

CHRIST NAGAR COLLEGE

MARANALLOOR,
THIRUVANANTHAPURAM



VIDEO PROJECT

Submitted to the **University of Kerala** in partial fulfillment of
the requirements of the BA Degree Course in
Journalism, Mass Communication and Video Production
for the Fifth Semester.

By

Students of Group-2

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DECLARATION

We, students of **Group-2**, hereby declare that this Video Project is a record done by us in partial fulfillment of the requirements of the B.A Degree course in Journalism & Mass Communication and Video Production of the University of Kerala, during the fifth semester, at Christ Nagar College Maranalloor, Koovalassery P.O, Thiruvananthapuram.

Maranalloor

The students of **Group-2** are:

- | | | |
|----------------------|---|-------------|
| 1. Sooraj S Kumar | - | 12917825030 |
| 2. Anand S | - | 12917825008 |
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CERTIFICATE

This is to certify that the video project titled “HIP HOP - ART, CULTURE, LIFESTYLE” submitted to the University of Kerala in partial fulfillment of the requirements of the three-year BA Degree Programme in Journalism, Mass Communication and Video Production (2014 admission onwards) is a record of the bonafide work of **Group-2** students of Journalism, Mass Communication and Video Production of Christ Nagar College, Maranalloor, Trivandrum. This was done under the supervision of the members of the faculty of the department.

The students are:

- | | | |
|----------------------|---|-------------|
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Mrs. Manju Rose Mathews
Head, Dept. of Media Studies

Dr. Jolly Jacob
Principal

ACKNOWLEDGEMENT

We would like to take this opportunity to express our sincere thanks to major figures of Kerala Hip Hop including Kala Man family, Soul TV family, and Roots family, for their cooperation and involvement in the project.

We are also grateful to Dr. Jolly Jacob, Principal of Christ Nagar College, Fr. Dr. Titto Varghese CMI (Manager, Christ Nagar College), Mrs. Manju Rose Mathews, (HOD), Department of Media Studies. Miss. Neenu. P.K. (Asst. Professor), Department of Media Studies, Mrs. Thara Balachandran (Asst. Professor), Department of Media Studies, Emil S Abraham (Asst. Professor), Department of Media Studies, Fr. Tinto Pulinchuvallil CMI (Asst. Professor), Department of Media Studies and all our friends and relatives for their valuable support and guidance.

ONE-LINE TREATMENT

A documentation of the Hip Hop culture and its impact on the lifestyles of people around the world, with special focus on the local scenario in Kerala.

SYNOPSIS

Hip-Hop is a culture that originated in the 1970s, in New York. It was shaped extensively by the African American and Latino American community, and pioneered by artists and innovators and DJs like DJ Kool Herc. The genre was used as a medium of expression of oppression, suppression, and other realities of life. The culture and lifestyle soon became popular across the globe, and its meteoric rise has seen it become the most popular genre in 2010, when it topped rock. It has made huge waves across the Indian subcontinent as well, with the Hindi hip-hop scene experiencing a major boom in the latter half of the 2010s, including films being made on the same. The impact can be seen even in the southern part of India - there is a major come up in the Kerala hip hop scene, with it gaining much traction. It is to be understood that in the coming years, hip hop in Kerala would be a much more popular and followed genre of not just music, but as a choice of lifestyle.

TREATMENT

The documentary primarily focuses on artists based in or once based in Trivandrum. The narrative will be led by methods including interviews, audio bites which will be used to construct the narration, and archival footage. Cameras to be used are a Nikon D 5600, using 18-55 mm lens. Symmetry of the composition will be attempted to be maintained across the interviews. Close up, medium close up shots, with normal and slightly low angles, with minimalistic camera movement, are to be primarily employed. Background music shall be copyright cleared music from the respective artists.

