

Just Dance
General Direction



Overview

Your mission is to demo the Just Dance game in as many fun and interesting ways as you can think up. You were selected for your individuality and personality... So be yourself!

The Just Dance game (and dancing in general) appeals to people of all ages and backgrounds, so as much as possible vary your dancing, costuming, scenes, locations, or even dance partners from track to track.

There are just a few constants we request in "General Video Direction."



General Video Direction

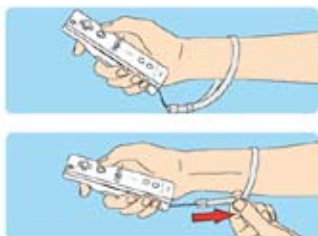
Use longer shots so that the full body is in frame most of the time.

Since the game primarily focuses on arm movements, you have freedom to move around the room or space while dancing.

Accuracy isn't always important. If you feel like integrating some of your own dance moves before, during or after gameplay, go for it!

How to keep your video from becoming a “BAD” video.

Do's and Don'ts



GOOD

All participants holding a wii mote should have their wii straps on their wrist.



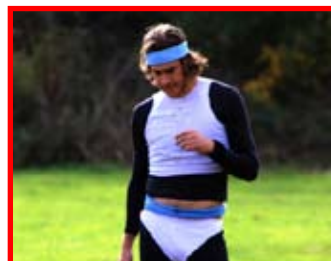
BAD

Anyone without the wii-mote strap on their wrist will not be usable in the video.



GOOD

If the music is playing, at least one person is playing Just Dance (or dancing to the video capture) in each scene.



BAD

No one is playing the game yet the music is still being used from the game. This is not a legal use of the song.



GOOD

Audio should be playing through speakers and not dubbed over the video in post-production or through an editing tool.



BAD

Overdubbing the audio track in with an audio or video editor.



GOOD

The game is rated E10, so no one gets naked, swears or does drugs. Men without shirts = ok.



BAD

Someone is naked, swearing and/or doing drugs.

How to keep your video from becoming a “BAD” video.

Do's and Don'ts



GOOD

Don't hit, throw, or abuse yourself or friends with the wii-remote. Injury from a wii-mote while playing the game will not get approved by Nintendo.



BAD

Hurting yourself or others.



GOOD

Minimize the use of name brands or logos on t-shirts. Try to keep logos of copyrighted brands out of scene and off t-shirts. Small logos on shirts, shorts, hats are ok.



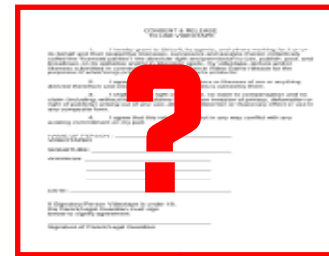
BAD

Logos or copyrighted brands prominent in scene.



GOOD

Signed releases from everyone that shows up in the videos. If they are under 18, they need a parent signature.



BAD

No releases signed from participants in the video.



GOOD

Shooting in 4:3. We can use 16:9, but keep in mind we will need to crop it.

Final Note

We'd like for you to be able to use the video on your own site or YouTube during this campaign. Please, however, request permission prior to posting for timing considerations.

Questions?

We are always here to help with questions or if you want to bounce the legality of an idea off of us.

Soundtrack List

The game has 32 songs to dance to.

Soundtrack List

Dee Dee Sharp It's Mashed Potato Time
The Trashmen Surfin' Bird
The Beach Boys I Get Around
Elvis Presley vs. Junkie XL A Little Less Conversation
KC and the Sunshine Band That's the Way (I like it)
Chic Le Freak
Blondie Heart of Glass
Britney Spears Womanizer
Anita Ward Ring my Bell
(in the style of Irene Cara) Fame
Kim Wilde Kids in America
Survivor - Rocky soundtrack Eye of the Tiger
Cyndi Lauper Girls Just Want to Have Fun
Technotronic Pump Up the Jam
Deee-lite Groove is in the heart
MC Hammer U Can't Touch This
New Kids on the Block step by step
Iggie Pop Louie Louie
Reel 2 Real I like to move it
Blur Girls and Boys
Presidents of the United States of America Lump
Rednex Cotton Eye Joe
The Spice Girls Wannabe
Baha Men Who Let The Dogs Out
Kylie Minogue Can't Get You out of my Head
Fat Boy Slim Jin Go Lo Ba
Gorillaz Dare
Divine Brown Bebe
Caesars Jerk It Out
Calvin Harris Acceptable in the 80's
The B 52's Funplex (CSS remix)
Katy Perry Hot n Cold

Wardrobe and Prop Ideas

Costumes and props are not a mandatory, but might add interest/humor to any of the ideas you work on.



