Creative Arts Product #2 "MUSIC MATTERS"

The creative arts process comprises four interrelated elements common to all creative arts programs:

· **investigation**   • **development**   • **production**   • **reflection**

Your Production Task requires evidence from all stages of the above process.
Note: Your **Folio of Evidence** should contain evidence of the key stages in the development of your creative production. Experimentation and proto-typing is encouraged. Note from PA4 in Performance Standards; *'development and application of a variety of practical skills, techniques, and processes.'*

Digital Arts Production Task #2

> ### *'Music Matters'*
>
> Using the creative arts process outlined above; investigate, design, test and produce a creative production, using the theme "Music Matters", in your chosen field of art.
>
> *Resource - Look at the **Why Music Matters** movement here: http://whymusicmatters.com.au/*

Video – up to 3 - 5 minutes in length
Animation – up to 2 minutes in length
Print – an A1 poster or 8 - 10 page comic book
Photography – folio of 20 images

*Assessment is based on your **Production** and **Folio of Evidence** (10 pages, 1000 words or 6 minute video) using the Performance Standards listed below.*

Time allocated – 8 weeks

Performance Standards for Stage 2 Creative Arts   PRODUCTION #2

	Knowledge and Understanding	Practical Application	Investigation and Analysis	Evaluation
A	In-depth knowledge and understanding of creative arts concepts specific to relevant creative arts discipline(s). Astute and accurate understanding and use of language specific to relevant creative arts discipline(s). In-depth knowledge of a variety of creative arts media, materials, techniques, processes, and technologies, and understanding of their possible applications.	Creative and clear expression and communication of ideas and opinions relevant to the program focus. Discerning use of the creative arts process in the development and presentation of well-refined creative arts product(s). Highly productive and proactive individual and/or collaborative approaches to the creative arts process. Refined and integrated development and application of a variety of practical skills, techniques, and processes.	Purposeful investigation, selection, critical analysis, and full acknowledgment of a variety of appropriate sources and ideas. Astute and detailed exploration and analysis of appropriate creative arts media, materials, techniques, processes, and technologies within and/or across creative arts forms.	Insightful and knowledgable evaluation of creative arts products, with reference to practitioners' intentions, processes, outcomes, and contexts. Insightful critical reflection on personal creative arts ideas, processes, and products. Discerning and well-informed appraisal of others' creative arts ideas and processes, and astute expression of aesthetic opinions.

PITCH

Opened by   on 25 July (12:46 pm)

My intention for my second creative production is to create an illustrated animation on the theme of 'music matters'. My aim is to express why music matters to teenagers and young people and to talk specifically about why it matters to me. I also have a friend who plays music who I plan on interviewing to get a different perspective and I will also include her thoughts and opinion in my animation. After my initial research and interviews I will write up a script / dialogue for the animation including the stories of both my friend and I, which will be presented in a spoken word poetry format. I will include that as a voice over on top of music in the animation. I hope to make it around 1.5 - 2 minutes long and include not only line drawings but some elements of collage or painting into my animation so as to extend my use of media. I want to experiment with typography and creative imagery as well as the application of colour in my animation.

replied on 26 July (2:47 pm)

I think your art style lends itself well to animation and as a production task there is quite some complexity. After our discussion in class I am unsure of which direction you are taking. Is it a pure 'Why Music Matters' exploration as outlined here or are you now looking at visualising your poetry? Either task will be suitable but they are distinctly different.

Next is to do some investigation and experimentation to determine both the mode and style of animation. You have shown me great technical skills in past work so I am sure you will be able to master a technique that enhances your personal aesthetic. Can you give some idea and updated details of the direction you intend to take, both in content and technique?

replied on 26 July (3:54 pm)

I think I am going to write a spoken word poem about why music matters to me while including some elements of poems I've already written as I have written on the subject of music previously. The animation will be visualising the concepts that I present in the poem.

