



MUSIC VIDEOS THE CLOCK

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RADIOHEAD



CREATE A FINISHED PROMO FOR THOM YORKE'S TRACK "THE CLOCK"

The brief

Create a finished promo for Thom Yorke's track "The Clock".

Mandatory requirements

You can do whatever you like but the promo must be a finished piece for the full duration of the track. Your visuals must follow the music...you can take the lyrics into account, reflecting the overall message of the song, but the priority is the music. Finally, remember to keep things simple!

Considerations

The song is about the environment and you should certainly consider how to reflect its messages when thinking about your visuals:

- Time is running out
- No one is doing anything
- We can't endlessly consume

If you look at other videos commissioned by the band you won't see any particular style emerging over any other. You may feature Thom if you want to, the film can be colour or black and white and you may use whatever technique or medium you wish (slow motion, stop-motion, narrative, stills, animation, claymation, performance etc). Don't rely on your or others' preconceptions about the music and really listen to the track before you start to work.

Deliverables

Completed films only on DVD or CD. CDs must be Mac-compatible and run in Quicktime, Director or Flash only.

Further information

www.radiohead.com

To download the track visit
www.dandad.org/studentawards07

Brief set by

Radiohead and Dilly Gent

The prizes

- First – £1,000 (US\$1,800/€1,400), D&AD Student Yellow Pencil and Certificate plus free D&AD membership for one year
- Second – £400 (US\$720/€560), D&AD Student Yellow Pencil and Certificate
- Commendation – £250 (US\$450/€350) and D&AD Certificate
- All shortlisted and winning entries are also published in the D&AD Student Annual

Full details of the competition are included in the Terms and Conditions document, available to download at
www.dandad.org/studentawards07