

Stage 2 Visual Arts – Visual Arts – Art and Visual Arts – Design

Assessment Cover Sheet

Assessment Type: Folio

SACE Registration Number:

Visual Arts – Art

Visual Arts – Design

Topic Music Video Design
and applications

BRIEF

I have been approached by a musician that would like me to create a distinctive musician design, music video and supportive products to help promote them. I will be creating a design for the artist that relates to electronic music while also keeping the artists name at the centre of the design. I will also be producing graphics for a music video based around the theme's that the artist bases themselves off. I will be starting the design with the intent of making a dark image with high contrasting colours and designs to produce an exciting image of the artist. This colour contrasting will continue throughout all designs made to show similarity and synchronicity throughout the designs. The artist will use these designs to present to an audience of both genders their ideas and passions. Focusing on the age group of 18-25, the Electronic music and designs will help complete the image of the artist in the eyes of those who are younger and interested in this music genre. Some restrictions to creating the designs could be the time that it takes to produce the music video for the artist. Creating a music video requires the artist/designer to spend most of their time changing colours and changing small details, this process means that a lot of time is spent on small detail rather than the final video. For recording and editing the music video I will be using the camera on the Pixel XL phone, and using software such as Premier Pro and After Effects. This Phone camera has been called the best camera to be one a phone and provides high low light performance which, in the case of using a dark colour, will help produce a realistic and amazing photography advantage over other cameras. To edit the music video and other designs for the artist I will be using a combination of Premier Pro, After Effects and Photoshop. Premier Pro helps with placing clips, trimming and adding slo-motion effects to videos recorded (the program that ultimately puts the music video together), After effects helps with adding other small effects and tweaks to videos to make them look better. After effects is great at adding automatic colour correction while also making the videos look realistic. Photoshop will help to draw and produce designs such as the artists: logo, banners, website designs, etc. I will be presenting my folio as a body of work with 40 pages based around 6 practicals, research and conceptualisations of designs.

ABCDEFGHIJK
LMNOPQRSTUVWXYZ

TYPOGRAPHY

numbers
1 2 3 4 5 6 7 8 9

GENRE

Contrasting Colours
Black against a bright colour

Cartoony

Black against a bright colour



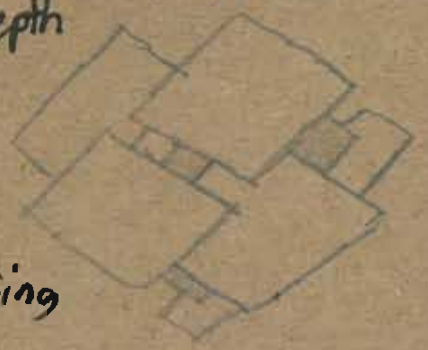
Showing Artist on Album cover

COUNTRY

POP

ELECTRONIC

depth
Geometric Shapes



Electronic

Rustic

style

Advertising

Black on White

Brown

Style

Universal

Spinnin Records

Stream sound

Tickets

Pop



MUSIC PRODUCTION COMPANY

BRAIN

STORM

Layout

Website / Social media

CONCERT / FESTIVAL

ID cards

colour depends on role

Employee info / role

Black on Blue

Studio / shop front

ARTIST/S

Lighting

Tickets - Vibrant

Dark

Rustic

Brown

NAME

FROZEN
FROSTY
RAZOR

STYLE

Colours

Black

Blue

Red

Contrast

Geometric

Cartoon



Dark / Sad

Bright / happy

Circles

Squares

Symmetry



LOGO

Artist Photo

computer design



Music Magazines

Kerrang!

Mojo

Billboard

Bus Shelters

Advertising

DIRECT RESEARCH



could be a bit to simple???



revealed

Using geometric shapes to create a futuristic feel

Splitting the logo to make a single but effective clear separation

This logo creates a simplistic but effective image showing the genre. Logo and then of the company. With the contrast in colours, it creates a difference between the background and the companies branding.

Contrasting black and white making a two tone logo, while making it look simple

The geometric shapes paired with the black & white colour palette creates a modern/future feel that describes the genre and company.



SPINNIN' RECORDS

This logo also creates a simplistic but effective look, while creating and contrasting colours. Using monochrome colours presents a future look.



The above logo shows a simplistic but effective geometric piece. Using bright colours allows for an eye catching image that allows for a wide range of uses for the logo.



AMTIST
CONNECTIONS

RAYMOND
PETTIBON

Black Flag:



I want my logo and design to be similar because of the simplistic geometric design and black and white colour palette. I believe it could be improved with either a contrast of colour either within the logo or background or could be improved with a variation in size or rotation.



Van Halen

Raymond produced this logo for the early 1970's band black flag. Raymond was also the bass player for the band and created this logo from inspiration of the opposite/reversal of a white flag that was associated with surrendering. This representing that the punk rock band would not give up.

I like the way that the typography connects in with a logo to show the bands initials, while creating a cool looking logo. I do not like the colours as they don't contrast, the colours also are dull which makes the logo less interesting.



change the red to:



Width 500px

Height 66% of font size (158px)



Font size: 160pt

Font: Franklin Gothic Heavy

tracking: -55pt

colour (hex code): #F70000

Designed by the band Van Halen this logo represents their initials while also creating a steel winged look with their name at the front. The logo was created with inspiration from Eddie Van Halen's fiery guitar.

Run DMC

Designed by: Stephanie Nash, MF Berton

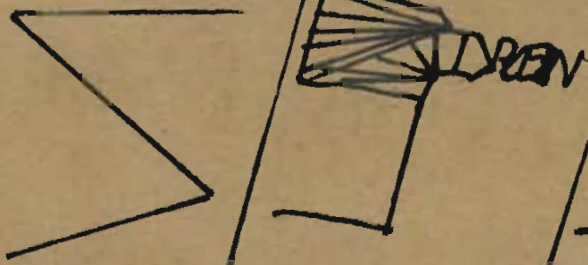
Created in 1984, the band/trio of hip-hop artists was considered as the most influential hip-hop groups of their time while spreading hip-hop to the masses.

The logo consists of bold white font, with a black background and red bars on top and bottom, as the logo is mostly black and white.

THE GENERATION

SIREN

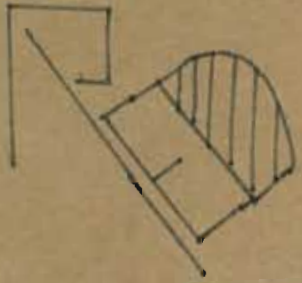
SIREN
SIR3N
SIREN 3
SIREN



Genre:

- techno
- Dance
- Pop
- Dubstep
- Trap
- House

Colours



R3D
RED
RED



Genre:

- Techno
- Dance
- Pop
- Trap
- Chill
- Hip-hop
- Metal

Colours:



FRISTY

FROSTY



Genre:

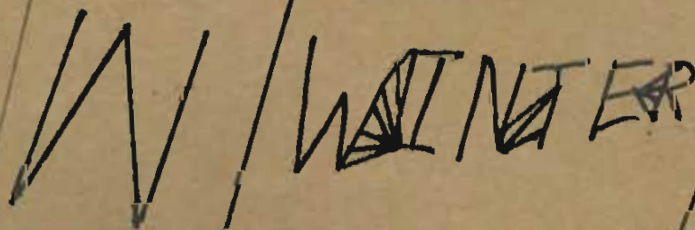
- pop
- metal
- Reggae
- techno
- Dance
- EDM

Colours:



WINTER

Winter



Genre:

- metal
- techno
- chill
- Hip-hop
- House
- Trap

Colours:



NAME GENERATION:

Frosty
Winter
Frozen
White
Grey
Red
Blue
Cyan
Flame
Fire
Citrus
Juice
Juicy
Down
Sunset
Moon
Black
Dark

Spector
Spectar
Ghost
Secret
Invisible
Legend
Legendary
Energy
Sharp
Curve
Large
Small
Return
Enter
Escape
Connection
+
tech
Rock

Deride
Section
Quarter
Essential
Nano
GRID
BEAT
Circle
Round
Square
Micro
Virus
Vector
Viron
Digital
Digit
Squared
Sector
Legend

Seven
Double
2nd
Zero
Savage
Tragedy
Spin
Auto
Fade
Jump
Quick
Slow
Command
Option
Berry
trip
Sad
Happy
GO
Up

Wolf
Viper
Shift
Display
Siren
March
Living
FX
Down
Input
Severe
Record
Snazzy
Nation
Dance
Party
Local
Store
RGB
Deal
poison
Stealth