SCRIPT

Narration	Video	Audio
<p>Random people:Rap, what in the world is that? (Rap kopp) What the hell is this hip hop? Shaking your hips? (Hip itt aattana) Their look says it all... (Ivanmare kandale ariyaam)</p>	<p>Title Credits Followed by TITLE CARD Followed By Blank screen</p>	<p>Random people talking about hip hop</p>
<p>Rakz Radiant:We reached here, constantly listening to such insults. When they hear the term hip hop, society forms a preconceived image. But that's not true. Hip Hop was actually an art movement, a culture, a lifestyle</p>	<p>Interior Day time Medium close up shot of Rakz Radiant Card title: RAKZ RADIANT RAPPER</p>	<p>Rakz Radiant talking about hip hop</p>
<p>Rakz Radiant:Hip Hop's origin was in the 1970s in Bronx, New York, amidst the Latin Americans, African Americans, and other oppressed groups. Hip Hop was their voice of protest.</p>	<p>B-roll Interior Video of 'Let Me Clear My Throat' by DJ Kool Herc Card title:DJ KOOL HERC: LET ME CLEAR MY THROAT</p>	<p>Rakz Radiant talking about the history of hip hop The music Let Me Clear My Throat playing in the background</p>
<p>NARRATION: The elements of hip hop include Rapping, B Boying, DJ'ing, beatboxing, and Graffiti</p>	<p>Collage of visuals of each category</p>	<p>Recorded Narration SSS Track in the background.</p>
<p>Lil Chathan:Hip Hop has grown a lot since its beginning in the 70s. One of its elements is MCing/Rapping.</p>	<p>Interior Day time Medium close up shot of Lil Chathan Card title:LIL CHATHAN RAPPER,B-BOY,GRAFFITI ARTIST</p>	<p>Lil Chaathan talking about rapping</p>

<p>Song: "This is life, not religion Traditions are cutting down our wings"</p>	<p>B-roll Exterior shots Day time Card title: LIL CHAATHAN-ENNU SWANTHAM KAALAN</p> <p>Title towards the end of the song</p> <p>Card title:RAP/MC'ING</p>	<p>The song Ennu Swantham Kaalan playing in the background</p>
<p>Lil Chathan:Rap is rhythm and poetry. It is expressing your thoughts in rhythm.</p>	<p>Interior Day time Medium closeup shot of Lil Chathan</p>	<p>Lil Chathan speaking about rap</p>
<p>Lil Chathan:Back in the times of racism, which is prevalent even now, hip hop culture has always been the voice of the oppressed.</p>	<p>Photographs,captions and graffitis against racism by Chance The Rapper and other protesters</p>	<p>Lil Chathan speaking about the history of rapping</p>
<p>Lil Chathan:Through rapping, they spoke to the public and the government, fearlessly.</p>	<p>Interior Day time Medium closeup shot of Lil Chathan</p>	<p>Lil Chathan speaking about rapping</p>
<p>"The rules should change, laws amended, Don't close your eyes to the wrongs"</p>	<p>B-roll Exterior Video from Roots Kerala</p>	<p>Rap song from Roots Kerala playing in the background</p>
<p>Thirumali: The Kerala Hip Hop/Rap culture is growing at a fast pace.</p>	<p>Interior Day time' Medium close up shot of Thirumali Card title:THIRUMALI RAPPER</p>	<p>Thirumali speaking about rap</p>
<p>Thirumali: "Speak, and they silence you, The system laughs, as the youth degrade"</p>	<p>B-roll Exterior Video of the song 'Ente Kaalam' by Thirumali Card title:THIRUMALI-ENTE KAALAM</p>	<p>The song 'Ente Kaalam' playing in the background</p>