As for technique I hope to create a flip book/stop motion style animation by hand drawing the illustrations in my style and then scanning and digitally colouring them and combining and layering certain elements. I want to create a series of images / artworks / illustrations and place/play them in sequential order using a video editing program to create the illusion of movement and then add dialogue and music over the top.

replied at 12:10 pm (9 hours) ago

Your proposal reads in a very positive way. Now is time to do some investigation, firstly looking at what other artists have been doing in this field and then determining the best technique that will allow you to best express your artistry.

Have a look at this piece which is water colour based animation along with parallax scrolling.

https://www.youtube.com/watch?v=AhSrBFFz8RU

INSPIRATION

"Happy Time - Short film - Watercolour animation."
- Matvey Rezanov.

↑ I love the elements of realism in the texture of the watercolour. It creates a flowing animation

"TIME WARP (Hand Drawn Animation)"
- Ben Heine.

↑ This film was closest to my illustration style - I like the smoothness of the lines in digital drawings.

"UMBRA (Animated short - HD 2010)"
- Malcolm Sutherland.

↑ I like the hand-drawn style of animation and the limited use of colour.

← This film is especially inspiring because it includes a poem. I love the hand-drawn quality and the combination of black and white film and animation.

"Stop motion whiteboard animation"
- Jonny Lawrence.

↑ A different technique that I find very interesting.

"Loving like an existentialist"
- Savannah Brown.

↑ I love the use of colour in these animations.

RESEARCH

"What makes a poem... a poem?"
— Melissa Kovacs

"The pleasure of poetic pattern"
— David Silverstein.

"The poet who painted with his words."
— Geneviève Emy

[I was inspired by the animation style of each of these videos — but also the way they talked about poetry in relation to music — I hope to include some of this knowledge in my poem.]

MUSIC MATTERS

Nina Simone

Something for Kate

Nick Cave

[These all explore the theme that my animation will explore — 'Music Matters' — and were made for the 'Music Matters Campaign'. These helped me gain inspiration for both content and animation style.]

↑ I like the limited use of colour in this animation.

↑ I like the simple geometric style of illustration.

↑ I am inspired by the hand drawn illustration and poetic presentation.

INSPIRING POEMS I'VE WRITTEN EXPLORING MUSIC

LOTIONS AND POTIONS WON'T HELP THIS TIME

i.
I think part of what cured me
Was in the listening of the lyrics
Instead of just the song
And having the realisation
Swim through my veins
That those words
Had to come from somewhere
And maybe
I'm not so alone

ii.
Or maybe it was the growing awareness
That it's actually okay to be alone
With my thoughts
Watching them float and fly and fight -
The beautiful chaos.
Perhaps I don't need to be
Constantly trying to wind my watch forward
To speed up time
To try and distract myself
From the tumbling tides
Of a fluctuating mind
Because what if that's only making it worse?

↑ Explores the idea that songs are more than a tune and that listening to lyrics can make us feel less lonely.

