

ABSTRACT

Indie musicians often face budget constraints in producing high-quality music videos. This project aims to design, produce, and evaluate the music video January Embers for the band NORe, focusing on optimizing the post-production stage to enhance visual quality and emotional impact. The production employed a cinematic live-action style with two actors, covering pre-production, production, and post-production phases. Post-production utilized Adobe Premiere Pro for rough cut, Adobe After Effects for 2D animation and visual effects, and DaVinci Resolve for color grading. Evaluation was conducted through the User Experience Testing method with 10 indie music enthusiasts aged 17–26. The results showed an average score of 94.86% (“Excellent” category), with 90% of respondents understanding the storyline and 100% watching until the end. These findings demonstrate that proper post-production techniques can significantly improve the aesthetic quality and appeal of indie music videos.

Keywords: Music Video, Video Editing, Color Grading, Visual Effects, Indie Music