Thirumali: There's a big community here, with rappers, b-boys, graffiti writers, etc.	Interior Day time Medium closeup shot of Thirumali	Thirumali speaking about rap
Thirumali: Hip Hop in Kerala will grow in the coming years.	B-roll Exterior Video of the song 'Swayambhu' by Parimal Shais and Thirumali Card title:PARIMAL SHAIS X THIRUMALI - SWAYAMBHU	Thirumali speaking about hip hop
Zylent: B-Boying is a street dance style.	Exterior Day time Medium close shot of Zylent	Zylent speaking about b-boying
	B-roll Exterior Video of a b-boy,b-boying	Kadhikan - Boom Bap Style track plays in the background
Zylent: There are four elements to it.	Exterior Day time' Medium close shot of Zylent Card title:ZYLENT B-BOY	Zylent speaking about b-boying
Zylent: Top Rock is when a b-boy or b-girl dances from a standing position, with lot of hand gestures.	Interior Day time Medium shot of a b-boy performing top rock Card title:HYPE UP EDITION2 @OLYMPIA CHAMBERS,CHANDRASE KHARAN NAIR STADIUM SEPT 15,2019.	Zylent speaking about top rock
Zylent: Down Rock or Floor Rock uses both hands and legs.	Exterior Day time Medium closeup shot of Zylent	Zylent speaking about down rock

<p>Zylent: Down Rock or Floor Rock uses both hands and legs.</p>	<p>B-roll Interior Video of a b-boy performing downrock Card title:CIRCLE MASTERS X"RESPECT CULTURE SERIES" @HINDUSTAN UNIVERSITY PADUR JUL 27,2019</p>	<p>Zylent speaking about downrock</p>
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<p>Zylent: Power Move demands momentum, flexibility, and strength, and are moves like headspins</p>	<p>Exterior Day time Medium closeup shot of Zylent</p>	<p>Zylent speaking about power move</p>
<p>Zylent: Power Move demands momentum, flexibility, and strength, and are moves like headspins</p>	<p>B-roll Interior Video of b-boy performing a power move Card title:WHO'S THE KING 2019 @DECATHLON WEST MOGAPPAIR FEB 17 2019</p>	<p>Zylent speaking about power move</p>
<p>Zylent: Freeze is the closing move, with the end of the beat, after other moves</p>	<p>Exterior Day time Medium closeup shot of Zylent Card title: ZYLENT B-BOY</p>	<p>Zylent speaking about freeze move</p>
<p>Zylent: Freeze is the closing move, with the end of the beat, after other moves</p>	<p>B-roll Interior Video of b-boy doing a freeze move Card title:RED BULL BC ONE CYPHER INDIA 2019 @MUMBAI APR 14 2019</p>	<p>Zylent speaking about freeze move</p>
<p>Zylent: B-Boying came to Kerala in 2009. There were two popular crews, including the current DR Crew.</p>	<p>Exterior Day time Medium closeup shot of Zylent</p>	<p>Zylent speaking about b-boying</p>

Zylent: Compared to 2009, a lot of programs, showcases, jams, are being organised now, to support B-Boying.	Exterior Day time B-roll Video of a b-boying event from Indian Hip Hop Nation	Zylent speaking about b-boying
Rakz Radiant: Starting from the father of hip hop DJ Kool Herc, many Disc Jockeys have been crucial in shaping Hip Hop.	Archival Footage Videos of DJing	Rakz Radiant speaking about hip hop Rajzik - Vegeta plays in the background
Jayasoorya: Rhythm is the most important factor in all music. Similarly, in Hip Hop, beat is what is crucial.	Interior Day time Medium closeup shot of Jayasoorya	Jayasoorya speaking about DJing
	B-roll Video of DJing Card title: DJing/MUSIC PRODUCTION	Rajzik - Vegeta playing in the background
Jayasoorya: Currently, Hip Hop is the most popular genre in the world	Interior Day time Medium closeup shot of Jayasoorya Card title: JAYASOORYA SJ MUSIC PRODUCER, COMPOSER	Jayasoorya talking about music production
Jayasoorya: So, beats are rhythm. Hip Hop always evolves. For example, the bass inspired 808 based music came just a few years back, but now that's what you see everywhere.	B-roll Video of DJ artists DJing Interior Day time Medium closeup shot of Jayasoorya Over the shoulder shot of Jayasoorya playing the piano	Jayasoorya speaking about DJing
Jayasoorya: Music Production is giving music to what the rapper or artist has written	Interior Day time Medium closeup shot of Jayasoorya	Jayasoorya speaking about music production