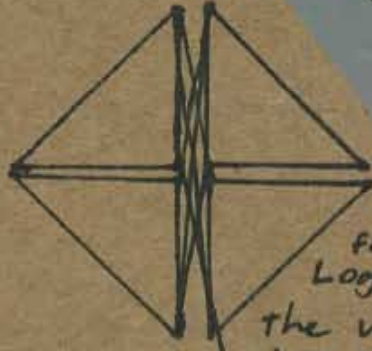
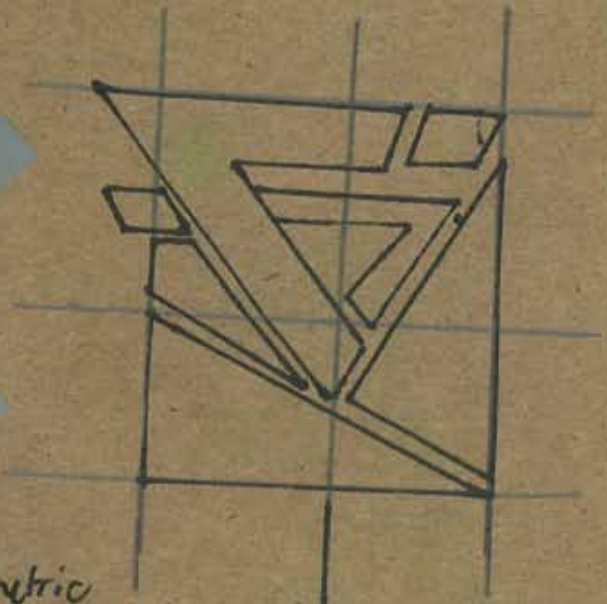
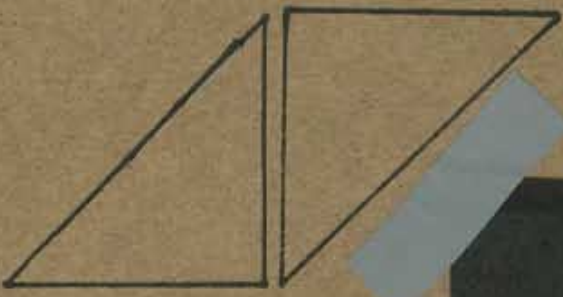
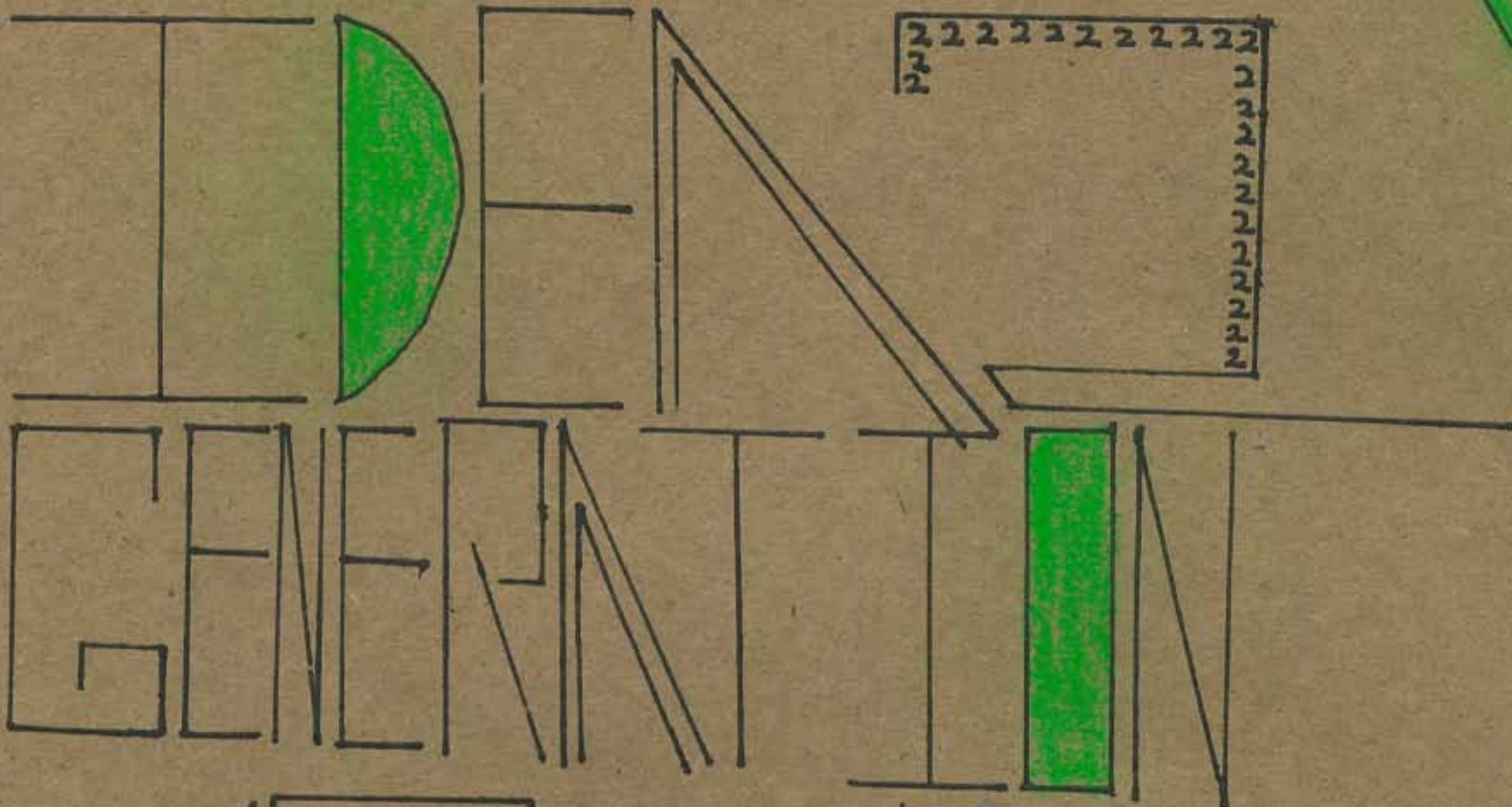
Living up
+ Zero
Up Down
Seven Zero
White berry
- Red berry
- Blue berry
- Grey berry
- Fire berry
Black Sunset
- (Rock/metal band)
Small Secret
Nano Spector
Slow Fade
White Winter
Dark Siren
- (metal band)
Invisible Ghost

Combinations:

Double Seven
Beat Down
Poison Wolf
Round Square
Frozen Winter
- chill
- pop
- Jazz
- Classical
- Dance
Local Stealth
Auto Spin
Energy shard
White + black
Micro Beat
Up Large
2nd Wolf
Circle trip
FX Nation
Juicy Beat

Colour Code:

- Genre
- other names

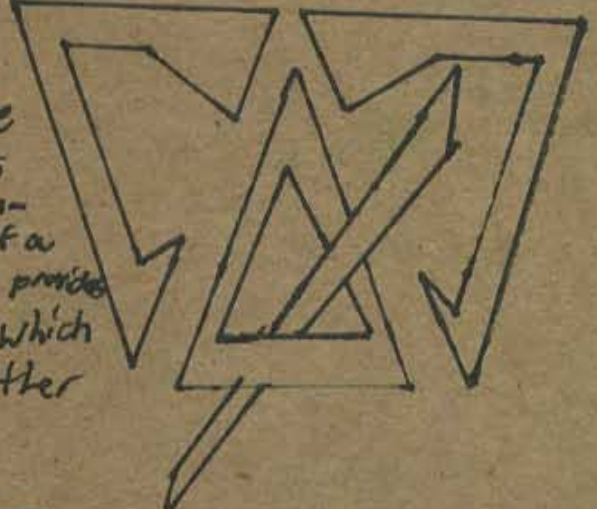


Using a mono-chrome colour scheme allows for a bright contrast on the Logo and artists name.
The use of basic geometric shapes allows for a good looking simple design.

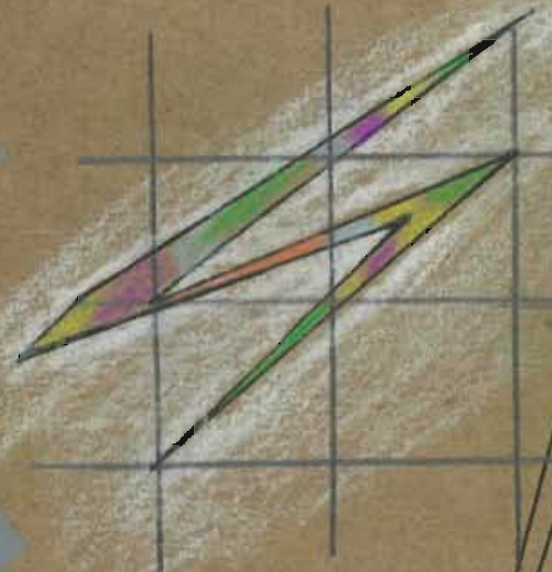
The geometric sharp shapes in the Logo present a fixture of depth as the logo wraps around its self.



Using A form of typography to form a shape of balance. this allows for an in-depth analysis of a logo which also provides us with layer which move inbetween other shapes.



=VA



33333333333333

IDEA

www

GENEVA

changed A
A → Δ

BLACK SUNSET

Bold Font
- Simplistic
- Geometric

black sunset

Thin Font
- Following a hexagon style
- Is solely based on the hexagon shape

BLACK SUNSET

Very thin text/font
- Thin slanted text

very high, width is small

BLACK SUNSET

Thin Font style
- Font is separated making a disconnection within the letters

Separated letters

BLACK SUNSET

Bold Font
- Strong feeling
- Used for dramatic titles and text

BLCK SUNSET

- Separated letters
- Thin font style
- Typography created by removing parts of the letters

BLACK SUNSET

very thin font
- Square/techno

BLACK SUNSET

Bold Font
- Geometric
- Shapes inside text

BLACK SUNSET

Sharp
- Bold font
- Geometric

BLACK SUNSET

Bold/hard font
- Sharp
- Square/geometric

Thin font for artist name

BLACK SUNSET

- Square abbreviation
- Bold font for the "BS"

Abbreviation of Artist Name, this allows for the letter "B"'s stem to be increased enough to fit the name on.

could use a black/white contrast or an orange for the text "sunset"

Depth and perception of text

BLACK SUNSET

Text, disconnects from other letters

Dot point style on the text/font

Use different colours (black/orange) to create a contrast



Hexagon style badge while providing a geometric design

Typo graphy to fit with background geometric feel.

