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

Assessment Cover Sheet
Assessment Type: Folio

SACE Registration Number:

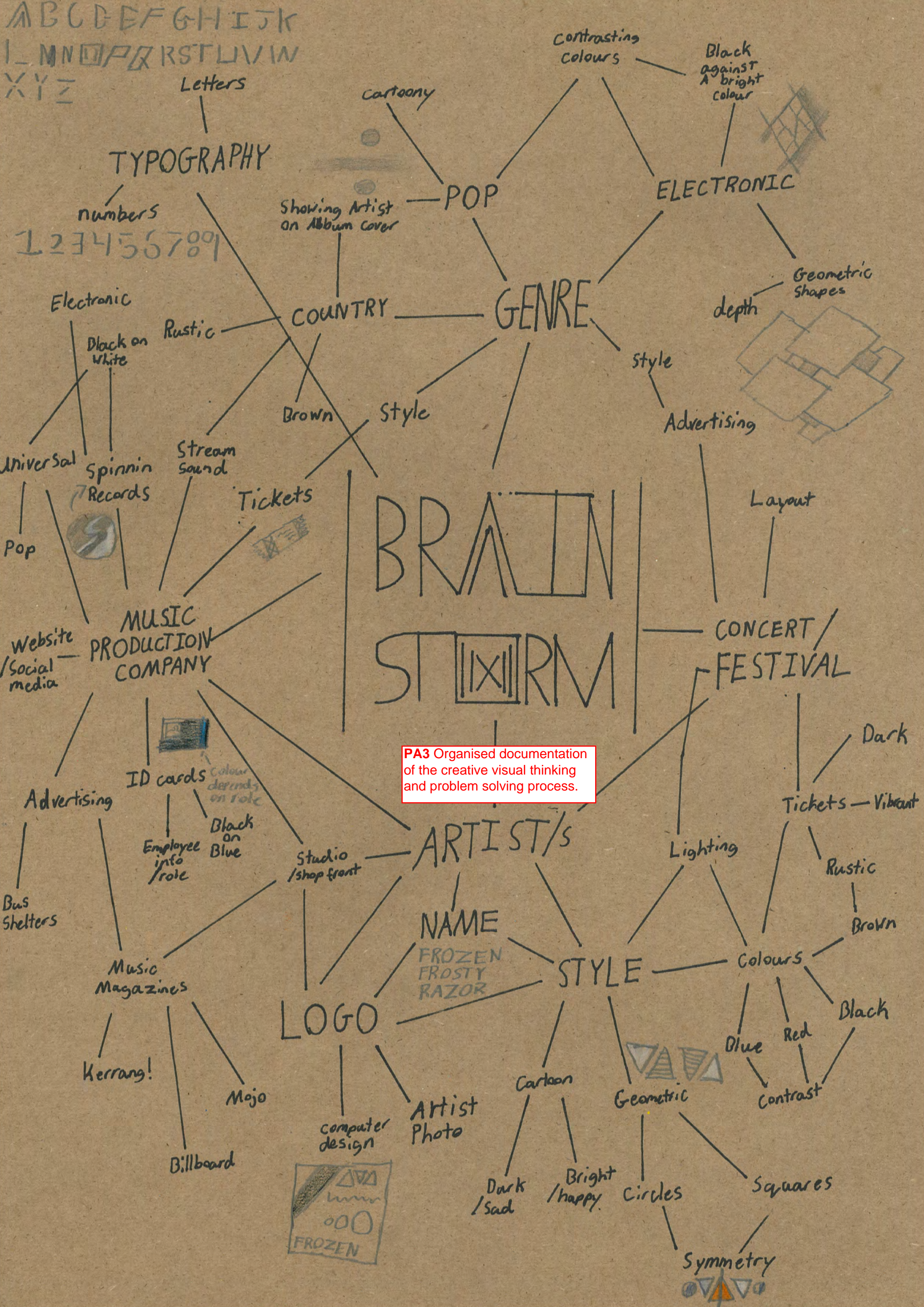**Visual Arts – Art** ☐   **Visual Arts – Design** ☑

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
LMNOPQRSTUVW
XYZ

Letters

TYPOGRAPHY

numbers
1234567890

Cartoony

Contrasting colours

Black against A bright colour

POP

ELECTRONIC

Showing Artist on Album Cover

COUNTRY ——— GENRE

Electronic

Rustic

Black on white

Brown   Style

Geometric Shapes

depth

Style

Advertising

Universal

Spinnin Records

Stream Sound

Tickets

Pop

BRAIN STORM

Layout

Website /Social media

MUSIC PRODUCTION COMPANY

CONCERT / FESTIVAL

Dark

Advertising

ID cards   Colour depends on role

Black on Blue

Employee into /role

Studio /shop front

ARTIST/s

Tickets — Vibrant

Rustic

Brown

Bus Shelters

Lighting

NAME
FROZEN
FROSTY
RAZOR

STYLE

Colours

Music Magazines

LOGO

Black

Blue   Red

Kerrang!

Mojo

computer design

Artist Photo

Cartoon

Geometric

Contrast

Billboard

FROZEN

Dark /Sad

Bright /happy

Circles

Squares

Symmetry

DIRECT RESEARCH

Could be a bit to simple???

[using geometric shapes to create a futuristic feel]

[spliting the logo to make a unique but effective logo separation]

revealed

This logo creates a simplistic but effective image showing the Genre Logo and them 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 contrast 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 an wide range of uses for the logo.

ARTIST CONNECTING

//RAYMOND PETTIBON

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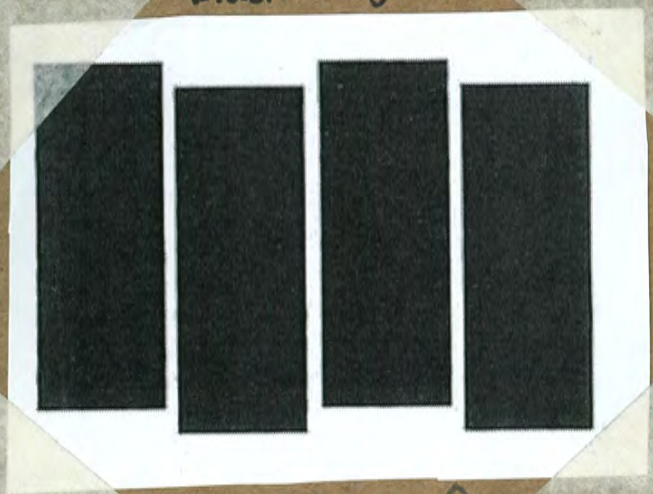
I want my logo and design to be similar because of the simplistic geometric design and black and white colour palette. I believe it could be improved with either a contrast of colour either within the logo or background or could be improved with a variation in size or rotation.