The Game Avatars

If you are looking for inspiration, check out the game. It has a few fun ideas for wardrobe.



Aerobics Outfits

Headbands, leg warmers, tights - these are great and fun for 80s/90s songs

Suggested songs: Fame, Girls Just Wanna Have Fun, Pump up the Jam.





Costume party

Consider bringing the game to a costume party



Animals

Have a cat, dog, chimp, hedgehogs, bird or slow loris? Bring them to the dance party.

Suggested songs: Who Let the Dogs Out? Surfin' Bird, Cotton Eye Joe



NKOTB Fasion/Overalls and No Shirt

A brief 90s/hillbilly trend could inspire your next dance off.

Suggested Songs: New Kids On the Block or Cotton Eye Joe

Suggested Concept: AA Meeting - "Steps Program" banner hangs over refreshment table in fluorescent gray elementary school multi-purpose room. 4 haggard looking dudes dressed in throw-back 80's outfits - complete with the New Kids hair - throw down their Styrofoam cups, get off the folding chairs, and dance.





Chippendale inspired

A famous Saturday Night Live skit could inspire your dance.

Suggested Songs: That's the Way (I like it), Can't Get You Out of My Head



People Who Like to move It

Suggested Songs: I Like to Move It, U Can't Touch This



Cougars

Suggested Songs: Eye of the Tiger, A Little Less Conversation



World Peace is In the Heart

Hassid and Sheik face off, song kicks in and they start jamming.

Suggested Songs: Groove is in the Heart, U Can't Touch This



Who Let The Kids Out

4 happy go lucky dads dance with a baby hanging from chest,
they look less carefree.

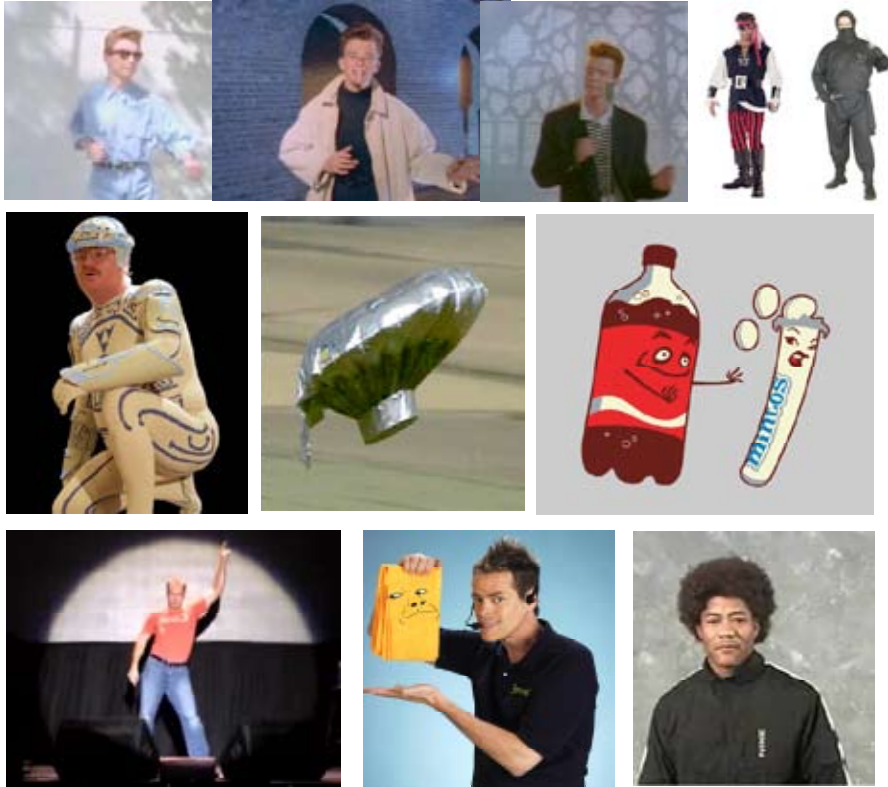
Suggested Songs: Who Let the Dogs Out



Aquanet

Aquanet women just can't get past the 80s.