Hexagon styled typography

black sunset

Variation in size between text's adds depth and style to the logo

sun logo to show the sunset as the name shows



- circular badge

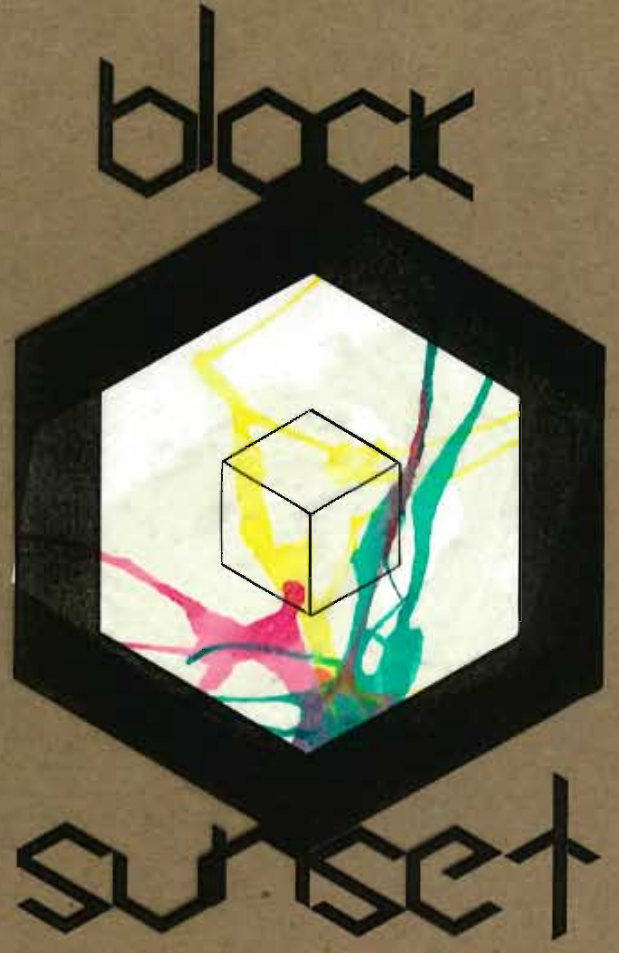
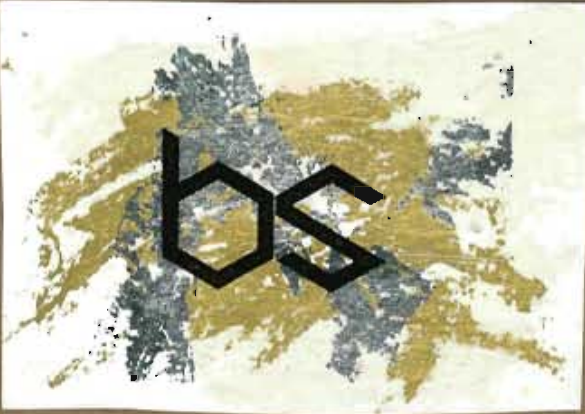
"sunset" word inside the word black making a text in text effect

- square text/font style

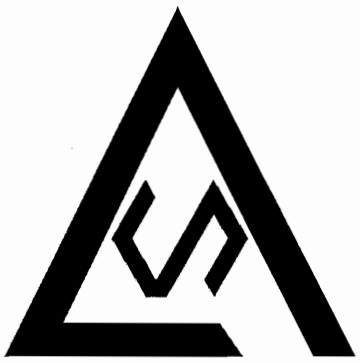
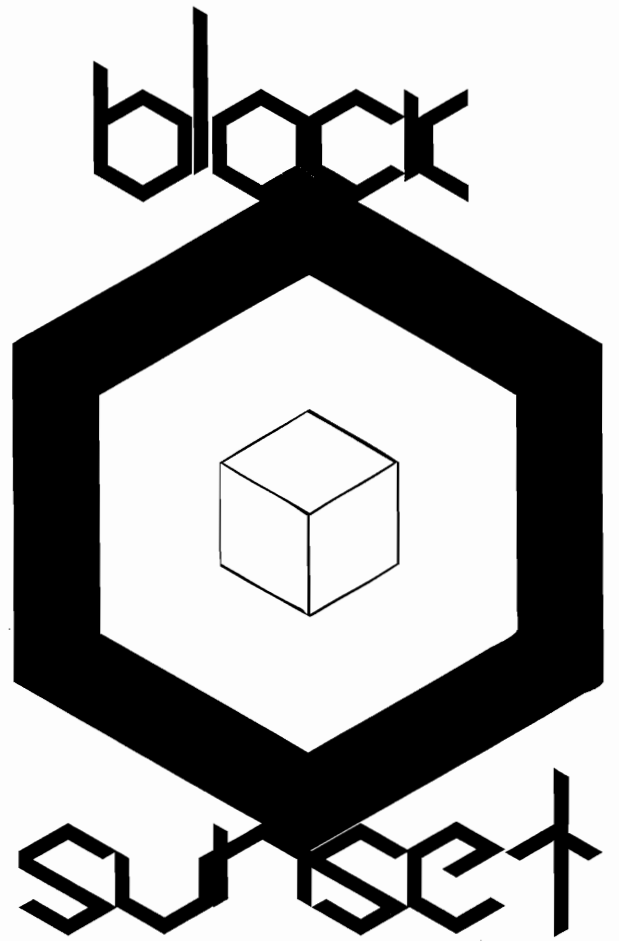
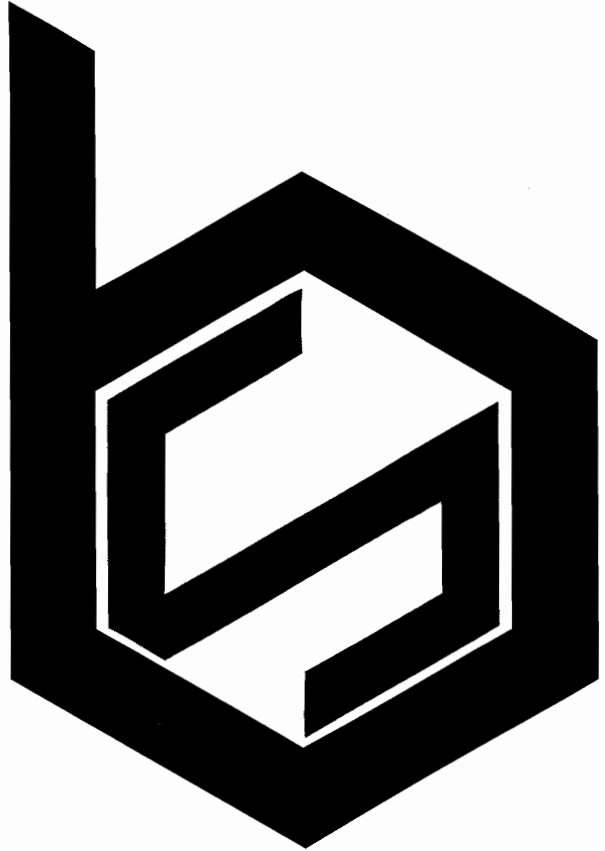
"sunset" word out - side logo

BLACK SUNSET

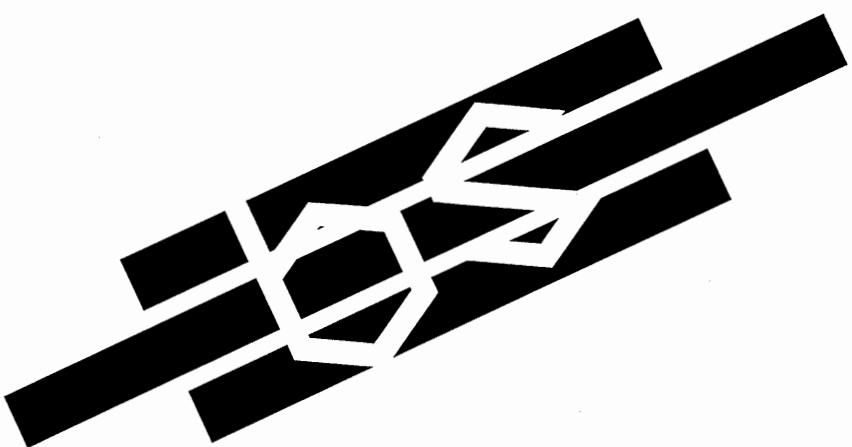
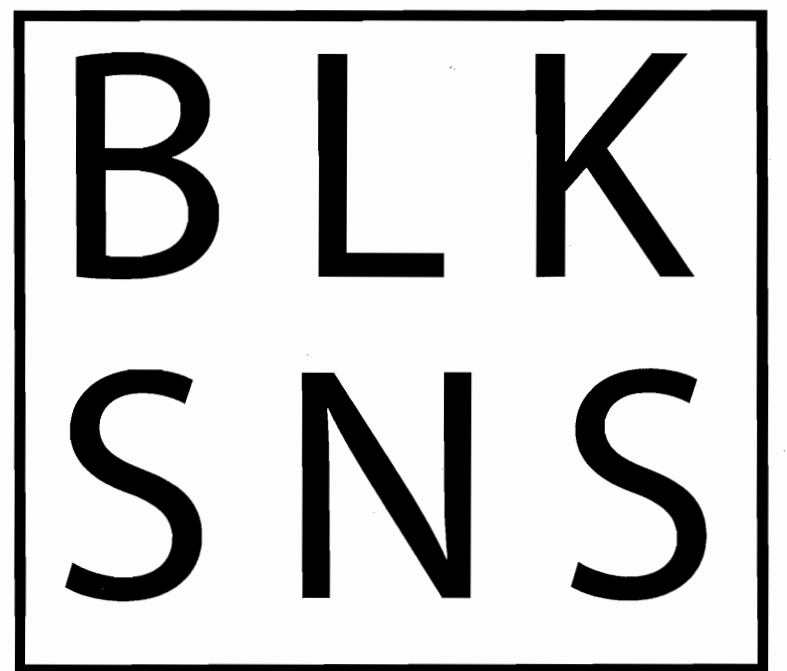
LOGO CREATION