Jayasoorya: Sometimes the writing is done first, sometimes it's done on a completed beat.	Interior Day time Over the shoulder shot of jayasoorya doing music production	Jayasoorya speaking about music production
Jayasoorya: Hip Hop enables us to speak out our thoughts specifically.	Interior Day time Close up shot of Jayasoorya playing the piano	Jayasoorya speaking about music production
Jayasoorya: Social situations, emotions, thought provoking and action-triggering ideas all can be seen in hip hop.	Interior Day time Medium close up shot of Jayasoorya	Jayasoorya speaking about music production
Jayasoorya: Social situations, emotions, thought provoking and action-triggering ideas all can be seen in hip hop.	B-roll Exterior DJ ing archival footage	Jayasoorya speaking about hip hop
Jayasoorya: Everywhere including Television shows, screen a lot of cover songs. Covers are recreating of an original creation. But Hip Hop is always a creation. We never cover a song, we create new music and art.	Interior Day time Medium close up shot of Jayasoorya Card title: CREATION	Jayasoorya speaking about hip hop
Jayasoorya: The rappers is Kerala, are really hardworking. Their shows, their songs, are all their effort, their creation. Let's say in a college festival, people applaud more for covers, as it is mere re-creating what already exists.	B-roll Video of Thirumali @NUALS Kochi, Street Academics @Humming Tree, Bengaluru Jayasoorya and Rakz Radiant @NUALS, Kochi VKDKV @NUALS, Kochi Rakz Radiant, Agni @Trivandrum	Jayasoorya speaking about rap and hip hop

<p>Jayasoorya: But genuine comments from people can be seen in the accounts of the independent hip hop stars here.</p> <p>So Hip Hop, as original content, is growing rapidly here.</p>	<p>Interior Day time Medium closeup shot of Jayasoorya</p>	<p>Jayasoorya talking about hip hop</p>
<p>Ardhra Sajan:Beatboxing is an element of Hip Hop</p>	<p>Interior Day time Medium closeup shot of Ardhra Sajan</p>	<p>Ardhra Sajan speaking about hip hop</p>

	<p>B-roll Long shot footage of beat-boxing Card title:BEAT BOXING</p>	<p>Beat-boxing</p>
<p>Ardhra Sajan:We know mimicry and similar performances. All sounds of instruments are made with the human voices.Beatboxing is an evolved form of the same.</p>	<p>Interior Day time Medium closeup shot of Ardhra Sajan Card title:ARDHRA SAJAN BEATBOX ARTIST</p>	<p>Ardhra Sajan speaking about beatboxing</p>
<p>Ardhra Sajan: Human voice is modulated to emulate electronic instruments, rhythm pad, and other sounds.</p>	<p>B-roll Interior Medium long shot of an artist beatboxing Card title:TOM THUM, TEDx @SYDNEY JUL 08 2019 Card title:NEIL REY GARCIA LLANES ASIA'S GOT TALENT DEC 26 2017</p>	<p>Ardhra Sajan speaking about beatboxing</p>
	<p>Interior Day time Medium closeup shot of Ardhra Sajan</p>	<p>Ambient sound of Ardhra Sajan beat-boxing</p>

