually explore whether video mapping technology can synergize in the cinematography process so that it can help as a shooting property media so that it can convey visual messages in the concept of music video production working optimally. In the process of making this music video, it was produced in early April and released at the end of April there, this music video was uploaded to the youtube platform on the Kotak Band channel, for the process of getting to the conclusion, this music video has been uploaded for several months and within that period there are public comments about the music video of Kotak Band entitled Wings of Garuda, namely comments from several youtube accounts. (Aryawan Bancin, 2021) The VC concept is cool, the touch of the music is still distinctive. The box is undeniable and so on, then (Rafiq TP, 2021) The songs, music and videos are very good, the video is the best because in the video there are verses of Pancasila and the Indonesian flag and so on, then (Iwan Mihary, 2021) By the way, the lighting, the coloring, the graphic and video design, and the editing are excellent, really cool, the original is solid, apart from praising the video quality combined with the artistic projection mapping concept, there are comments that felt that he got the meaning of the message from this music video (Steven G, 2021). The following is the attachment of the original comment via the print layer image in the comments column of the Youtube platform.
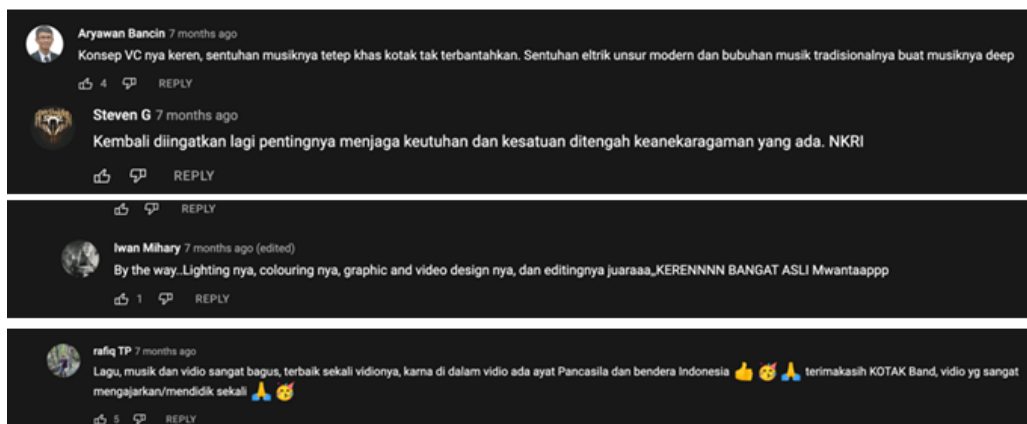

Figure 11. Comments Column of the Youtube Platform

Limitations in the number of teams that are not standard are not an obstacle to being able to produce music videos with the right visual language. There are many ways to do this, one of which is exploring technology to provide visual support in realizing the concept.

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