iii.
I knew that I was better
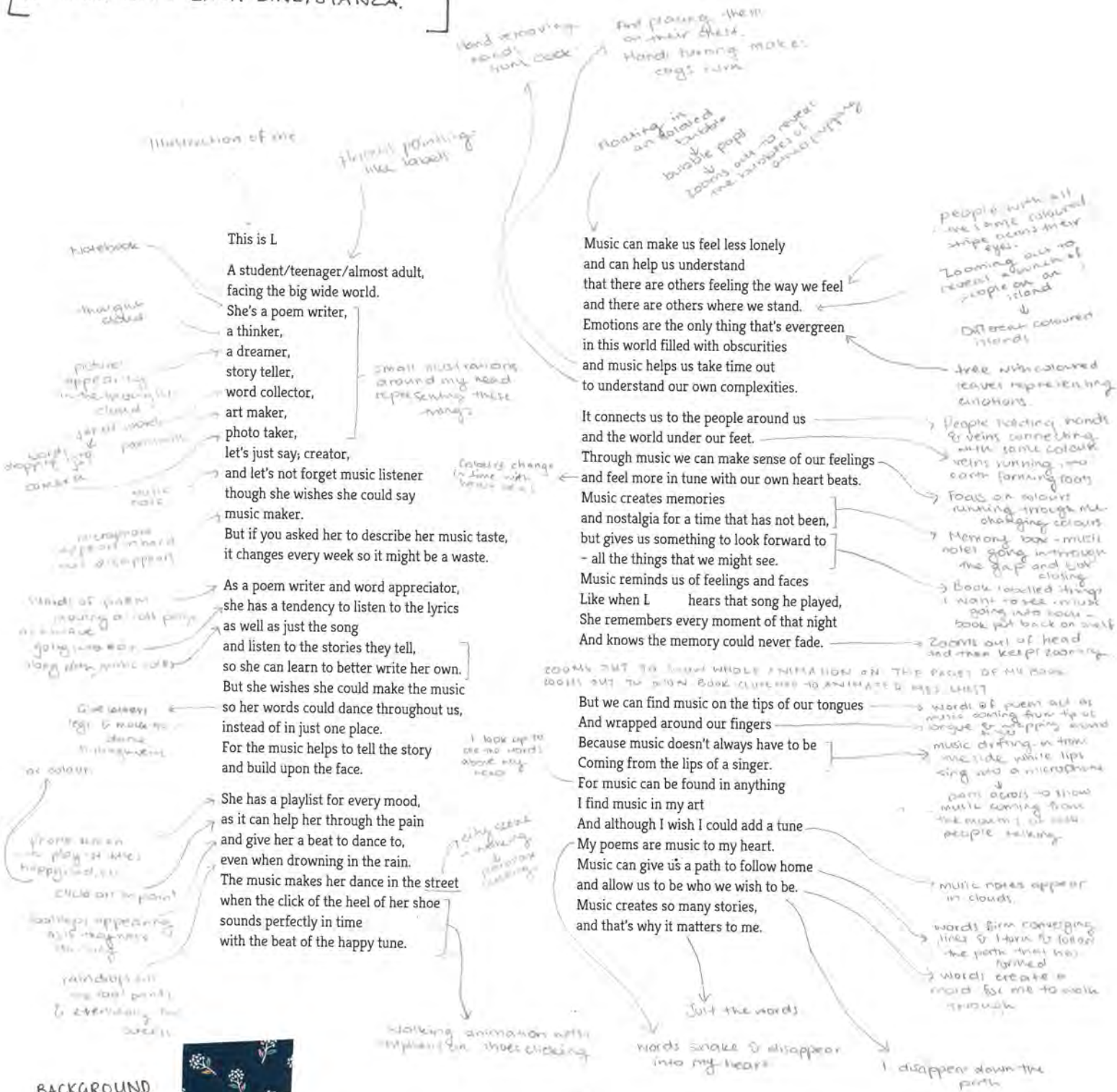When I removed the barriers
Of distraction
That blast cutting melodies
Through my swarming thoughts.
They engulf them and swallow them
While the speakers
Keep the doors shut
So they can't be spat back out.

When I took away the barricade
And opened up my head
I was allowing my mind to freely form
Butterflies on its own
Because I could feel that just the rain
Would be enough to calm them.

iv.
I felt my torn seams sew shut
When my mind suddenly awoke.
I was back to my
Awake-until-the-a.m.-writing-poems mind,
My buzzing-with-ideas mind,
My everything-is-poetry mind,
My never-out-of-ideas mind,
My always-in-a-daydream mind
But awake-
Mind.

In my spoken word, I want to include elements of poems I've already written.

MUSIC

i.
I have a playlist
For the love I lost,
So that when my swollen heart
Feels lonely,
I can play every song
I find a piece of him in
To feel him in my shadows
And feel slightly more at home.

ii.
I have a playlist
For my sorrows,
So I can feel comfortable
Crying my feelings out
And bring to them
A calmness in knowing
That being sad is okay
And they aren't all alone.

iii.
I have a playlist
For the love I have
To remind me
That there is a universe of stars
In everyone's hearts
And why should I mourn over the holes in mine
When I can admire
The magic in his.

iv.
I have a playlist
For my glittering smiles -
My happy days,
To keep my face turned
Toward the sun
So I can't see the shadow behind me,
And to give me songs
To dance to.

PIANO KEYS

You built a piano inside of me
And every time you return home,
The first thing you do
Is sit down and
With your perfect fingers
You say are too big for the keys,
Play the most beautiful melody.
I can find notes of it
In every song I hear
So maybe that's why
Everything I listen to
Reminds me of you.