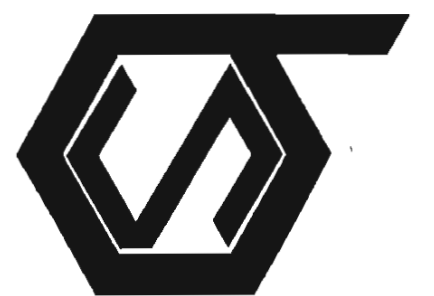
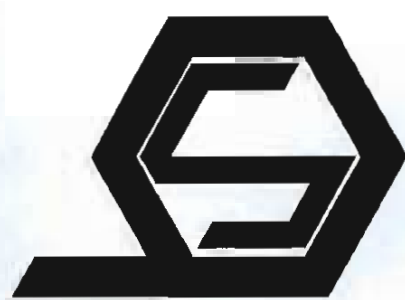
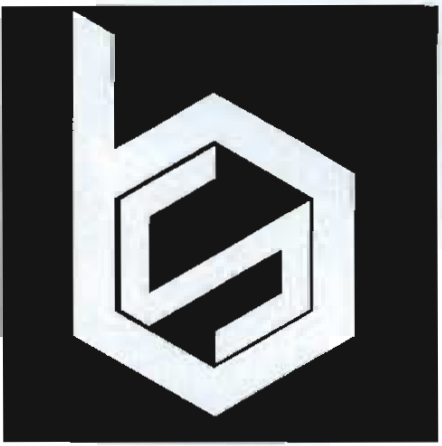
LOGO CREATION



BLACK
SUNSET



LOGO REFINEMENT



NED



The film's promotional poster



A scene where a flower is representing life

Using this short film as an inspiration, I was able to understand the complexity of film creation and the stories that films display behind the visual art.

The moving-image work RED marks the directorial debut of del Kathryn Barton, a leading Australian figurative painter renowned for her emotive storytelling. This surreal cinematic experience presents a tale of female domination, inspired by the unusual mating rituals of the female redback spider, who devours her mate after copulation. The artist describes that 'this brutal chronicle spoke to me of the poetics of female power as an inherent and, indeed, elemental force in the universe'.

RED is a fifteen-minute short film that wrestles with gender roles and follows a mother, father and daughter on the arc from birth to death. It features bold performances by Cate Blanchett, alongside Australian actor Alex Russell, dancer Charmene Yap, and Arella Plater.

RED, which has been acquired through the generosity of the Contemporary Collectors, features as part of the 2017 Adelaide Festival.

RED contains adult themes and parental guidance is recommended.

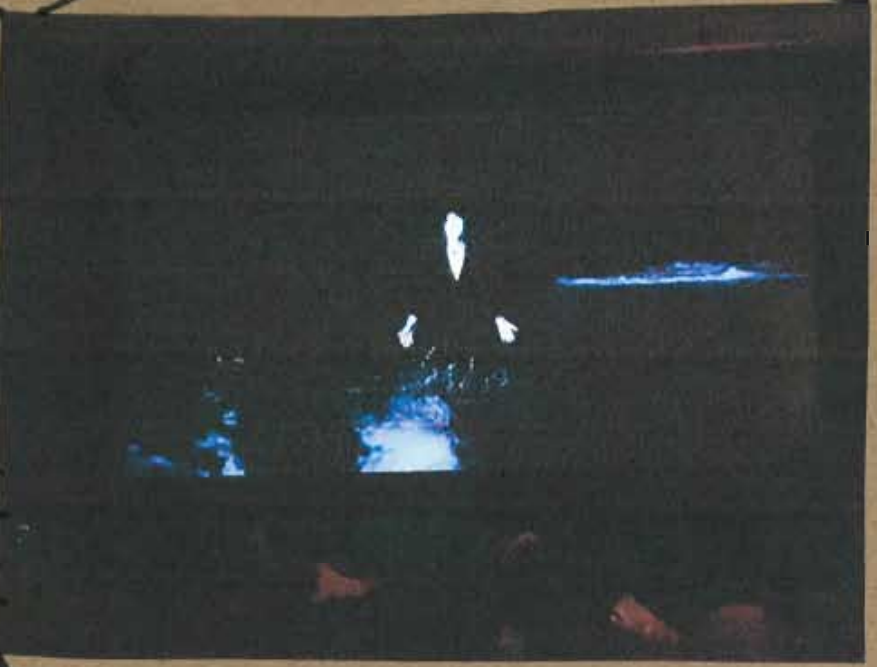
Film poster and soundtrack on vinyl available exclusively at the Gallery Shop.

ADELAIDE FESTIVAL AF
2-10 MARCH 2017

This scene depicts new life as a new world



This scene is based around the need for food that new spiders kill for



RESEARCH IDEAS

Pop MUSIC VIDEO

* This screen shot from a pop video clip provides an insight into understanding elements of Dance

* Demonstrates use of scale and distance between dancers (this puts more focus on the front dancer)

* Colours are presented in a way of light vs dark. The colours also bring out emphasis on the dancers



X colour contrast:

- Blue vs black

X Symetry:

- Amount of Dancers
- 5 on each side

X Balance:

- Amount of Dancers in scene

X Scale:

- difference in size of dancers (positioning)

X Colour:

- Bright vs Dark

X Emphasis:

- center Dancer
- creates focus due to scale of other dancers

DUBSTEP MUSIC VIDEO

* This music video is based on fast paced music (dubstep) this can be used for later reference in a practical

* The music video by artist Skrillex won 2012 best music video award for best story line/visuals

* Audio cuts/clip speed changes are done in time with music



* Pattern:

- visual techniques: clip speed,
- centering attention to certain objects/people

X Scale:

- child vs Man

X colour:

- Dull greys/blacks
- Black vs White

X Emphasis:

- Two characters
- Mostly focused on the child for attention

EDM MUSIC VIDEO

* This music video starts off with a depressed looking character, as the video progresses we learn about the characters story

* changes in time/flash backs which presented happy times were colourful (usually sunset videos)/ (orange video clips)



X Colour:

- Gray scaled
- light blue tint

X Emphasis:

- only the person in frame
- background out of focus

X Emotion:

- sad
- depressing

X Space:

- The person in frame looks bigger than the car

STORY BOARD

INTRO



- * Front facial shot
- * Strobe lights
- * Audio synced shots
- * Colours:
 - Blue
 - Black and white
 - Pinks
 - White



- * Beach time lapse
- * Every 2nd beat cut
- * Colours:
 - orange
 - red
- * Dark/night effect



- * Sun vs tree
- * Colours:
 - orange
 - green
 - red
- * Speed/time lapse
- * Normal speed

VERSE / BRIDGE



- * Dancing shots with two/three different dancers
- * Coloured lights
 - Red
 - Blue
 - Green
- * Black clothes
- * Slow paced dancing



- * Walking beach shots
- * change sand colour:
 - orange
 - white
 - yellow
- * Show a walking speed clip ("moving forward")



- * Moon time lapse
- * Black and white
- * in sync with music

CHORUS



- * Dance clips with a different dancer each time
- * Strobe coloured lights:
 - Red
 - orange
 - blue
 - green
 - pink
- * Black clothes
- * Fast paced, beat timed dance moves



- * Time lapsed road
- * Eitler over:
 - Bridge
 - Highway
 - expressway
- * Setting: night time
- * Colour:
 - orange flash
 - black and white



- * Jetty shot
- * Waves crashing underneath
- * Colours
 - orange
 - black and white

FINAL CHORUS



- * Black clothes
- * Fast paced dancing

- * Dance clips involving two people
- * Strobe lights
 - Colours:
 - Blue
 - Green
 - orange



- * More tree clips
- * Focus on the tree stump
- * Colours:
 - orange
 - brown
 - black



- * Starry night scene
- * mountain video with photo of bright stars
- * Colours:
 - Blue
 - Black
 - white
 - orange

PHOTOGRAPHY



Walking shot:

- This walking clip is used to represent a path we must walk
- This shot was taken at 2k (2048x1080) at 60fps (frames per second)



Beach Shot #1:

- A bright orange sunset can be used to show the end of the day or the end of a video.
- This shot is a video at 1080p (1920x1080) filmed at 60fps (frames per second)
- The shot consists of the orange sun reflecting off of the water



Beach Shot #2:

- This shot is used to represent the darkness taking over the light (night vs day)
- Shot at slow motion 720p (1280x720) filmed at 120fps (frames per second)



Dance Recording:

- Using conceptual dancing and an improvised dance style allowed for a better feel for the music and the complimentary dancing
- Filmed at 1080p, 30fps
- Provided the dance style to the video



Lighting:

- The lighting for the scene of recording consisted of: A light box (one on each side), one white spot light, one orange spot light.
- Recording one scene multiple times with different colours allows for a cool effect and variation in colour and shadows



Camera set-up:

- camera: Canon DSLR 1200
- Settings: Video (1280x720)

CONTACT PRINT # 1

Brighton Beach



Windy Point



Glenelg Beach



CONTACT PRINT #2

Brighton Beach



Abertoye Park



Glenelg Beach



MUSIC VIDEO EDITING # 1

Effects Panel:

- Channel Blur
 x Controls blur on selected clip
 x Can manually adjust blur for Red, green and blue

- Opacity:
 x Adjust how much of the clip is visible

- Motion:
 x Adjust the size, position and rotation on the preview



Preview Panel:

- Allows the editor to preview the current scene they are working on

- Can show changes/add effects on clips in real time

Layout:

The layout can be adjusted to suit the editor

- The top of the project shows different preset layouts (Assembly, editing, colour, effects etc)



- This screen is Adobe Premier Pro's work station
 - It consists of tabs for; previewing, adding effects, adjusting timing of clips, Assembling the video etc.