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

ight 500px

//Van Halen

Image removed due to copyright

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 Benton
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
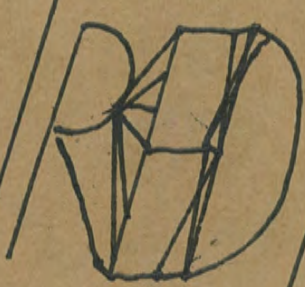
IDEA GENERATION

SIREN

SIR3N
SIR3N
SIREN 3
SIREN

SIREN

Genre:	Colours
- techno	
- Dance	
- Pop	
- DubStep	
- Trap	
- House	

RED

R3D
R3D
RED

RED

Genre:	Colours:
- Techno	
- Dance	
- Pop	
- Trap	
- chill	
- Hip-hop	
- Metal	

FROSTY

FROSTY

FROSTY

Genre:	Colours:
- pop	
- metal	
- Reggae	
- techno	
- Dance	
- EDM	

WINTER

Winter
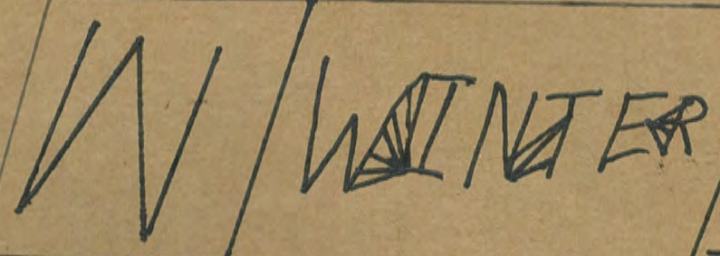
WINTER

Genre:	Colours:
- metal	
- techno	
- chill	
- Hip-hop	
- House	
- Trap	

NAME GENERATION:

Frosty	Spector	Devide	Seven	Wolf	Living up
Winter	Spectar	Section	Double	Viper	+ Zero
Frozen	Ghost	quater	2nd	Shift	Up Down
White	Secret	Essential	Zero	Display	Seven Zero
Grey	Invisible	NaNo	Savage	Siren	White berry
Red	Legend	GRID	Tragedy	March	- Red berry
Blue	Legendary	BEAT	Spin	Living	- Blue berry
Cyan	Energy	circle	Auto	FX	- Grey berry
Flame	Shard	Round	Fade	DOWN	- Fire berry
Fire	Curve	Square	Jump	Input	
citrus	Large	Micro	quick	Severe	Black Sunset
Juice	Small	Virus	Slow	Record	- (Rock/metal band)
Juicy	Return	Vector	Command	Snazzy	
Down	Enter	viron	Option	Nation	Small Secret
Sunset	Escape	Digital	Berry	Dance	Nano Spectar
Moon	Connection	Digit	trip	Party	Slow fade
Black	+	Squared	Sad	local	White Winter
Dark	tech	Sector	Happy	Store	Dark Siren
	Rock	legend	GO	RGB	- (metal band)
			Up	Deal	Invisible Ghost
				poison Stealth	