↑ Explores music being able to create memories.

← Music will always be there no matter how we feel.

IDEATION

SPOKEN WORD POEM SCRIPT + IDEA
BRAINSTORM FOR POTENTIAL IMAGERY
TO PAIR WITH EACH LINE/STANZA.

This is L

A student/teenager/almost adult,
facing the big wide world.
She's a poem writer,
a thinker,
a dreamer,
story teller,
word collector,
art maker,
photo taker,
let's just say; creator,
and let's not forget music listener
though she wishes she could say
music maker.
But if you asked her to describe her music taste,
it changes every week so it might be a waste.

As a poem writer and word appreciator,
she has a tendency to listen to the lyrics
as well as just the song
and listen to the stories they tell,
so she can learn to better write her own.
But she wishes she could make the music
so her words could dance throughout us,
instead of in just one place.
For the music helps to tell the story
and build upon the face.

She has a playlist for every mood,
as it can help her through the pain
and give her a beat to dance to,
even when drowning in the rain.
The music makes her dance in the street
when the click of the heel of her shoe
sounds perfectly in time
with the beat of the happy tune.

Music can make us feel less lonely
and can help us understand
that there are others feeling the way we feel
and there are others where we stand.
Emotions are the only thing that's evergreen
in this world filled with obscurities
and music helps us take time out
to understand our own complexities.

It connects us to the people around us
and the world under our feet.
Through music we can make sense of our feelings
and feel more in tune with our own heart beats.
Music creates memories
and nostalgia for a time that has not been,
but gives us something to look forward to
– all the things that we might see.
Music reminds us of feelings and faces
Like when L   hears that song he played,
She remembers every moment of that night
And knows the memory could never fade.

But we can find music on the tips of our tongues
And wrapped around our fingers
Because music doesn't always have to be
Coming from the lips of a singer.
For music can be found in anything
I find music in my art
And although I wish I could add a tune
My poems are music to my heart.
Music can give us a path to follow home
and allow us to be who we wish to be.
Music creates so many stories,
and that's why it matters to me.

BACKGROUND

Colour Scheme Ideas.

Could use colours to represent
music / emotions throughout.

STORYBOARD

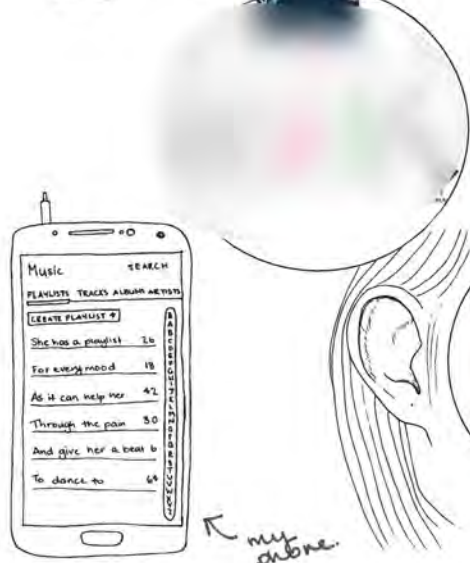|					
STARTS EMPTY INTRODUCING ME	ITEMS PROGRESSIVELY APPEAR	WORDS FLOW INTO PEN ILLUSTRATING MUSIC	"MUSIC" FLOWS INTO PEN	WORDS ON PAGE DANCE	WORDS FILL AND COLOUR FACE
SHOWS PLAYLISTS 'ZOOM' IN ON 'PAIN'	FOOTSTEPS TO SHOW DANCING	RAIN DROPS FILL SCREEN	WALK CYCLE WITH GESTURES TO SHOW MUSIC BEAT	ME IN BUBBLE - "LONELINESS"	BUBBLE POPS
LOTS OF PEOPLE WITH SAME COLOUR FACE TO SIGNIFY EMOTION	STANDING TOGETHER ON AN ISLAND	LEAVES GROW ONTO TREE	LEAVES WHISKED OFF OF TREE	LEAVES GO INTO DOOR CRACK	DOOR OPENS
ZOOMS INTO DOOR	COGS TURNING	"MUSIC" RUNNING THROUGH VEINS OF OUTSTRETCHED HAND	"MUSIC" 'CONNECTING' PEOPLE	"MUSIC" RUNNING THROUGH FEET	"MUSIC" RUNNING INTO ROOTS
OUT OF ROOTS	"MUSIC" WRAPPING AROUND HEART	"MUSIC" FLOWS INTO MEMORY BOX	BOX CLOSES	BOX MOVES TO SHELF	BOX ON SHELF OPENS
FACES APPEAR IN FRAMES	SPEAKERS PULSING - MUSIC COMES OUT	THOUGHT / 'MEMORY' CLOUD APPEARS OVER BOOMBOX	TIMELINE OF MOMENTS IN CLOUD	MEMORY IS TUCKED INTO MY HEAD AS IT ZOOMS OUT	WHOLE STORY IS IN BOOK
BOOK CLOSES	ZOOMS OUT - I AM HOLDING BOOK TO CHEST	MUSIC CAN BE FOUND ON THE TIP OF OUR TONGUES	AND WRAPPED AROUND OUR FINGERS	MUSIC DRIFTING FROM OUTSIDE THE SINGERS LIPS	THE CONVERSATION CREATES MUSIC
LOOKING UP AT WORDS	CLOUD FORMS AND FADES WITH MUSIC	MUSIC NOTES STAY AND SNAKE TO MY HEART	WORDS FORM PATH AND DOORWAY		music create so many stories
and that's why it matters to me					