Tools:

- The tools can be used to move clips, cut clips (turns one clip into two or multiple), stretch a clip or even just move a clip to snap onto another file



Project:

- This Panel shows all clips that have been imported into the project
 - It gives information on the resolution and length of clips as well



Time Line:

- This allows for the arrangement of visual and audio clips
 - Using the letter "M" on the keyboard, the editor can add keyframe markers (this allows for highlighting important parts in a video/song)

MUSIC-VIDEO-DEVELOPMENT

NATURE FOOTAGE #1



- * Forest/tree shots
- * 1920x1080 30fps, 1280x720 60fps
- * Length = 20 seconds (each clip)
- * Number of clips: 4
- * Location = Adelaide

CAMERA SETUP

- * Settings used:
 - Video:
 - x) 1920x1080
 - x) 1280x720
 - both 30fps
 - Auto Camera:
 - x) 16mp
 - x) 25mp (mega pixel)
- * Camera's used:
 - Galaxy S7 edge
 - x) Video Max: 4k 30fps



LIGHTING SETUP



- * lights
 - softboxes x2
- * colours:
 - Green
 - Orange
 - Blue
 - Pink

- * Amount of time spent:
 - 30 minutes (+)
- * Effects used:
 - Strobe
 - Rainbow
 - Auto
 - Manual colour



DANCE FOOTAGE



- * Recording settings:
 - 1280x720, 30fps
 - Amount of clips: x) 10
- * 2 Dancers used
 - 2 Verse scenes
 - 3 chorus scenes
 - All clips re-recorded with different lighting/colours

NATURE FOOTAGE #2



- * Beach footage, tree stumps, solar panels, timelapse's
- * Recording settings:
 - 1920x1080 30fps, 4k 30fps
 - 1920x1080 120fps

URBAN/RURAL FOOTAGE



- * Free to use city footage, light poles, populated areas/events
- * Recording settings:
 - 1920x1080 30fps

FINAL EDITING



ASSEMBLY



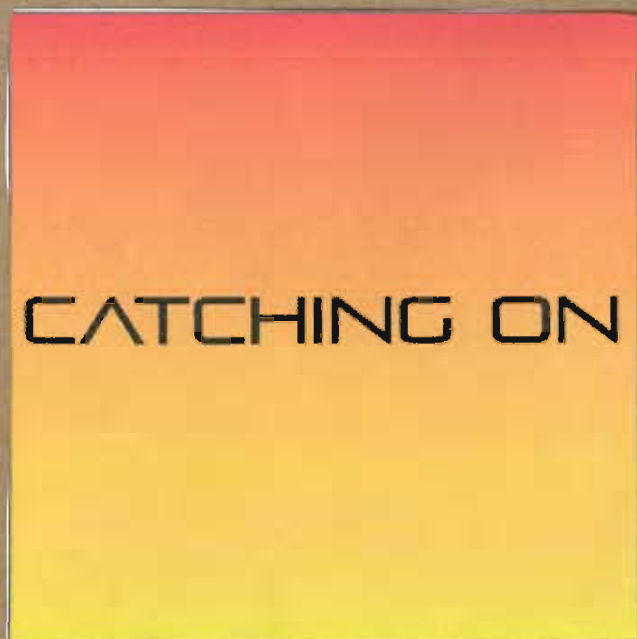
- * Amount of clips:
 - 69 videos/text and logos

- * Consists of: Dance shots, urban/rural shots, nature shots
- * top and bottom 10% are cut with black squares to produce cinematic effect

- * Effects:
 - Blur
 - Transitions
 - Colour reduce
 - Infection
- * Output:
 - length: 3:40
 - 1920x1080
 - 25 fps

CD CONCEPT DEVELOPMENT

Concept #1



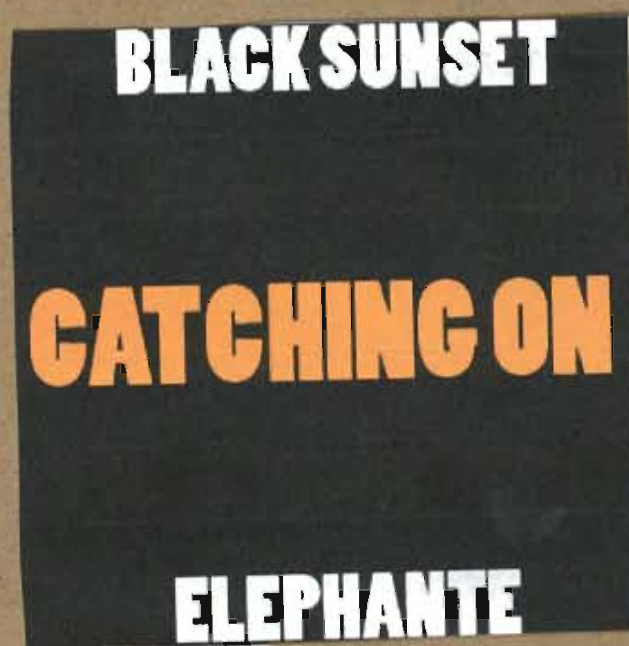
Hex code/colour:
#EF3B39

Font:
Pirulen-Regular

Hex code/colour:
#F8E600

- * Using a gradient style background allows for multiple colour shades/themes to represent the CD cover
- * Simplistic font/text provides the buyers with a effective eye-catching title, while presenting a contrast in colours
- * Could be improved with a gray-scale look and replacing black text with a white colour
- * Problems: No Artist information, old looking style

Concept #3



Hex code/colours:
#000000
#FFFFFF
#F7941D

Font:
Poplar Std

- * Similar to concept #2, this CD design presents buyers with a simplistic but effective display
- * Bright orange text differentiates from plain white text
- * Contrasting colours on a black background present a chance for an eye-catching design
- * Colours could be changing depending on the theme of song
(orange = powerful)
(blue = calm)
- * Problems: Top and bottom text may be cut off due to size of CD case

Concept #2



Hex code/colour:
#F7941D
#000000
Font:
Poplar Std

- * Simplistic looking CD cover with coloured text on a plain black background
- * Orange and white text separates CD title from artist names
- * Bright coloured fonts allow for a contrast on a black background
- * Problems: buyers may think the artist name is a song title

Concept #4



Opacity:
80%
Hex code/colour:
#F7941D

opacity:
45%

Font:
Pirulen-Regular

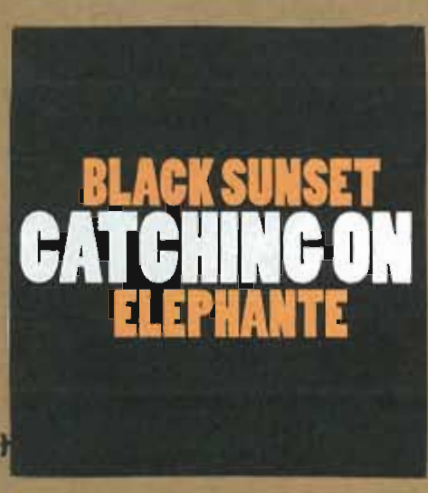
Back ground image:
Beach-Brighton

- * Concept #4 presents a different style to other concepts
- * A beach background with opacity reduced to create a darker image
- * Album title/song title presented on the left side of the design
- * Artist names presented by orange tinted text on the top right
- * Problems: could be too clustered for an EDM (Electronic music) styled CD cover

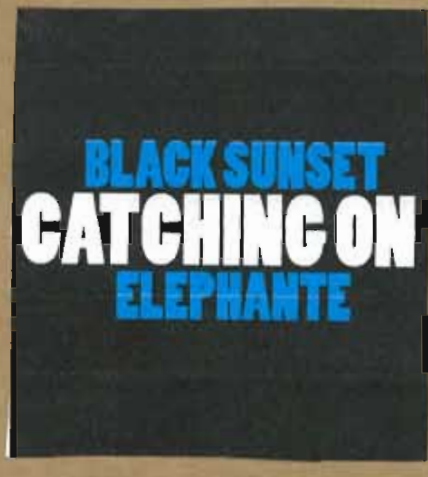


REFINEMENT

- * Colours:
 - Black
 - orange
 - white
- * contrast in colours
- * vibrant orange glow
- * goes with artist name:
 - Black Sunset



- * Colours:
 - Black
 - Blue
 - white
- * Dark against light
- * colour doesn't match artist name