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 Red

Colour code:
- Genre
- other names

IDEA
# GENERATION

2222222222
22
2
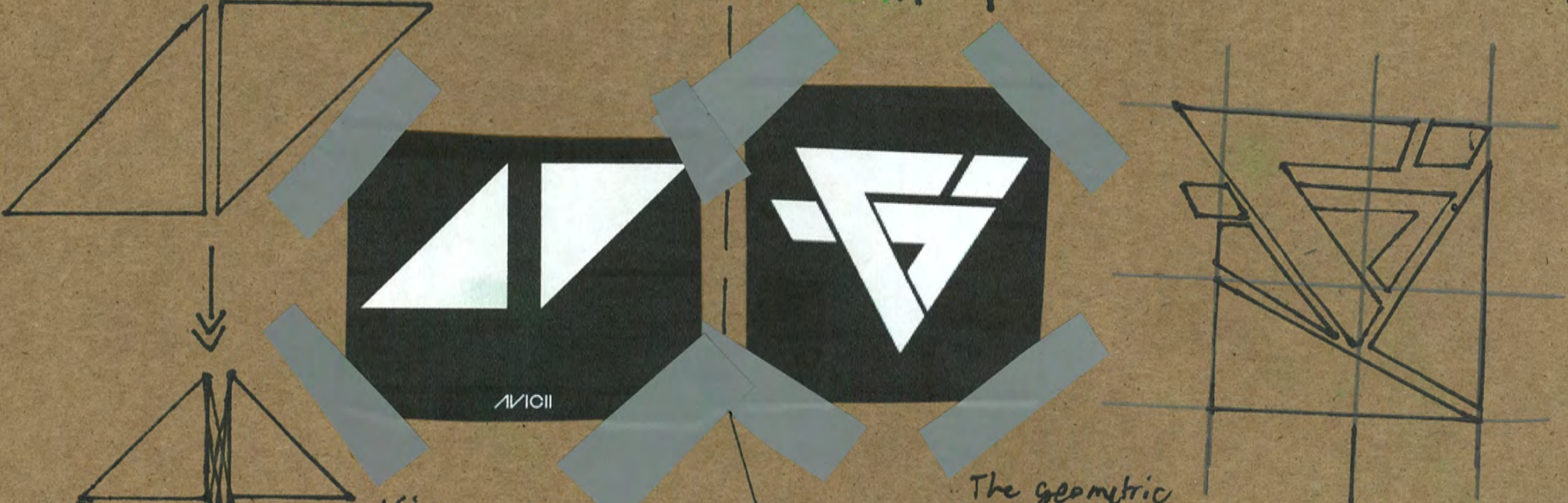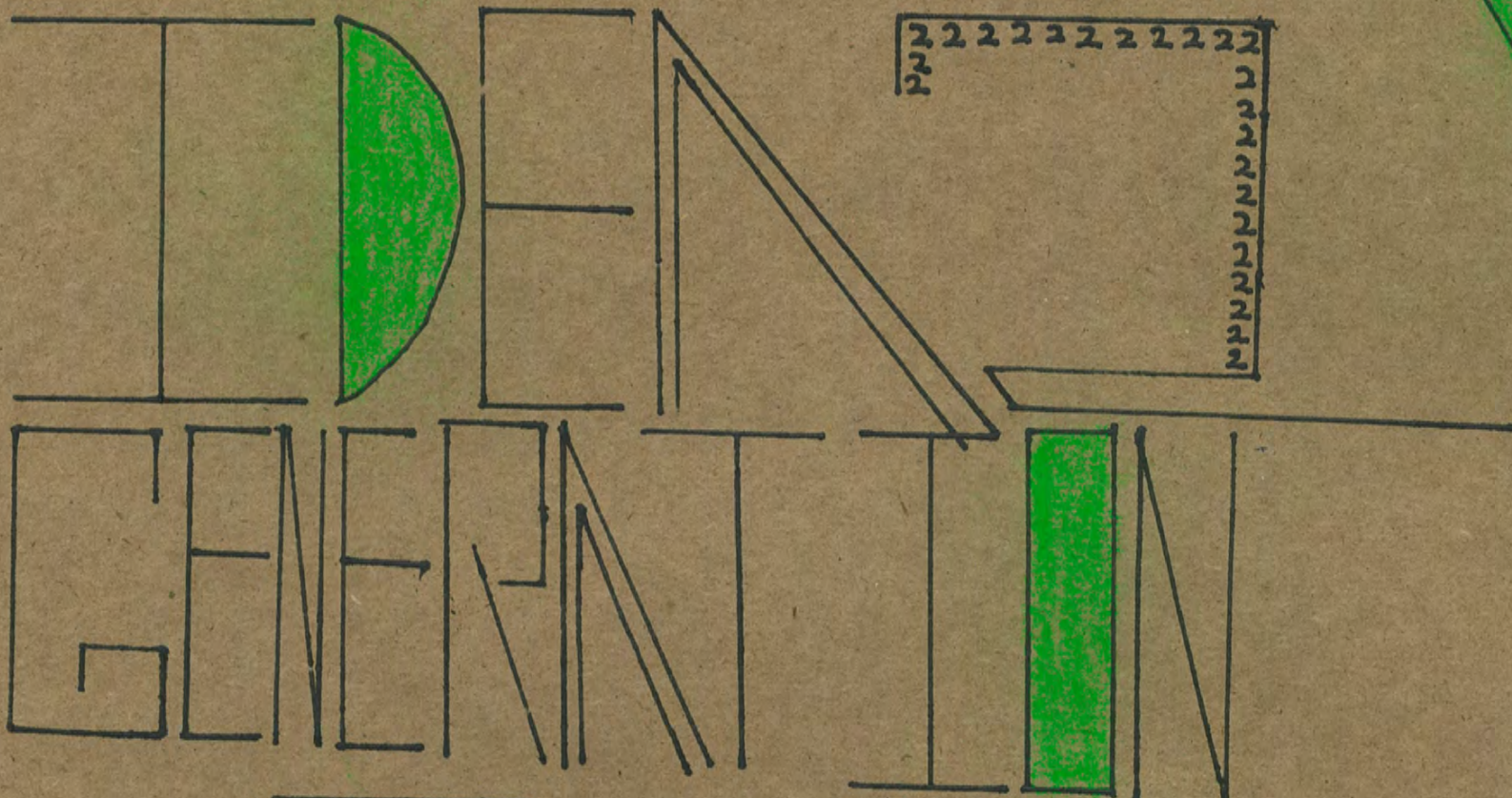
Using a mono-chrome colour scheme allows for a bright contrast on the Logo and artists name.

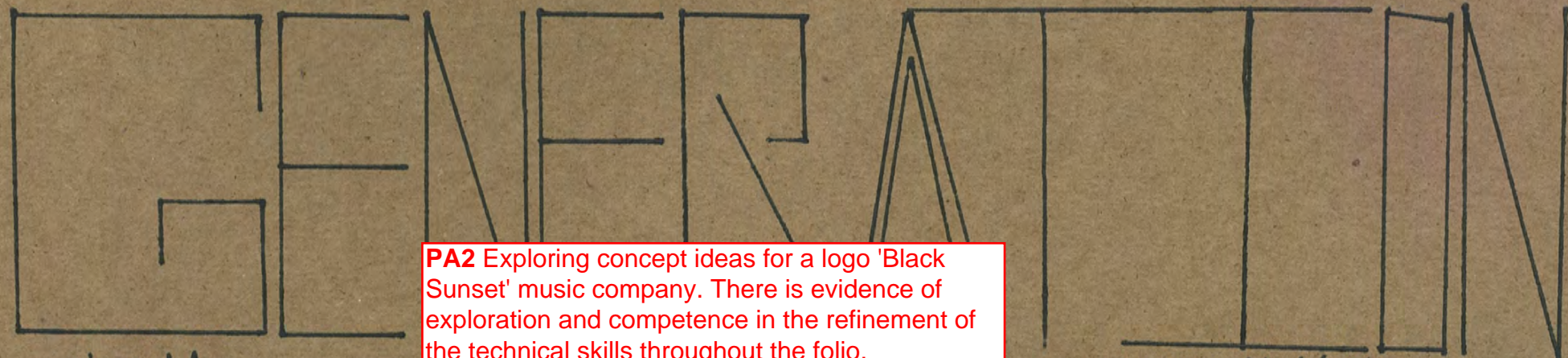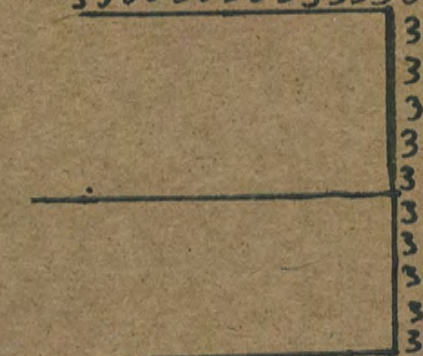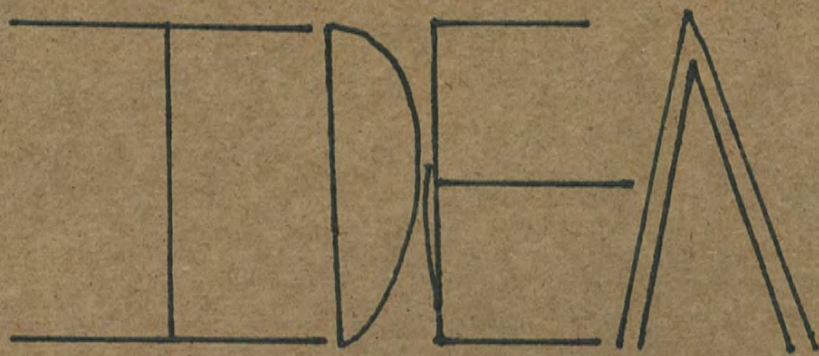The use of basic geometric shapes allows for a good looking simple design.