STORYBOARD TO CREATE A ROUGH PLAN AND TO GENERATE IDEAS FOR ILLUSTRATIONS.
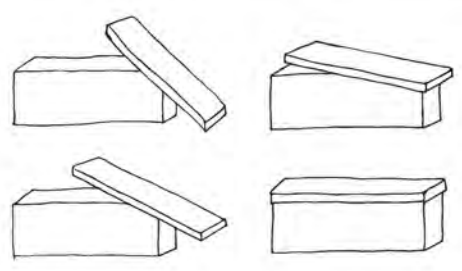
DEVELOPMENT
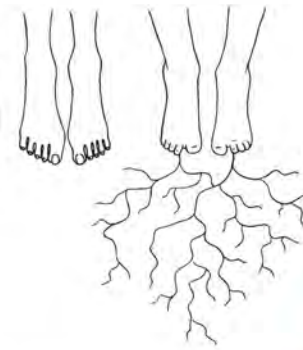
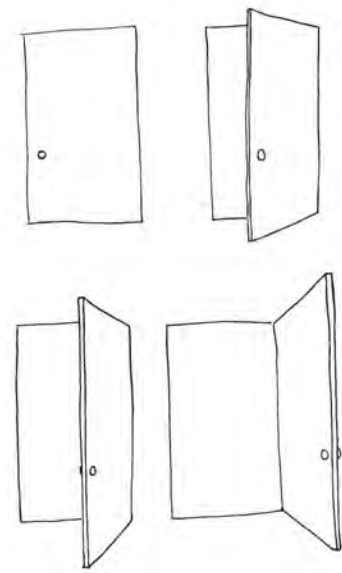I coloured my drawings using live paint after using live trace to convert them to digital drawings

Music   SEARCH
PLAYLISTS TRACKS ALBUM ARTISTS
CREATE PLAYLIST +
She has a playlist   26
For every mood   18
As it can help her   42
Through the pain   30
And give her a beat b
To dance to   69

← my phone.

I like the smooth, contemporary feel of the digitised illustrations.

A challenge was maintaining the same style throughout while some drawings were more complex, but I'm happy with the result I achieved by minimalising shading and simplifying images.

DEVELOPMENT

i.e. me

thinker dreamer

POEMS
WORDS spelt without words

student/teenager/ almost adult?

rearranged to fit screen/ frame size.

Initial idea was to use outlines and introduce colour later.

i.e. me
thinker dreamer
student/teenager/ almost adult?

↑ looks unfinished

↑ not interesting enough.

