

HUMBLE

This motion graphic is a music video to promote the song 'Humble' from Kendrick Lamar's album 'Damn'. The concept of it is to illustrate the lyrics and highlight the hidden meanings and themes within the song.

The titles for the video flash briefly onto the screen one at a time, then disappearing into an explosion of smoke along with the sound of the music.

'Yeah, Yeah' flashes onto the screen taking up the whole frame and then syrup starts to drip down the letters, revealing the words 'Sandwiches' as it moves down the words.

Three dollar signs appear and turn upside down, they then flash red and white and multiply on the screen to show counting cash.

The next lyrics are then written onto the screen in a contrasting font to the previous one to show a change in scene from the last lyrics, each word appearing individually when spoken.

It then moves onto the next shot and begins with a D'usse bottle filling up with a red liquid, revealing the identifying cross on the bottle and then zooming in on the bottle with lyrics popping up either side of the bottle. The camera then moves up the screen as a 'analytic' line comes out the top of the bottle and pulses left to right then moving off the screen.

The next scene begins with lyrics appearing with the word 'girl' largest in the centre with a spinning money globe at the top of the 'I', the camera then zooms into to the globe until it centres on the shot.

The outline of two sitting female figures then zoom onto the screen sitting on the words 'taste bloods' with the camera then moving past these into the centre of the screen revealing the next line of the lyrics.

After the last lyrics tetris blocks then fall down, filling up the shot before disappearing. The next lyrics 'AM to the PM' are then presented across the shot in an arch dipping between 'AM' and 'PM', they are written from left to right and then disappear again from right to left.

The word 'FUNK' flashes briefly inbetween this shot and the next. The next shot is a line of dollar signs as if being shot out from the right of the screen across to the left and then bouncing back to the right. The word 'FUNK' flashes briefly again onto the screen before the next shot.

The word in the next shot appears on two contrasting fonts with the 'BM' in a bold red and then the rest of 'mercedes' in white Time New Roman to show the before and after relating to what the lyrics are saying. The flashing transition 'FUNK' is then shown for a third time.

The lyrics on the next shot are presented slightly lower on the screen and a red drawing then scribbles over the lyrics and draws a crown to sit above the words. The flashing transition 'FUNK' is then shown for a fourth and final time.

The screen then goes black for a few seconds to accompany the section where the background music drops out, before a flashing 'IV' appears briefly on the screen to illustrate the the concept of the music album going viral.

The title of the album that Lamar is talking about then spirals onto the screen getting larger and then landing in the centre to show the effect of the new album drop.

The last scene shows sound levels moving up and down across the shot, transitioning into the last lyrics 'Be Humble'. The video ends on an explosion of smoke mirroring the beginning of the video.