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 provide us with layer which move inbetween other shapes.
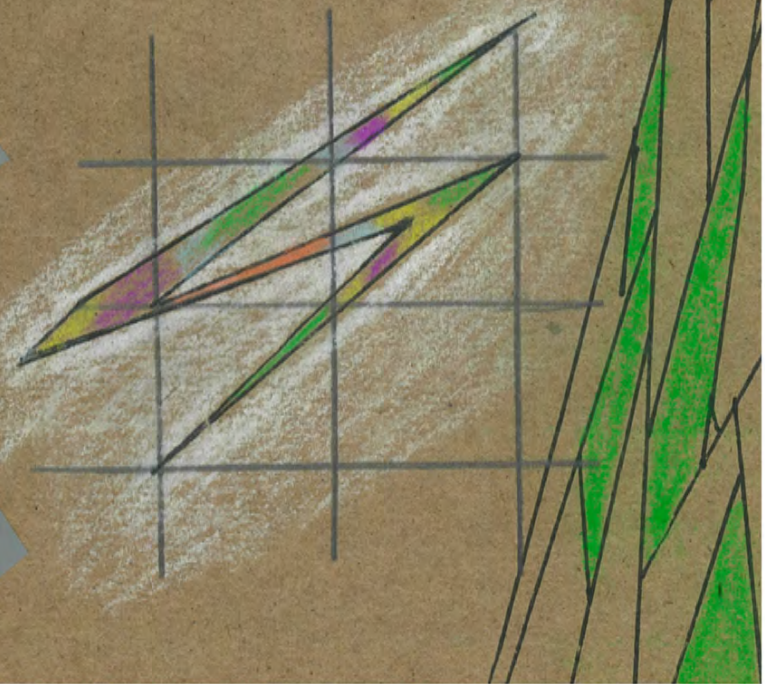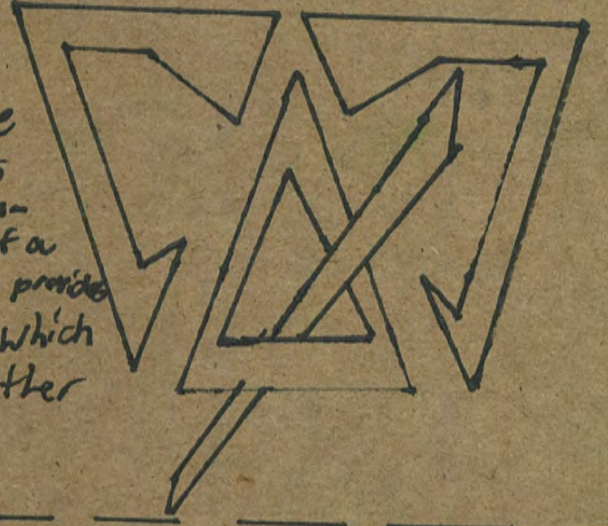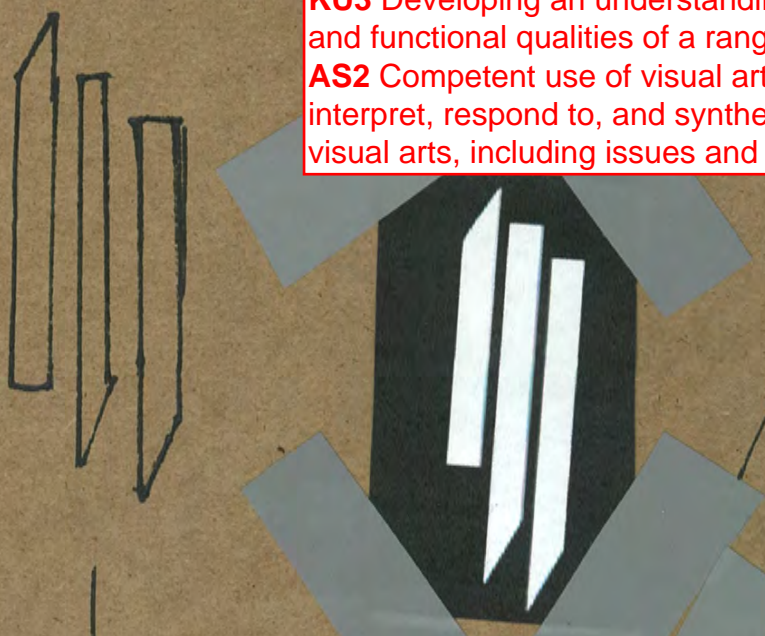
IDEA 3

GENERATION

changed A
A → Δ

BLACK SUNSET
- Bold Font
- Simplistic
- Geometric

black sunset
- Thin Font
- Following a hexagon style
- Is soly based on the hexagon shape

BLACK SUNSET
- very thin text/font
- Thin shapped text
- very high, width is small

BLACK SUNSET
- separated letters
- Thin Font Style
- Font is seperated making a disconection with-in the letters

BLACK SUNSET
- Bold Font
- Strong feeling
- used for dramatic title's and text
- Seperated Letters
- Thin Font Style Typography created by removing parts of the letters

BLSCK SUNSET

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

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

BLACK SUNSET
Depth and perception of text
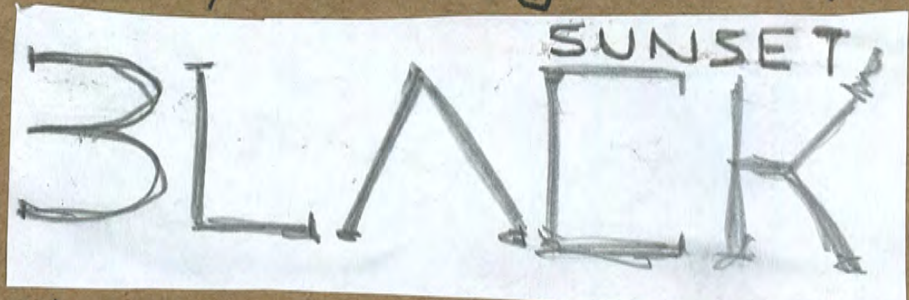
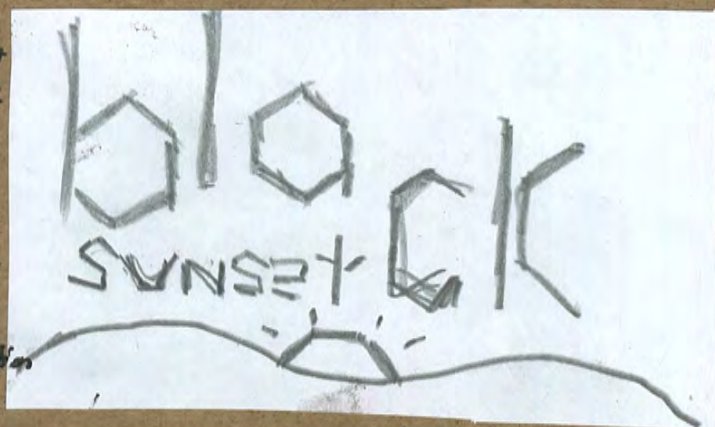Text's disconects from other letters

