

RECIPE FOR: CUSTOM MADE - THE ROYAL COUNCIL (TRAILER)

DIR. BY AARON UMANOFF FOR CUSTOM MADE RECORDINGS

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Custom Made Recordings is an independent hip-hop label and publishing company based out of Los Angeles, CA which represents our main act Custom Made and their affiliate artists from Los Angeles and New York City. The following short trailer is for the upcoming Custom Made double LP, The Royal Council.

All content used in the creation of this video is 100% original and owned by Custom Made Recordings. The music was recorded, mixed and mastered in a professional recording studio using Pro Tools and Ableton Live.

All the individuals in the video are real life individuals who are signed to our label and other artists who featured on The Royal Council album. We created exact replicas of these individuals by using both film and photography that we personally prepared for this project using a Canon 800D, a BlackMagic Pocket Cinema 4K and an Arri Alexa Mini LF. After preparing the original source material, the AI footage for the video was created using the following process.

1. First the source material was recreated scene by scene using LEONARDO.AI which allowed us to alter and fine tune the entire look of the project to our exact liking.
2. Secondly, the AI images were further edited in ADOBE PHOTOSHOP. Adobe's AI tools such as generative fill were used to extend backgrounds and the removal tool was used on certain images to remove unwanted aspects in certain scenes.
3. Lastly, the finished AI storyboard was brought to life by using RUNWAY. All the scenes were created using very detailed, specific, cinematic prompts.
4. The voiceover in the video was created using ELEVENLABS. The script for the voice over was written by us then ran through MICROSOFT COPILOT for proofreading and slight alterations. The voiceover was mastered using the AI app EMASTERED.
5. Once we were satisfied with the footage created it was edited, color corrected and color graded using ADOBE PREMIERE PRO.

Overall the following AI apps were used to create this video: LEONARDO.AI, RUNWAY, ELEVENLABS, MICROSOFT COPILOT, EMASTERED, ADOBE PHOTOSHOP and ADOBE PREMIERE PRO.