

## MUSIC VIDEOS

# The Release Visuals Planner

Shape the visual world around the release so the video, cutdowns, artwork, and social moments feel connected.

For artists planning a single, EP, album, or visual rollout.

**WORLD**

- What visual feeling should fans remember after one watch?
- What colors, spaces, textures, or references belong to this release?
- What should be avoided because it does not fit the sound?

**MOMENT**

- Which lyric, phrase, or sound needs a visual anchor?
- Is this performance-led, narrative-led, or atmosphere-led?
- What is the strongest image in the whole concept?

**ASSETS**

- Full video
- Teasers
- Vertical clips
- Behind-the-scenes
- Stills
- Cover or thumbnail direction

**ROLLOUT**

- What assets are needed before release week?
- What drops on release day?
- What keeps the song moving after the first post?