Dot point style on the text/font

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

- Hexagon style badge while providing a geometric design

Typography to fit with background geometric feel.

Hexagon Styled typography

black sunset
- Varriation in size between text's adds depth and style to the logo

Square abriviation Bold Font for the "Bs"

sun logo to show the sunset as the name shows

BLACK SUNSET
BS
- Abbreviation of Artist name, this allows for the letter "B"'s stem to be indeed enough to fit the name on.

BS
BLACK SUNSET
- circular badge
- square text/font style.
- "sunset" word outside logo

BLACK SUNSET
- "sunset" word inside the word black making a text in text effect

LOGO CREATION

LOGO CREATION

bs

black

sunset
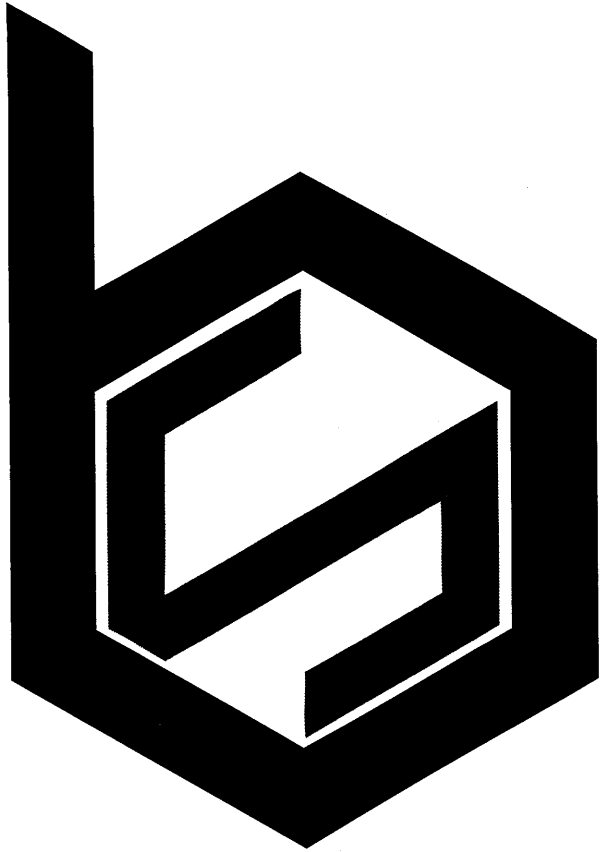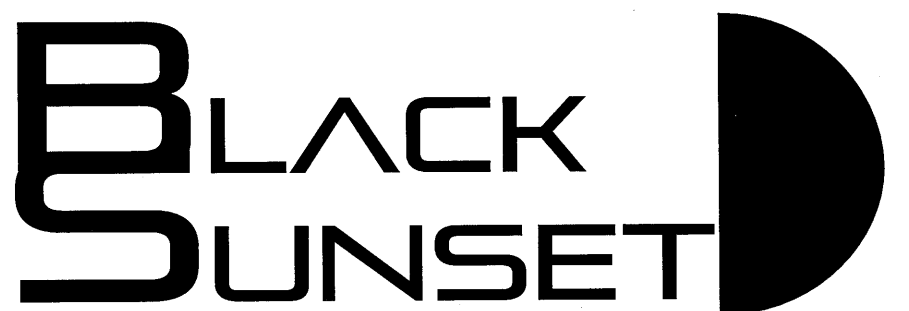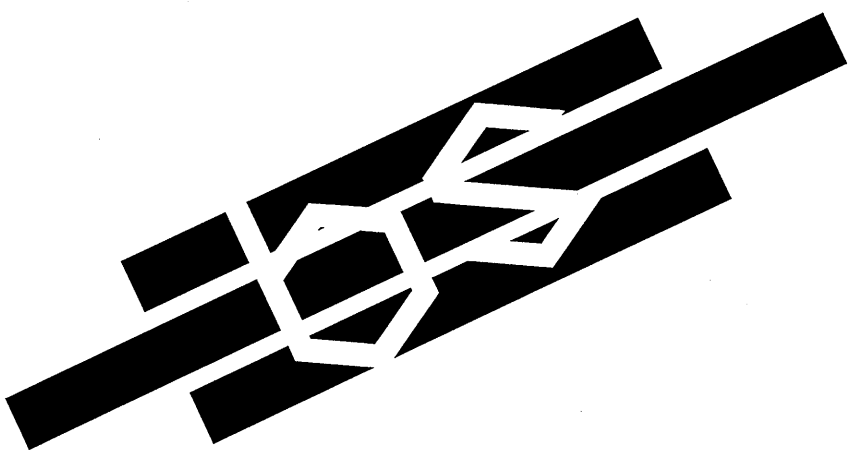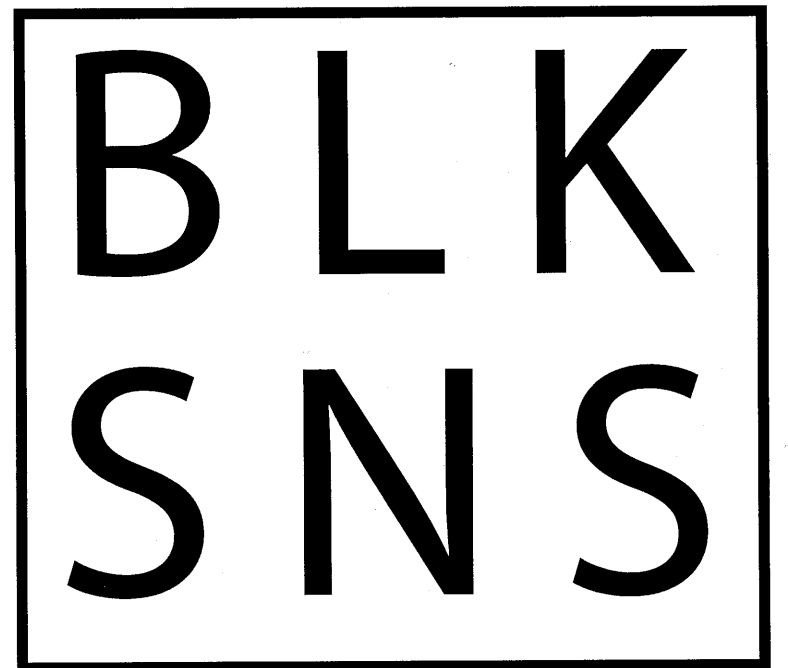
BLACK
SUNSET

