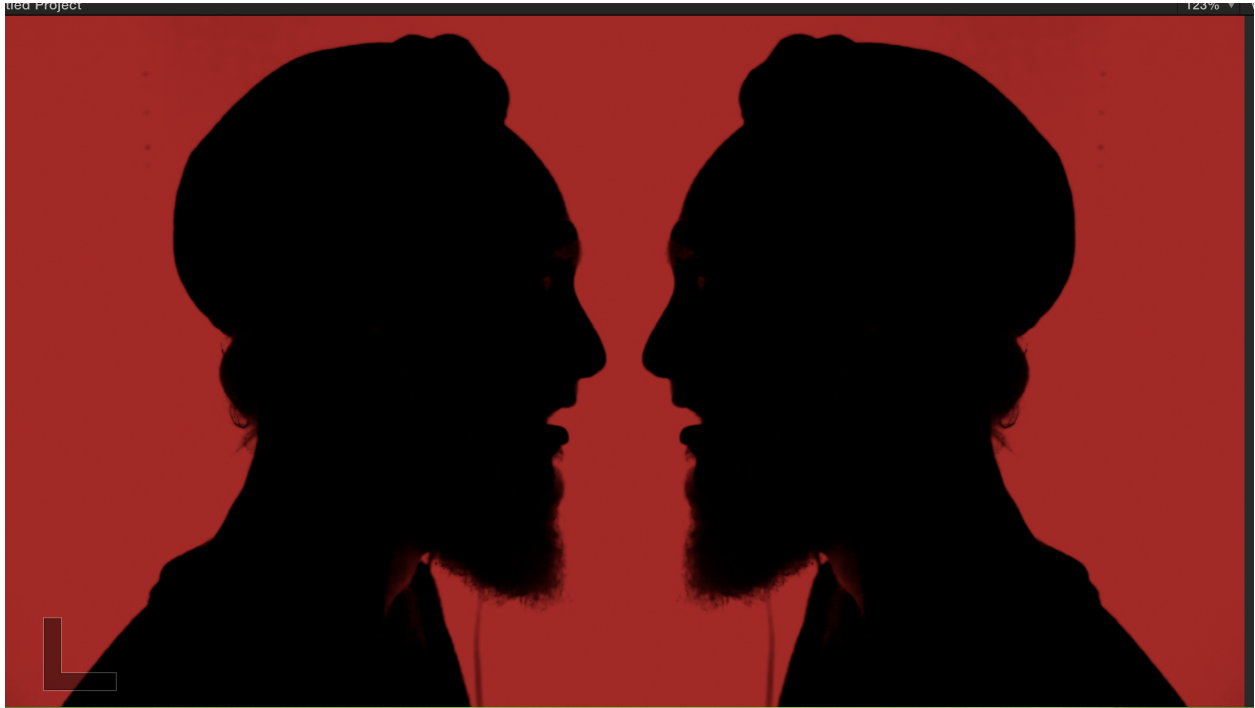


Reenactment

Technology has quite a lengthy timeline where many events were deemed historical for the industry. The historical event that the group decided to reenact was the famous Apple Silhouette Ad. The ad was meant to promote their iPod, at the time a revolutionary device for people to listen to music and own it all digitally. The series of commercials featured a silhouetted person against a brightly colored background. The iPod and earphones would be held while the person danced to very energetic music. The ad would cut several times portraying the different dances and camera angles of the different people. These forms of advertising were created as pictures and videos. These commercials were used everywhere and it made them iconic for their creativity in which people could easily recognize. It really showed the impact of marketing behind a product by selling emotion.

The reenactment included Brandon Damiano, Ryan Hadel and Harbir Deol “dancing” to *Walkie Talkie Man* by Steriogram. We decided to use the Innovation Lab’s green screen because of their late hours that were offered. When entering the Innovation Lab a tour was given of the space to get familiar with the lab. We took advantage of their green screen and used green carpeting underneath the backdrop to get more foot shots as well. We decided on recreating the first of the silhouette ads. We used it because the song was catchy and it was the one that started the series. All of the three mentioned above acted in the video by recreating shot by shot dances from the 2004 ad. We all were recorded to get the feel of the ads having different dancers and it diversified the silhouettes. All of us also took turns choreographing the movement for the ones dancing and timing the movements to sync up with the video. The first few scenes were crucial because they had very specific timings. Afterwards we all took turns trying to mimic the ones in the ad. The ad was recorded on a DSLR camera that Brandon owns. To edit the footage we used a bunch of different editing techniques in Final Cut Pro X. We danced in front of a green screen and used the keyer to key out the green. We alternated between different bright colors for the different shots and made silhouettes of the dancing figures using the alpha silhouette blend option. Rapid cuts were also made to get the energetic feel of the original. We placed the music in the timeline first and then edited to the beat of the music.



For this shot we mirrored Harbir to make him appear as double



For shots with two people it was important to frame the shot so that they are within the constraints of the green background

The ad was significant because it showcased a feeling of anonymity just dancing to the music that they enjoyed which could be taken anywhere. This made it so that the person could be anyone removing boundaries of their characteristics. It showcased how the product could make you move and this stuck with a lot of people who enjoyed the ads. At the time Apple was making

big moves with their iPod to tackle rivaling products such as Sony's Walkman using flash storage to hold songs. The Walkman was also a portable device but also carried the weight of having cassette tapes that could be damaged. The iPod was also duking it out with CD players and had the advantages over them as well. The portability combined with iTunes allowed for Apple's products to sync with one another for an overall better experience with their music. The iPod also changed the way that people managed their music by moving digital. Many other companies followed suit afterwards by including a digital library.

LINK TO FINAL VIDEO:

<https://drive.google.com/open?id=0B6rBoC4EnbGVcHFIZTFISHgzYk0>

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