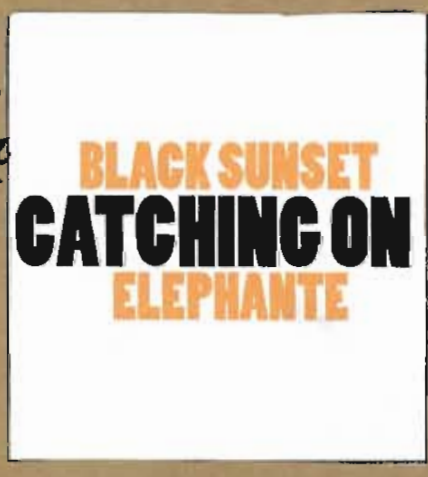
- * Colours:
 - Black
 - green
 - white
- * contrast in colours
- * no reason for green colour (no relation to artist)



- * Bright background
- * Dark text
- * orange against black and white



- * Bold contrast of song/album name
- * lighter coloured artist names



- * Colours:
 - Blue
 - orange
 - white
- * colourful text on a bright white background



- * orange coloured background
- * Colours:
 - Black
 - orange
 - Blue
- * eye catching background



- * Bright background
- * Colours:
 - orange
 - white
 - Black
- * Simplistic colour scheme with contrasting text



- * Text colours flipped
- * Highlights the album title with lower contrast on the artist's names



- * Gradient style:
 - Black (top)
 - White (bottom)
- * Colours:
 - Black
 - Blue
 - (gradient)



- * Gradient album cover
- * Colours:
 - Black
 - orange
 - (gradient)
- * presents audience with light against dark



- * Gradient style
- * Colours:
 - Orange
 - white
 - (gradient)
- * Pulls audience into the bright title of album



RESEARCH

Clothing Design

CALVIN HARRIS



- Minimalism:
 - Solid colour background
 - Album/Artist logo/name
- Texture:
 - 3-D/2-D
 - Thick
 - Sharp/Flat
- Symmetry:
 - Text width
 - Logo size
- Colours:
 - Black (#FFFFFF)
 - White (#000000)
 - Green (#538A42)
 - Blue (#0B5EAB)

MOTEZ



- Minimalism:
 - Solid colour background
 - The artists logo/name
- Contrast:
 - Black on white
 - White on grey
 - Textured grey on black
- Line:
 - Follows a straight even pattern
 - The "O" changes the line the text follows
- Typography:
 - Clean
 - Sharp

GALANTIS



- Contrast:
 - Logo against blue
 - Logo against orange
 - Logo against black
 - Logo against pink
- Perspective:
 - Logo presents a small shadow behind the object
- Emphasis:
 - Presenting the logo as the main focus on the clothing design

Clothing

Products

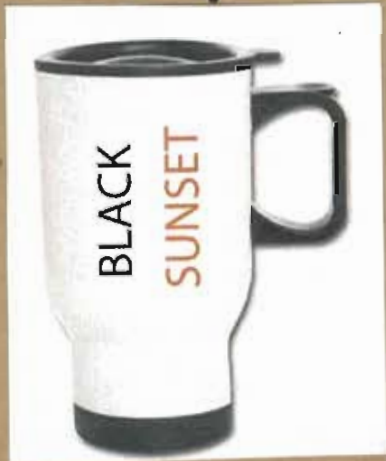
Jumper



Phone Case



Cup



T-shirt #1



T-shirt #2



Cap



Clothing

FINAL



T-shirt #1

- Grey shirt
- black/orange logo
- simplistic

T-shirt Example #1



Jumper

- Blue jumper
- black/orange logo
- simplistic



T-shirt Example #2



T-shirt #2

- white/grey shirt
- black/orange shirt
- simplistic



RESEARCH

Website Creation



AUDIEN

- Colours:
 - Black (#000000)
 - White (#FFFFFF)
- Minimalism
 - images
 - Nav bar (top)
- Density:
 - solid
 - thick
- Repetition:
 - colour scheme
 - images
- Negative space:
 - Black space between images



CALVIN HARRIS

- Colours:
 - Black (#000000)
 - White (#FFFFFF)
 - Green (#01ba35)
- Minimalism:
 - images
 - Text
- Symmetry:
 - Even layout
 - Equal amount of objects
- Contrast:
 - Colour against Black and White



GALANTIS

- Colours:
 - White (#FFFFFF)
 - Blue (#7AADCE)
- Scale:
 - Top title (Large)
 - Dates for shows (medium)
 - Social media logo (small)
- Positioned:
 - Text = centered
 - Social media = Right (top)
- Form:
 - Simple (colour/design)
 - Whole (connected layout)



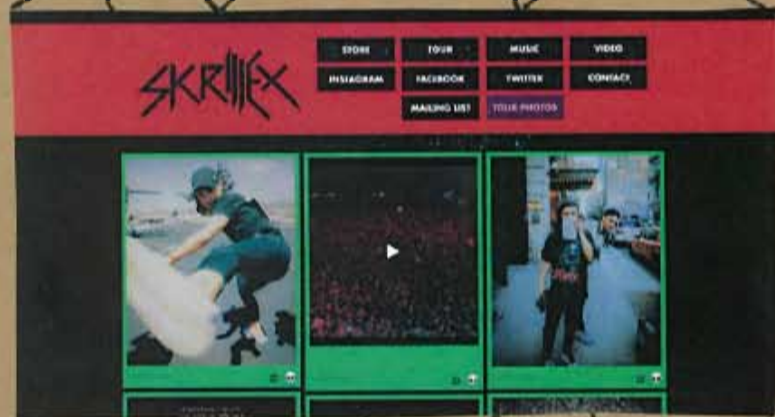
ARTY

- Colours:
 - White (#FFFFFF)
 - Black (#000000)
 - Purple (#A167DC)
- Space:
 - 2-D
 - half-filled
- Structure:
 - organised
- Texture:
 - smooth
 - sharp



DILLON FRANCIS

- Colours:
 - Black (#000000)
 - Pink (#FAC8EA)
 - White (#FFFFFF)
- Position:
 - Centered
 - Top (navigation bar)
- Size:
 - Large (Album/images)
 - Thin, small (navigation bar)
- Form:
 - Simplistic
 - Broken (images and designs separated)



SKRILLEX

- Colours:
 - Black (#000000)
 - Red (#C02929)
 - Green (#34B266)
- Positioned:
 - centered (all)
- Composition:
 - images
 - videos
- Line:
 - Equal amount of images/videos

Website

Designs



Red/cream *

colours:

- Red
- cream white
- Black
- orange

- 2-D/Flat style
- Complex colour palette
- Lines/structured

Text:

- Bold
- Flat



Minimal White *

Text:

- Bold
- straight

- 2-D/Flat style
- Bright colour scheme
- Symetry

colours:

- White
- Black
- orange



Minimal black *



colours:

- orange
- Black
- white
- yellow

- 2-D/Flat style
- Black - orange accent
- Symmetry

Text:

- Strong Bold
- Thick



Simple black *

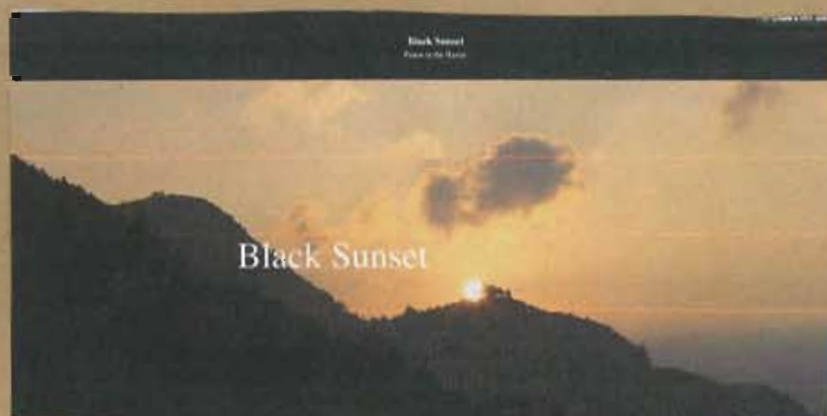
Text:

- Thin
- white
- minimal

- 2-D/Flat style
- Very minimal
- Black on white

colours:

- White
- Black
- orange

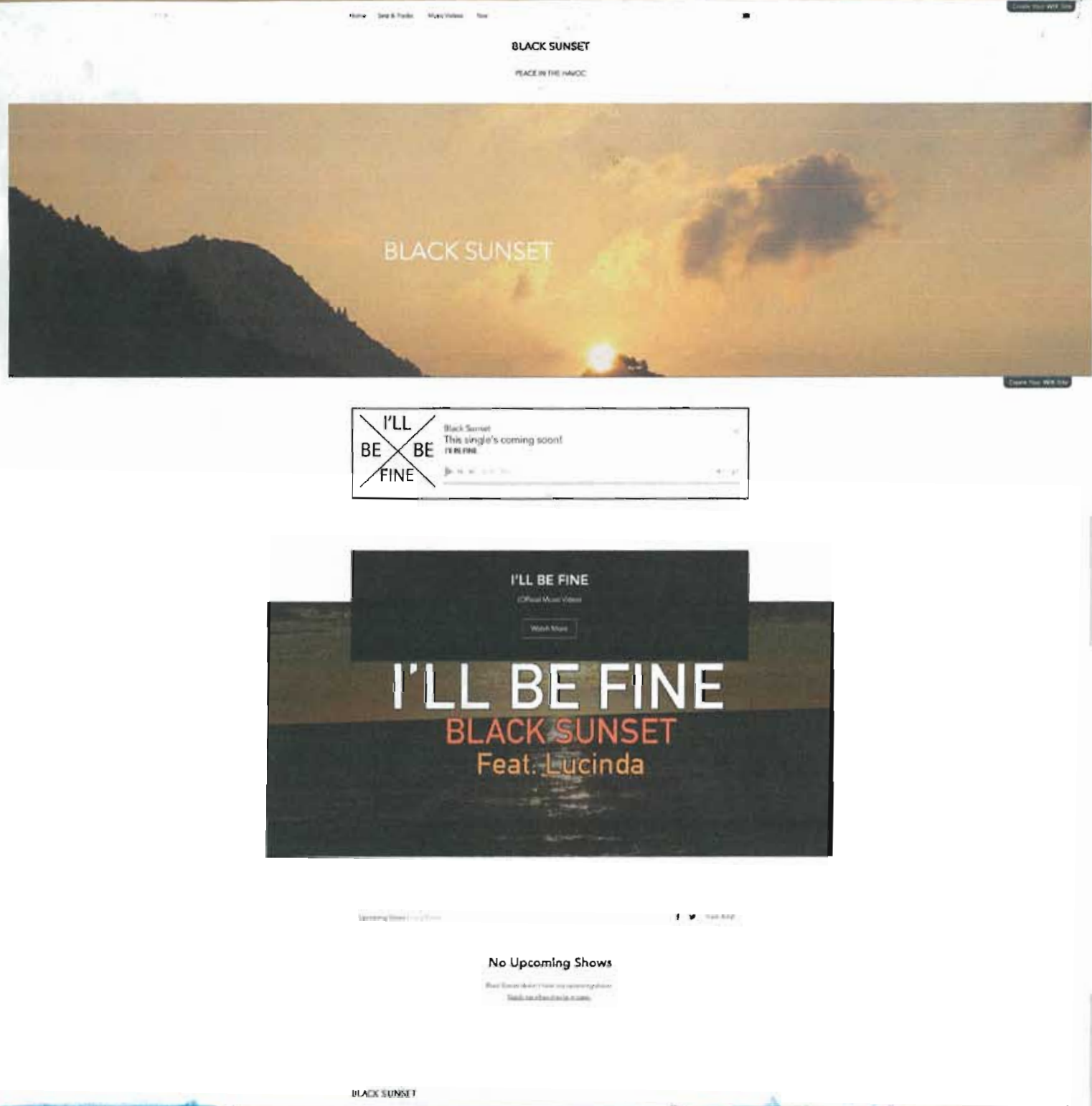


Website

FINAL

TAB:
 - Jumps to different parts of the Website
 ↓

TABS:
 - Home (Top)
 - Sets (music) - Middle
 - Music Video - Middle
 - Tour (Bottom)



Background
 - A live background of a time-lapse sunset
 - The video plays as the user enters the website

Music Video
 - User can watch video on the website
 - When clicking "watch more" it redirects the user to the "Black Sunset" youtube page

↑
Tour:
 - it added, displays upcoming:
 X Shows
 X Tours
 X Music Releases
 X Video Releases

check it out:

<http://blacksunsetartist.wixsite.com/blacksunset>

RESEARCH Banner Design



- Colours:
 - #d30014 - red
 - #9c5a55 - grey
- Elements:
 - line: between shapes
 - Shape: 4 squares
 - Space: size and vertical location
 - overlapping shapes



- Colours:
 - #ef8373 - pink
 - #f5ede9 - white
- Elements:
 - Symmetry: in the typography
 - Space: Detail in aerial perspective
 - Texture: Background of the banner



- Colours:
 - #0b1015 - black
 - #ffffff - white
 - #549bcf - blue
- Elements:
 - contrast: white text against black background
 - Balance: between the text and images shown on the opposite side
 - Perception: The people sitting



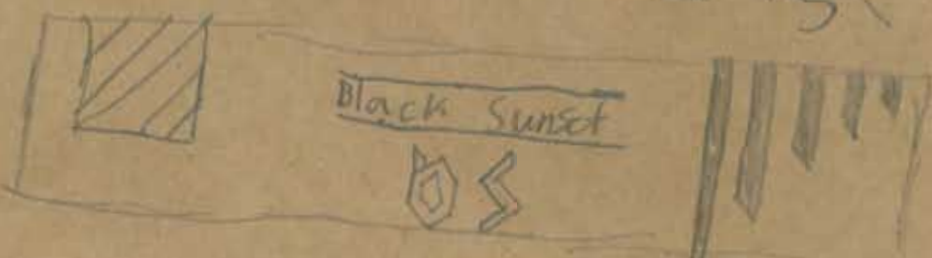
- Colours:
 - #22303b - navy blue
 - #f7e6d6 - cream
 - #a9172b - royal red
- Elements:
 - Symmetry: the text on the banner
 - line: The shape above the artist name to bring contrast and enhance the meaning of the text



- Colours:
 - #0a0a09 - black
 - #b6191f - red
- Elements:
 - Scale: image against text size
 - Texture: The use of texture is shown on the image of the child



- Colours:
 - #e2e0e1 - white
 - #1d1819 - black
 - #f40017 - red
- Elements:
 - Contrast: Black and red against white
 - Negative space: Text against the banner size



BANNERS

CREATION

SUNSET



- Colours:
 - * orange
 - * black
 - * yellow

- Lines
 - * Center
 - * Sides

- Contrast
 - * orange and black
 - * black on orange
 - * (EMPHASIS)

- Size
 - * Large text
 - * Small squares
 - * distant background

MINIMAL



- Colours
 - * Black
 - * White
 - * orange

- Lines
 - * Center
 - * Poly-gon

- Scale
 - * Lines
 - * Squares
 - * Text/Font

- Flat Design
 - * 2-D appearance
 - * Clean
 - * Simple

BANNER

Final

BLACK SUNSET

BLACK SUNSET

**BLACK SUNSET
BLACK SUNSET**

BLACK SUNSET

RESEARCH

The use of a music creation platform allows for the creation of songs through live instruments and pre-recorded sounds. The following programs below show the pro's and con's for each music creation studio and what they can be used for.

MUSIC CREATION



ABLETON LIVE - PRO'S ✓

- Mac or Windows
- Meant for live performances
- Can record Audio (Singing)
- Allows for multiple instruments/workspaces to be used through software
- Easy set-up for live performances

CONS: ✗

- Hard to learn
- Must have an ableton device/ workspace
- Minimal instrument library
- Long set-up process



LOGIC PRO X - PRO'S ✓

- Mac only
- Meant for creating songs
- Can record Audio (Singing)
- good visual work space
- Very easy to learn

CONS: ✗

- Very simple instruments
- Not enough effects to create professional song

WHAT ABOUT FL STUDIO 12?



FL STUDIO - PRO'S ✓

- Mac or Windows
- Meant for creating songs
- Large instrument library
- Good visual work space
- Intermediate learning difficulty
- Simple design, understandable
- Easy note, chord and melody creator (using a "piano roll")

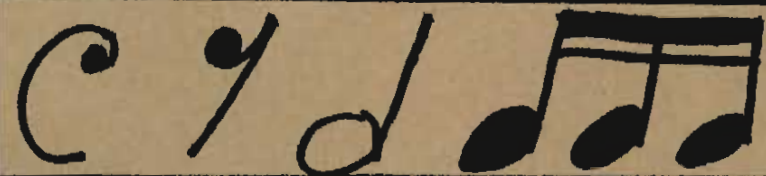
CONS: ✗

- Singing must be recorded through other software
- Mixing tracks is long and hard to learn

Song Creation

To build the song I will be using FL studio for its simplicity and wide range of instruments and effects. Below are some basic programs that allow for the production of sounds for songs.

Building instruments/songs



NEXUS is a program which allows users to use preset instruments and effects to create a realistic and lively song.



Amp Mod:
 - Controls speaker direction (left or right)
 - Distortion (center)

Output:
 - Volume control of this instrument

Master:
 - Can control volume
 - Fade-ins
 - Fade-outs

Delay:
 - sound before instrument
 - pre-echo

Reverb:
 - sound after instrument
 - echo

These basic controls of FL Studio allow the user to set the speed and controls of the song.

Metronome:
 - A click that helps the user keep the song in time



← repeats song

← **BPM:** Beats Per Minute (how fast song is played)

Timeline scrubber:
 - lets user go through different points in their song

SERUM
 Like NEXUS is a program in FL studio that allows the user to create sounds. SERUM is mostly used for electronic music.