Selective colours representing emotion (or things that create emotion.)

i.e. me
thinker dreamer
POEMS
WORDS
student/teenager/ almost adult?

made some adjustments to make face more symmetrical.

adds life and colour to face - differentiates it from other objects.

BASE

unnecessary lines.

↓ full colour is much more exciting and appealing.

i.e. me
thinker dreamer
student/teenager/ almost adult?

changed to a more limited colour scheme to balance the composition.

white looks unfinished.
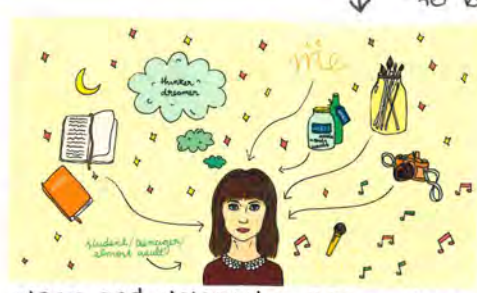
warm and welcoming, not too light, not too dark.

everything stands out.

doesn't tone in with colours.
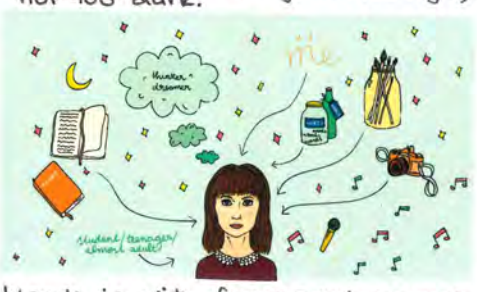
blends in with foreground too much.

↑ good colour for 'dreaming' scene

DEVELOPMENT

← music →

ADDING DEPTH & INTEREST TO ILLUSTRATIONS

↑ emotions are 'evergreen'

← rain drawn using this brush as it is representing feeling 'blue'.

Abstract representations of feelings & music are presented using a separate distinguishable brush.

'has been'

'hasn't been'

feeling
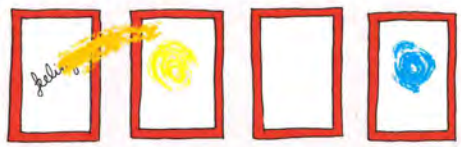
'music' inspires stories ↘

← memories

↑ music

← emotions
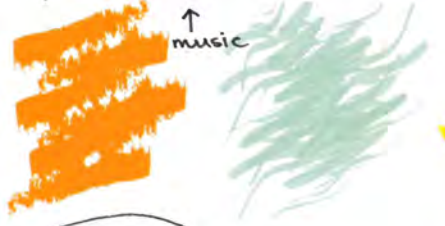
← Thought bubble (thoughts are abstract)

← look the most hand-drawn & opaque.