Suggested Songs: Acceptable in the 80s



Internet Memes

I can has nerdy internet jokes? Yes. If you know what an internet meme is, consider it a source of inspiration.

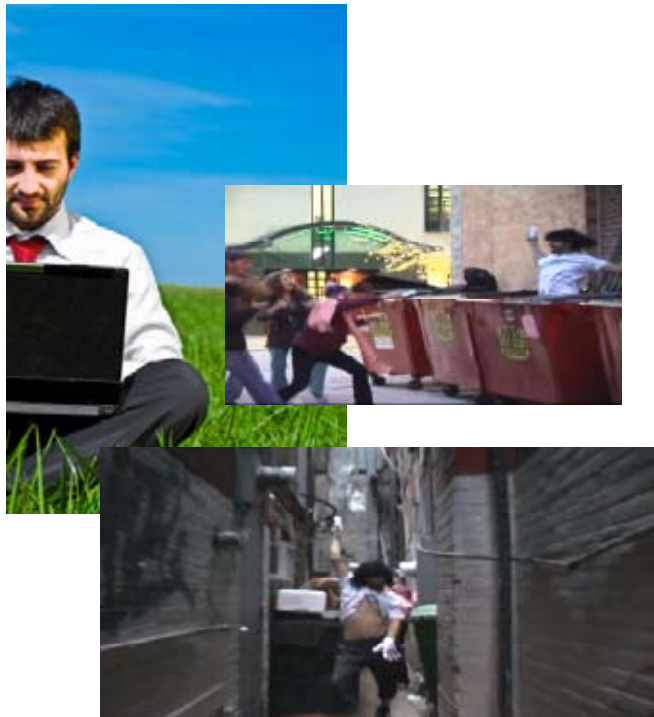
Additional Ideas

Here's a few way to make your video even more than just you with a Wii-Mote.



Host a Party / Bring the DVD to a friend's house

Have a Wii with the game? Host a Just Dance party and get your friends involved. Have the DVD? Bring it over to a friend's house to jam.



Go Outside

Have the DVD? Load it up on your laptop or portable DVD player and take the game experience outdoors. Or if you are ambitious and memorize the dance moves we can overlay the game moves in post-production to show you dancing to the game.

You can also use a digital projector outside to project the game moves on outdoor surfaces (brick walls, projector screens, smoke machine walls, etc) for unique effects.



Effects

Not a mandatory, but these devices might make your dance video that much more interesting.

Suggested Effects: Smoke machines, digital projector, digitally projecting on smoke from smoke machines, strobe lights or bubbles.



Waiver

Everyone who participates in the video needs to fill out this form.

**CONSENT & RELEASE
TO USE VIDEOTAPE**

1. I hereby grant to Ubisoft, its agents, and others working for it or on its behalf and their respective licensees, successors and assigns (herein collectively called the "licensed parties") the absolute right and permission to use, publish, post, and broadcast, on its websites and/or in television spots, my videotape, picture and/or likeness submitted in connection with the Just Dance Video Game release for the purposes of advertising, promoting and publicizing its products.
2. I agree that any videotape, picture or likeness of me or anything derived therefrom and created by the licensed parties is owned by them.
3. I shall have no right of approval, no claim to compensation and no claim (including, without limitation, claims based upon invasion of privacy, defamation or right of publicity) arising out of any use, alteration, distortion or illusory effect or use in any composite form.
4. I agree that this release does not in any way conflict with any existing commitment on my part.

NAME OF PERSON : _____
VIDEOTAPE

SIGNATURE: _____

ADDRESS: _____

DATE: _____

If Signatory/Person Videotape is under 18,
the Parent/Legal Guardian must sign
below to signify agreement:

Signature of Parent/Legal Guardian