<p>Lil Chathan: "Warnings of the world, painted on these walls No drugs, no felony, just brotherhood"</p>	<p>Exterior Day time Medium range shot of Lil Chathan and MAD</p> <p>Card title:LIL CHATHAN RAPPER,B-BOY,GRAFFITI ARTIST MAD B-BOY,GRAFFITI ARTIST,BEATBOX ARTIST</p>	<p>Ambient sound of Lil Chathan rapping</p>
<p>MAD:What is graffiti writing?</p>	<p>Exterior Day time Medium range shot of Lil Chathan and MAD</p>	<p>MAD speaking about graffiti</p>
	<p>B-roll Archival footage of an artist painting on the wall</p> <p>Card title: GRAFFITI</p>	<p>'Hip Hop' song by Lil Chathan playing in the background</p>
<p>MAD: Graffiti is basically wall painting. In the historic times, the cavemen drew on the stones.</p>	<p>Exterior Day time Medium range shot of Lil Chathan and MAD</p>	<p>MAD speaking about graffiti</p>
<p>MAD:Graffiti is the same. Modern graffiti uses spray cans and marker pens for the same. Graffiti means scratched.</p>	<p>B-roll Footage of graffiti artists painting walls Interior medium close shot of artists shaking the paint cans Exterior Day time Medium range shot of Lil Chathan and MAD</p>	<p>MAD speaking about graffiti</p>
<p>MAD:Public perceived this in two ways.</p>	<p>Exterior Day time Medium range shot of Lil Chathan and MAD</p>	<p>MAD speaking about graffiti</p>

<p>MAD: Since this is done in public without permission, some may see this as an art work, but others as a crime of vandalism.</p>	<p>B-roll Video of graffiti artists painting on the walls and various paintings</p>	<p>MAD speaking about graffiti</p>
<p>MAD: There's even a chance of getting punished for it.</p>	<p>Exterior Day time Medium range shot of Lil Chathan and MAD</p>	<p>MAD speaking about graffiti</p>
<p>Rakz Radiant: Graffiti artists, rappers, DJs, b-boys, we have a strong culture in Kerala.</p> <p>A rap cypher by the name of 2017 Trivandrum Rap Cypher had been organised.</p>	<p>Interior Day time Medium closeup shot of Rakz Radiant</p> <p>Card title: RAKZ RADIANT</p>	<p>Rakz Radiant speaking about hip hop culture</p>
	<p>Card title: TRIVANDRUM RAP CYPHER 2017 Card title: Trivandrum Rap Cypher 2017 EARTHGRIME, RAKZ RADIANT, THIRUMALI, Z'LAXZ, JAYASOORYA SJ</p>	<p>Trivandrum Rap Cypher 2017 playing in the background</p>
<p>NARRATION: Hip Hop is an art form that questions socio-cultural injustice and wrongs, by protesting in the streets.</p>	<p>Exterior Day time Medium range shot of artist protesting for Shehla Card title: Trivandrum 2019 November 27 Stand With Shehla Hip Hop Movement</p>	<p>Recorded Narration</p> <p>Rakz Radiant - SSS in the background</p>
<p>Sai Zakas: "Government is sleeping Government is sleeping"</p> <p>Rakz Radiant "Today Walayar (murders), who tomorrow? We fight, hip hop is a protest"</p>	<p>Exterior Day time Medium close shots of Sai Zakas & Rakz Radiant rapping among the protesters</p>	<p>Rapping by Sai Zakas & Rakz Radiant</p>