BRUSH EXPERIMENTS

I chose to create mostly plain backgrounds and flat colour illustrations so as to emphasise the organic nature of the lines representing music - thus emphasizing the music.
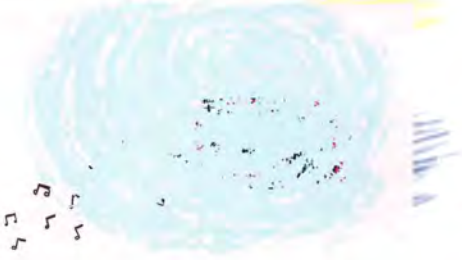
← Inspired by [Loving like an existentialist by Savannah Brown - Animated by Maddy Vian] ↑ Changing colour representing growth.
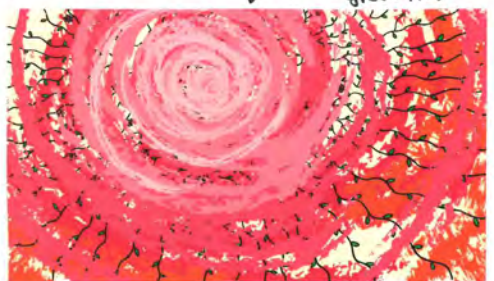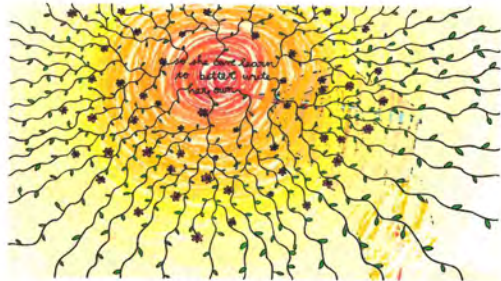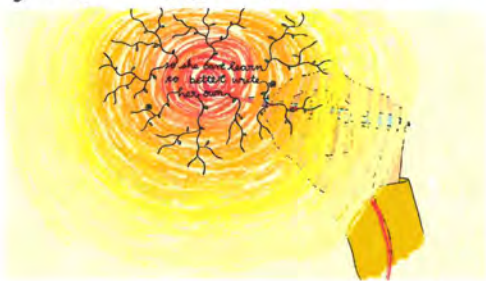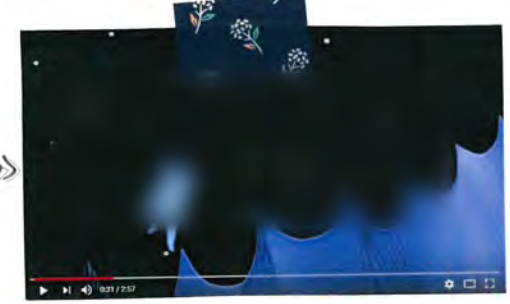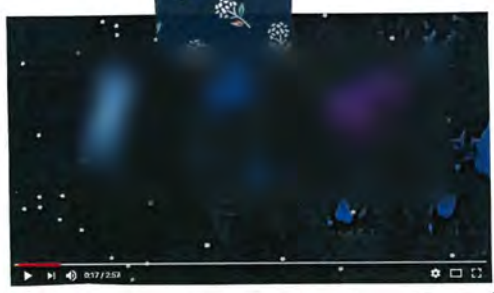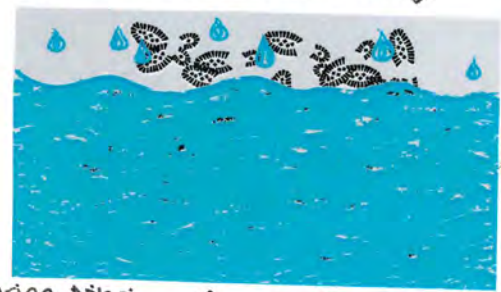
DEVELOPMENT

 = RESEARCH/INSPIRATION

Outer space Mover - Tom Rosenthal - Animated by: Gemma Green-Hope
Still scenes with subtle background animated with no transition to each new scene. Only the man moves.
I would like smoother, more seemless transitions.

Water fills screen to transition to new scene

Fenn- Tom Rosenthal- Animated by: Sarina Nihei
inspired my own work
Fades into lighter colour to create new background
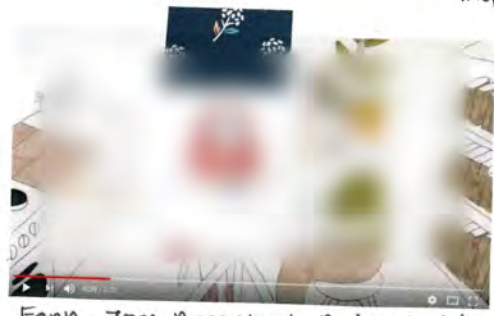
Fenn - Tom Rosenthal- Animated by: Sarina Nihei
* ZOOM
zooms into face
zooms into hair

I am inspired by Sarina Nihei's transitioning techniques as I admire the smooth and seemless nature, so I applied some of these techniques to my own work.

zooms into book
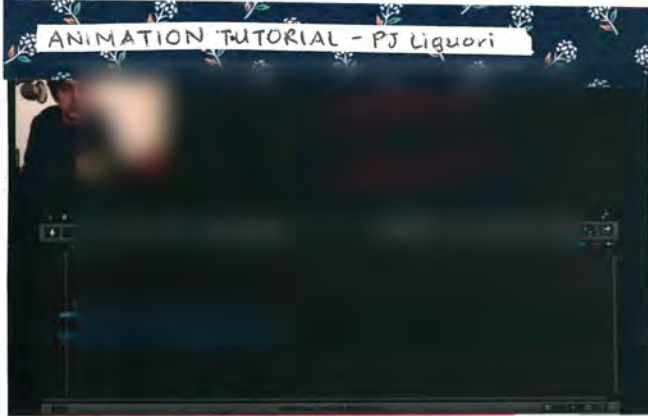This colour becomes new background colour.