BLK
SNS

BLACK
SUNSET

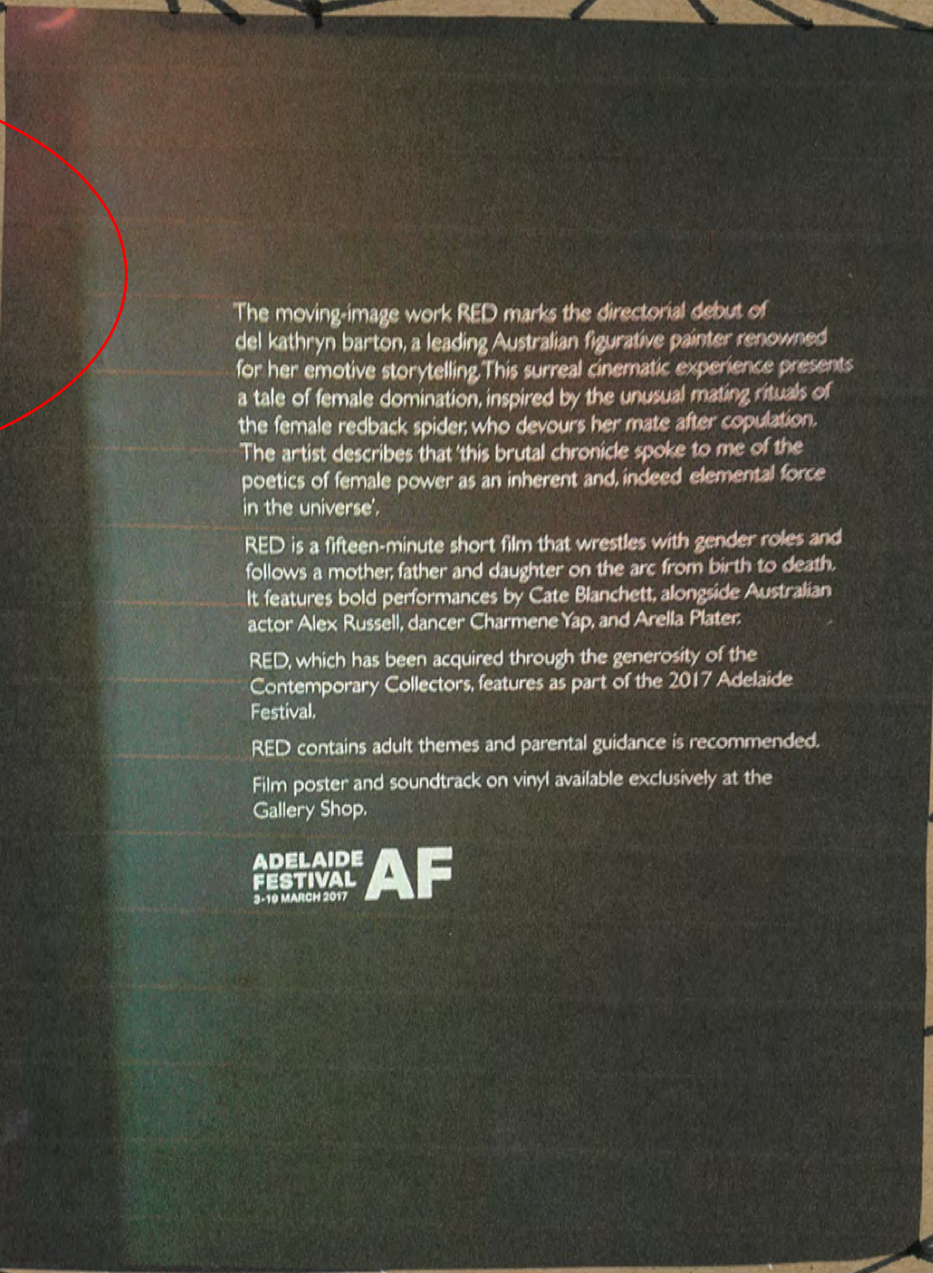# LOGO REFINEMENT
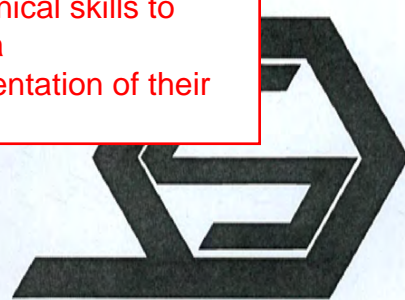
RED

A FILM BY DEL KATHRYN BARTON

The films promotional poster

KU3 Development of an appropriate understanding of the aesthetic functional qualities of different works of design.

A Scene where a flower is repres -ing 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
3-19 MARCH 2017

This Scene dipicts new life as a new world

This Scene → is based around the need for food that new spiders kill for
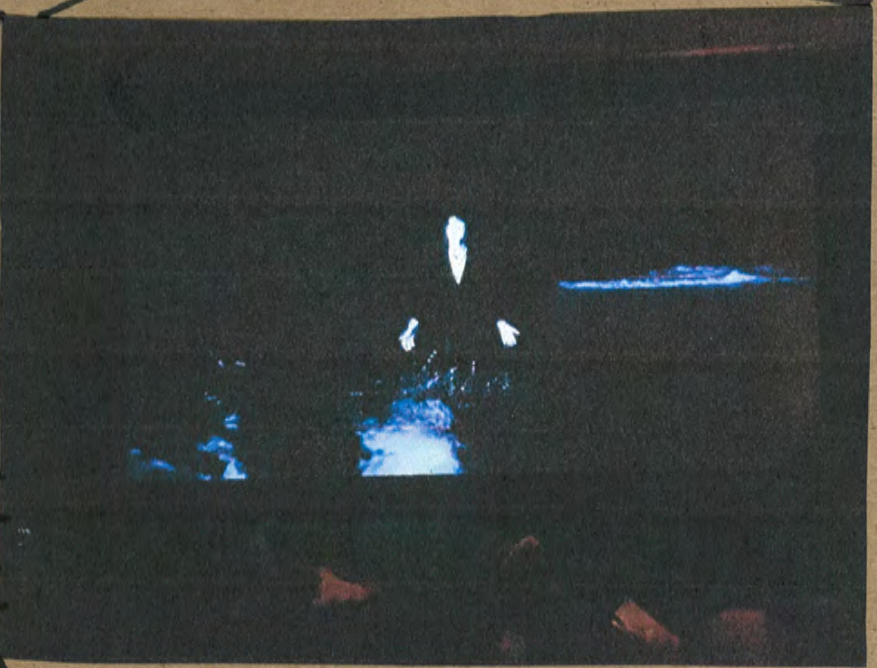
RESEARCH / IDEAS