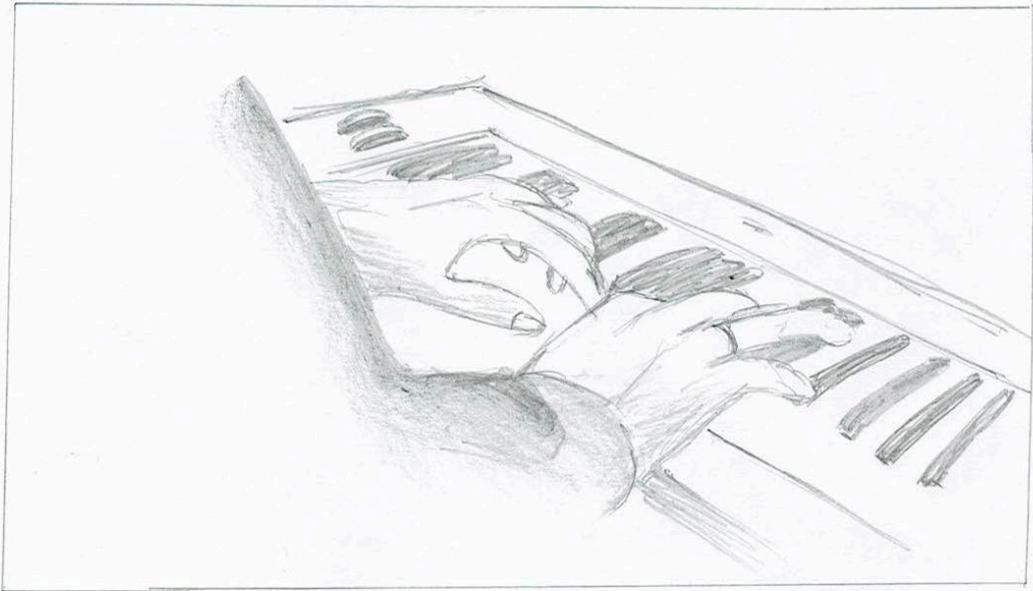
Rakz Radiant:"Today Walayar, who tomorrow, Tell me who tomorrow, Will women ever be secure?"	B-roll Exterior Video of the song 'Nale Aaru' by Rakz Radiant	The song 'Nale Aaru' playing in the back ground
Rakz Radiant:By 2010, Hip Hop became the most popular genre.	Interior Day time Medium closeup shot of Rakz Radiant	Rakz Radiant speaking about hip hop
Rakz Radiant:It's the voice of the public, the protest of an artist, against the social injustice.	B-roll Archival footage of b-boying and rapping	Rakz Radiant speaking about hip hop
Rakz Radiant:I am Hip Hop You are Hip Hop We are Hip Hop	Interior Day time Medium closeup shot of Rakz Radiant	Rakz Radiant speaking about hip hop

Lil Chathan:Hip Hop is your revolt Hip Hop is your voice	Interior Day time Closeup shot of Lil Chathan	Lil Chathan speaking about hip hop
Ardhra Sajan:Hip Hop is breaking conventions	Exterior Day time Medium close up shot of Ardhra Sajan	Ardhra Sajan speaking about hiphop
Jayasoorya:Hip Hop is creative art	Interior Day time Medium closeup shot of Jayasoorya	Jayasoorya speaking about hip hop
Zylent: hip hop is expression	Exterior Day time Zooming out from Zylent	Zylent speaking about hip hop

<p>MAD:hip hop is a lifestyle</p>	<p>Exterior Day time Low angle shot of Lil Chathan and MAD</p>	<p>MAD speaking about hip hop Whizzing sound of the spray can</p>
<p>“When I say Hip, you say Hop”</p>	<p>Closing Credits Followed by NUALS Show Ending Footage</p>	<p>The performers’ and audience’s calls and responses.</p>

STORYBOARD







BUDGET

Title of the project	:	Hip Hop-Art, Culture, Lifestyle
Format	:	mp4
Duration	:	9:55
Language	:	Malayalam/English
Crew Members	:	Sooraj S Kumar, Anand S, Abdul Munaf Z, Arun S Kumar, Sivabalan B, Mohammed Yazeen N
Location	:	Trivandrum
Shooting	:	9 Days (6 Days Interviews, 3 Days Events)

Part A – Details of estimate of pre-production expenses

Items	Rate/Cost	Persons/Units	Total Amount	Item Total
Materials				
Camera	500/-	1x9	4500/-	1
Tripod	100/-	1x6	600/-	1
Mic	100/-	1x6	600/-	1

Part B – Details of estimate of production expenses

Items	Rate/Cost	Persons/Units	Total Amount	Item Total
Transportation	300/-	3	900/-	1
Accommodation	-	-	-	-
Food	100/-	6	600/-	1

Part C – Details of estimate of post-production expenses

Items	Rate/Cost	Persons/Units	Total Amount	Item Total
Editing	100/-	1	100/-	100
Dubbing	100/-	1	100/-	100
				-

Total Part A = 5700/-

Total Part B = 1500/-

Total Part C = 200/-

Grand Total = 7400/-