Fenn- Tom Rosenthal
* SLIDE
Image slides up to reveal new part of animation
image slides to the side.

DEVELOPMENT

ANIMATING

ANIMATION TUTORIAL - PJ Liguori

How I Work - Text Wriggle Animation

↖ While different programs were used in this tutorial, it served as a good base to learn from, as I liked the simple style of animation just using images.
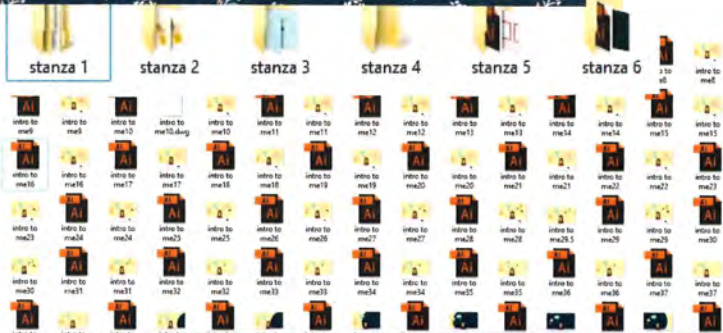
CONSTRUCTING ANIMATION

| stanza 1 | stanza 2 | stanza 3 | stanza 4 | stanza 5 | stanza 6 |

↖ Saved each image as an Illustrator file (in case anything needed editing) and a jpeg image and placed them all together in Adobe Premier Pro to play together and create the illusion of movement.

MUSIC

Positive, sounds feel modern to match animation, doesn't match poetic rhythm. →

Uplifting by bdProductions

Uplifting Background Music

Simple, matches rhythm of poem, electronic sounds matching the modern animation. →

Uplifting Corporate Ambient - Royalty Free Music

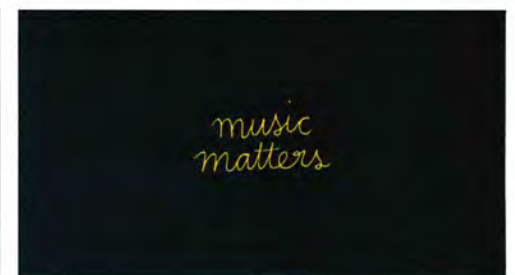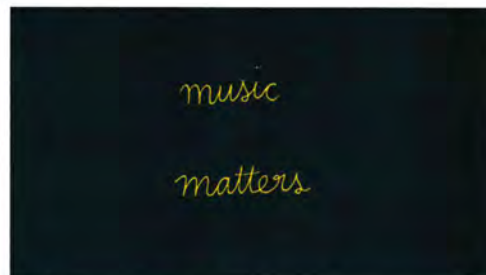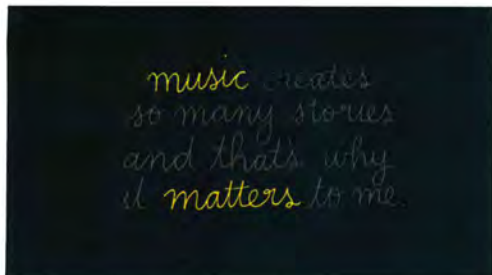·Positive, simple, feels too classical. →

Motivational Background Music

By: bd Productions

Uplifting Corporate Ambient - Royalty Free Music.mp3 Volume:Level ▾

FINAL SCENE

↙ Displayed final line as only text to create emphasis

music creates
so many

music creates
so many stories
and that's why

music creates
so many stories
and that's why
it matters to me.

music creates
so many stories
and that's why
it matters to me.

music

matters

music
matters

↖ Singled out the words 'Music Matters' to create an end title screen.