Pop MUSIC VIDEO

* This screen shot from a pop video clip provides an insight into under standing 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 black. 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
- creats 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 refference 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 Sun set videos) / (orange video clips)
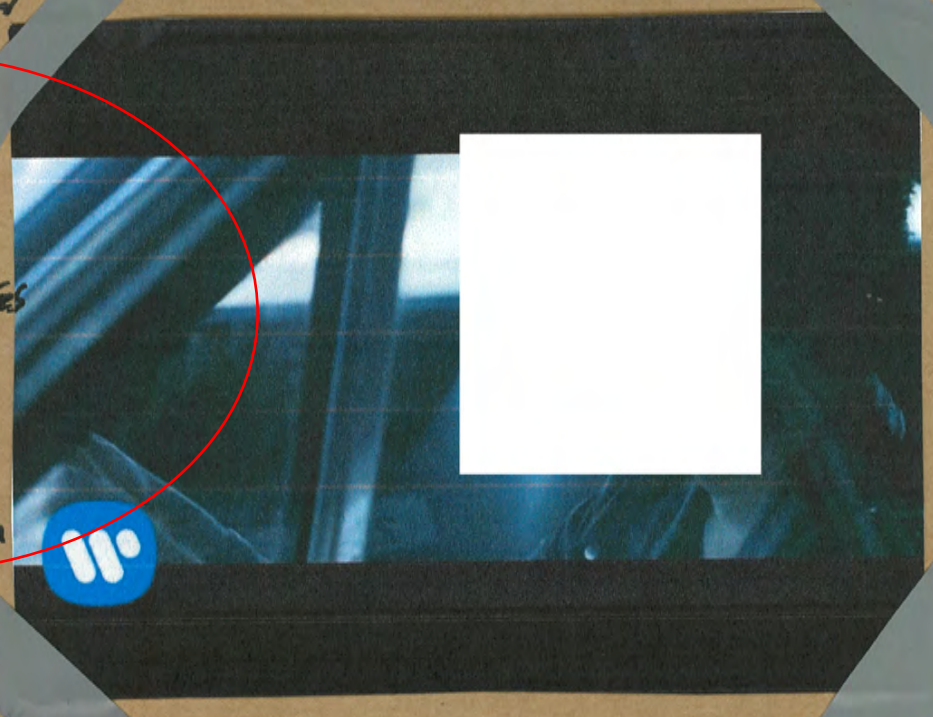
X Colour:
- Gray scaled
- light blue tint

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
  - Pink
  - white

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

PA3 Organised documentation of their creative visual ideas through story boarding that highlights their understanding of the problem solving process.

* Sun vs tree
* Colours:
  - orange
  - Green
  - red
* Speed/timelapse
* 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
* Either 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

* Dance clips involving two people
* Strobe lights colours:
  - Blue
  - Green
  - orange
* Black clothes
* Fast paced dancing

* More tree clips
* focus on the tree stump colours:
  - orange
  - brown
  - black
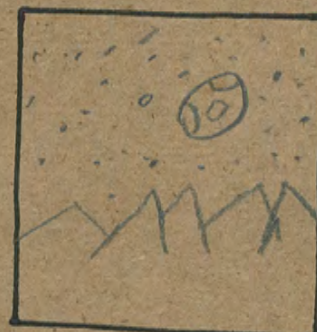
* Story night scene
* mountain video with photo of bright stars
* colours:
  - Blue
  - Black
  - white
  - orange

PHOTOGRAPHY VAV

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 #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)

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

Dance Recording:

- Using Conceptual dancing and a improvised dance style allowed for a better feel for the music and the complimental dancing

- Filmed at (1920x1080) 1080p, 30fps

- Provided the dance style to the video

Camera set up:
- camera: Cannon DSLR 1200D
- Settings: Video (1280x720)

Lighting:

- The lighting for the scene of recording consisted of: A light box (one on each side), one white spot light, one orang spot light.

- Recording one scene multiple times with different colours allows for a cool effect and variation in colours and shadows

CONTACT PRINT #1

Brighton Beach

Windy Point

Glenelg Beach
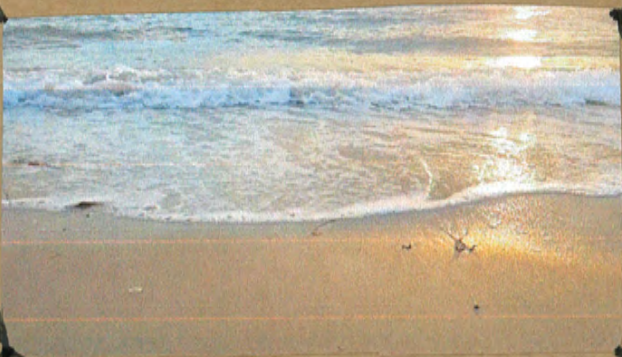
CONTACT PRINT #2

Brighton Beach
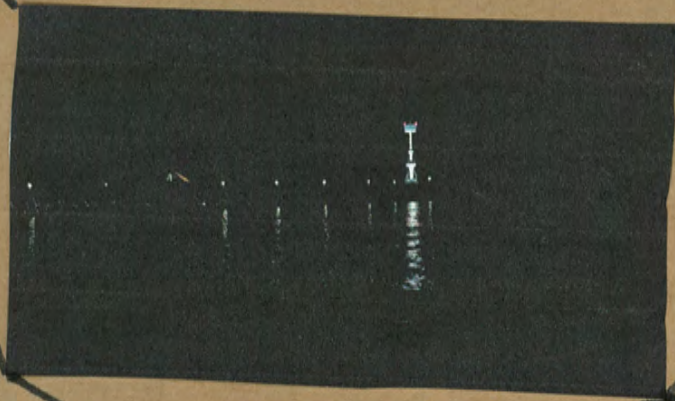
PA2 Exploration and refinement of their photographic technical skills