SUB:
 - SUB sound - if you want sub-bass



Filter:
 - Fade-in
 - Fade-out
 - Direction (left or right or center)

LFO:
 - Low Frequency Oscillation
 - changes the volume/pun of the sound

ENV:
 - Envelope
 - Start of the sound

Piano role:
 - hear notes of the sound you made

Song Creation

Final Product

Song Structure:



- Intro: ■
- Verse: ■
- First build: ■
- build-up: ■
- Chorus: ■
- Dridge: ■

This shows the structure of how the song was built. Within this image a visual understanding of the sound patterns is shown

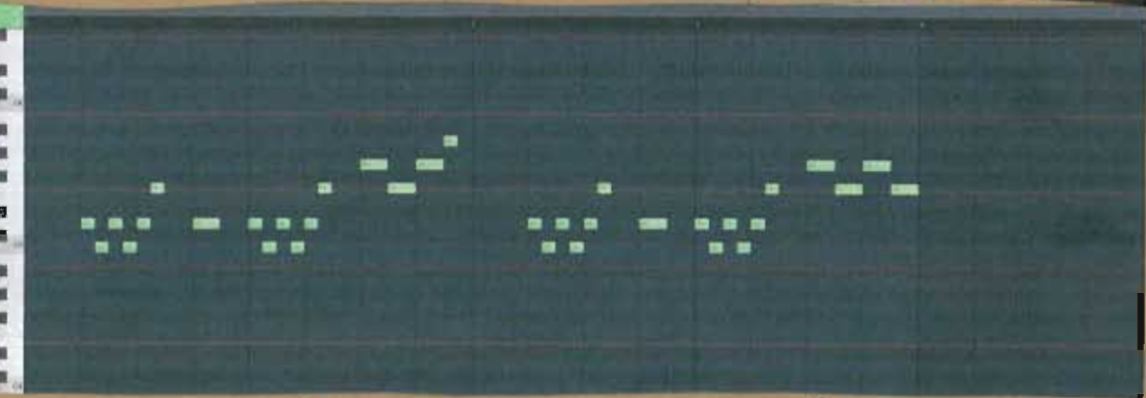
Instruments:



- kick drum
- small clap
- sharp clap
- hi-hat
- snare drum
- Basic Piano for chords
- Brass (for melody)
- Lazer for First-build
- Bass (standard) - Second Bass
- Piano melody
- sharp brass (no-reverb)
- Melody (piano)
- Brass (bridge)
- Brass (build-up)
- Brass (melody)
- Brass (second melody)
- Brass #3
- Brass (quite melody)

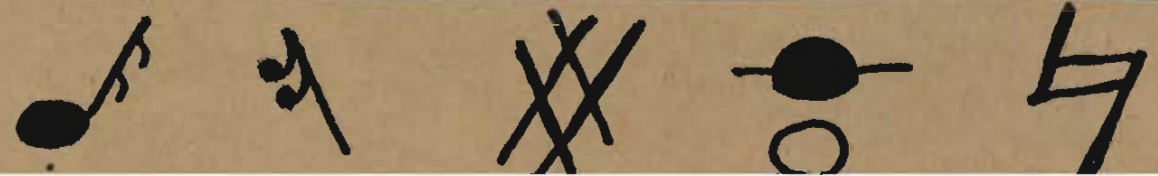
All of the instruments above had a role to play when creating the song. Every instrument + vocals was used.

Melody:



Notes used:
D, C, F, G, A

These notes which are used in the songs melody fit due to the key of the song being "C".



RESEARCH

MUSIC VIDEOS

CALVIN HARRIS - Feels



- Space:
 - perspective of the person ~~standing~~ shown
 - created scene with plants/water/sky
- Colour:
 - Faded
 - Blue (water): (#3791AF)
 - Sand: (#DFE0C9)
- Form:
 - 3-D scene
 - volume, size of objects (close = large, far = small)

SKRILLEX - Would You Ever



- Colour:
 - Faded
 - Blue (#6AA9DE)
 - Grey (#6A6A6A)
 - Green (#2E4609)
- Style:
 - story
 - explaining lyrics
- Form:
 - 3-D
- Perspective



GALANTIS - True Feeling



- Colour:
 - Bright
 - Red (#D8421F)
 - Black (#FFFFFF)
- Style:
 - Advertising shows
 - Live music show
- Form:
 - 3-D



ARTY - Flashback



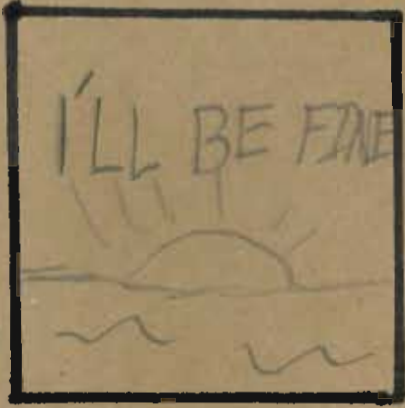
- Style:
 - cartoon
 - hand drawn
- Colours:
 - yellow (#CDAE5B)
 - grey (#9F9F9F)
 - Black (#FF0000)
- Form:
 - 2-D, 3-D



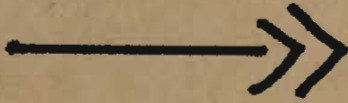
MUSIC VIDEO

Story Board

INTRO



- * Sunset
- * Name of Song
- * black/white

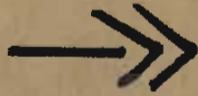


- * Sand/beach
- * Slow-motion
- * Waves
- * Artist name
- * black/white

VERSE



- * Grass in the wind
- * Slow-motion
- * black/white



- * black/white
- * sky/road
- * Slow-motion

CHORUS



- * Red Light
- * slow-motion
- * Types of clips:
 - hair flick
 - Jumping
 - fist in air

CHORUS #2



- * Blue light
- * Slow-motion/standard
- * Types of clips:
 - Jumping
 - Twists
 - Walking
 - hair flick

MUSIC VIDEO

Filming

Camera Specs

- 1/2.3" 12MP CMOS sensor with 1.55µm pixels
- F2.0 aperture
- AF with on-sensor phase detection and laser-assistance
- Dual-tone LED flash
- 4K video at 30 fps ← 3840px X 2160px resolution
- 1080p slow-motion at 120fps, 720p at 240fps
- Manual controls and Raw-support with third-party camera apps
- Gyroscope-based video stabilization
- 8MP front camera, 1/3.2" sensor, 1.4 µm pixels, F2.4, 1080p video

Size of pixels (bigger = larger amount of light ✓)

Size of lens for light
uses two lights for flash

the cameras auto-focus detection

auto-stabilization within the camera

Very Slow-motion Support

Phone Used For Recording



MUSIC VIDEO

Contact Print #1



MUSIC VIDEO

Contact Print #2

Brighton Jetty



Glenelg Beach



Dark Room - Red - Fist up



Dark Room - Red - Hair Flicks



Dark Room - Blue - Front Hair



Dark Room - Blue - Side Hair



MUSIC VIDEO

Final

CHORUS

Second Chorus



First Chorus



Explaining the freedom and colour that life can have

INTRO

Song Name



Artist Name



Explains the basic information of the video and song

VERSE

Nature Shot



Driving shot



Meant to symbolise the outlook of someone's past life, in this case - Black and white

EVALUATION

My brief required me to create and design an identifying logo and music style for an Artist. The logo for the artist was created in the image of the artists style and name, this included a constant colour theme of orange and black. This colour theme was also used when creating other items/designs such as the Banner for the artists YouTube channel, the artists website, Music videos, T-shirt designs, etc. These designs were thought out by using programs to draw and design concepts. Photoshop was used to create the basic ideas and then later to produce the best-looking designs I could produce. Photoshop was also very helpful for when I wanted to create flat simple images as the program allowed for multiple layers, this layering system meant that I could try different colour combinations and other design elements to ultimately create better looking images. Premier Pro and After Effects Proved necessary to completing the music video for the artist as they had a simplistic user interface and was very easy to learn how to use.

When creating the logo and deciding on what colour scheme to use I was heavily influenced of the music artist Skrillex for the simplistic colour scheme and logo design. This logo design helped me decide what I wanted the artists logo to be when I came across Skrillex's logo shown within their name. Skrillex also used a very unique way of editing for music videos. The very fast-pace changing of videos and the mix between slo-motion and normal speed clips was a very big influence on the editing style that I followed when creating my own music videos. Other Electronic Music artists such as Avicii also showed similar simplistic designs through their music videos and logos. However, their logos and designs would have presented more difficulties when trying to re-create as they hand-drew their music videos, thus making time a heavy restriction in the production of a music video for my artist. Other music companies such as Spinning Records provided a good hub for relevant information on artists in the Electronic Music community. Looking through their list of artists allowed me to come across artists such as Rudimental and Calvin Harris. These two artists were different in the fact that they, instead of using black and white as their primary colours, used a large number of bright colours and minimal amounts of black and whites. These two artists helped influence the colour schemes I wanted to use for my music video as the bright colours contrasted perfectly well with the minimal black and whites they had in their own music videos and graphic designs.

I believe that my designs had followed my design brief almost exactly. This is due to the ideas of my designs coming to me while writing the brief. The black and white minimal colour scheme allowed for the frequently used colour scheme that Electronic Music artists commonly use. However, the bright colours that the music video presented shows a different approach to other artists styles, this make my artist unique in this music genre. The contrasted colours throughout the designs creates an easily symbolic logo for the artist, while the black typography of the name "Black Sunset" creates an easy to read name for those viewing the music video and other designs.

Some issues that occurred during the process of creating my designs were the issue of time, loss of work/videos, programs not working and the loss of files while creating images. Time was probably the biggest problem that occurred when creating the folio as all the designs, production and filming of the music video and time spent editing images and creating new designs was lengthy and took a lot of time. This however was an issue that could not be fixed. Other issues that arose while creating designs were problems such as programs not working. Adobes programs would now and again stop working and all work (unless saved) was lost. This caused many issues as I wanted to finish the whole design before I saved the image. However, throughout these mistakes I later taught myself to save the designs earlier and therefore I would only lose minimal amount of work each time the program stopped responding. Through all the programs and issues throughout the designing and editing stages I believe my work showed the simplistic and minimalistic style I was hoping for with confidence. The styles and colour themes were shown throughout the designs, displayed the artist as collected and connected to each of the designs and videos. This connection allowed for audiences to be able to clearly symbolise the black "B" with the orange "S" inside the logo with the artists name of "Black Sunset."