Aberfoyle Park

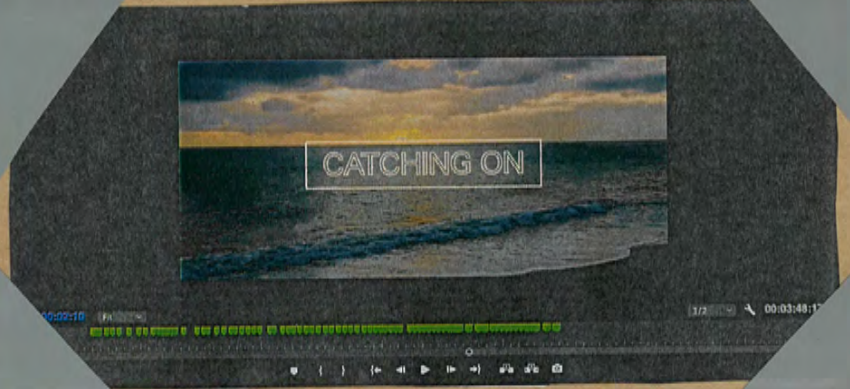Glenelg Beach

MUSIC VIDEO EDITING # 1

Effects Pannel:
- Channel Blur
  × Controls Blur on Selected clip
  × Can manually adjust Blur for Red, green and blue

- Opacity:
  × Adjust How much of the clip is Visable

- Motion:
  × Adjust the Size, position and rotation on the preview.

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

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

PA2 Further exploration and refinement of the use of technologies to refine an idea and develop a final product

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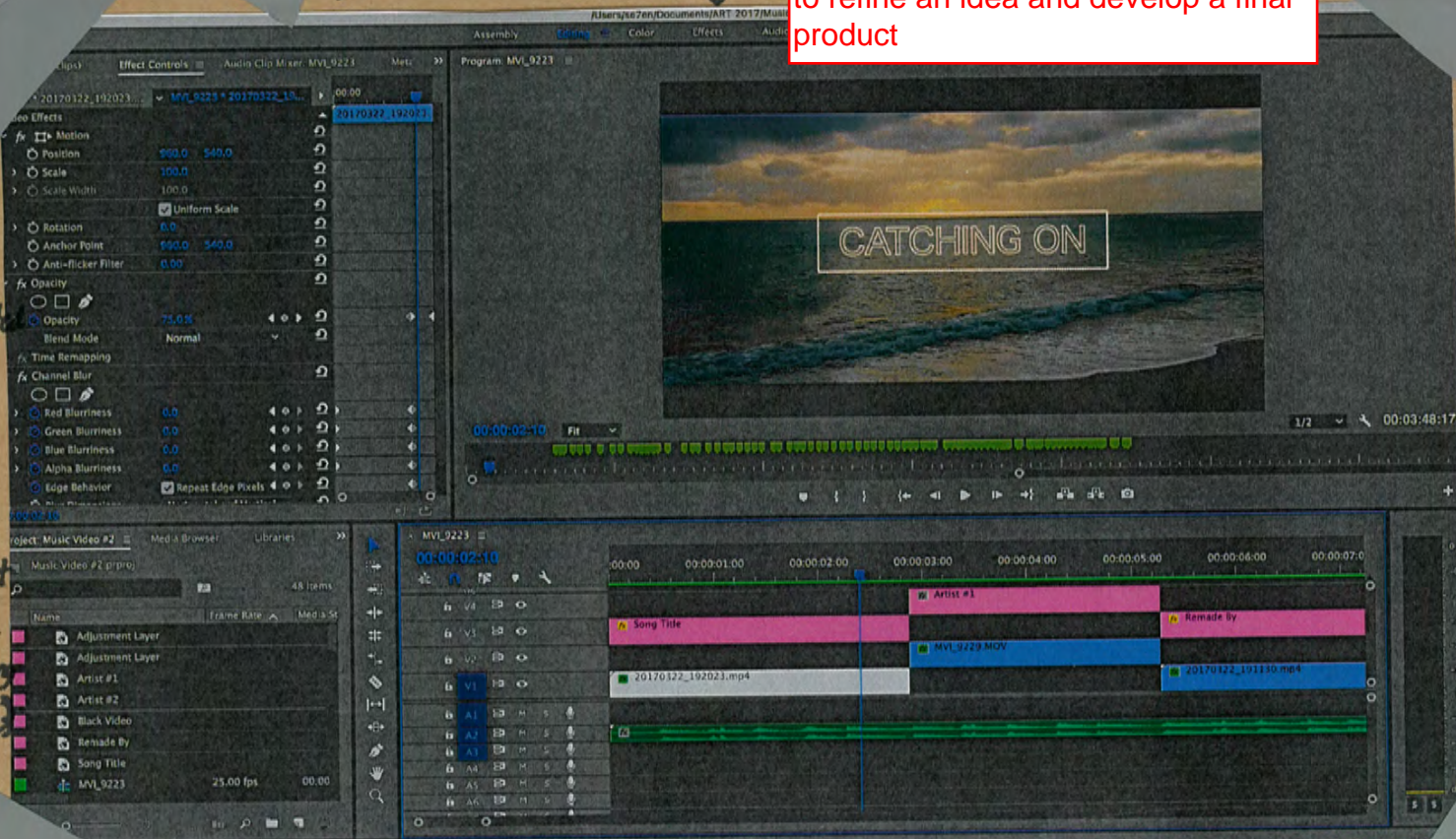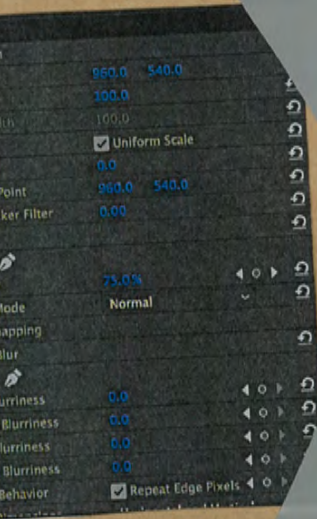
Tools:
- The tools can be used to move clips, cut clips (turns one clip into two or multiple), stretch a clip or even just move a clip to snap on to another file

Project:
- This Pannel 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
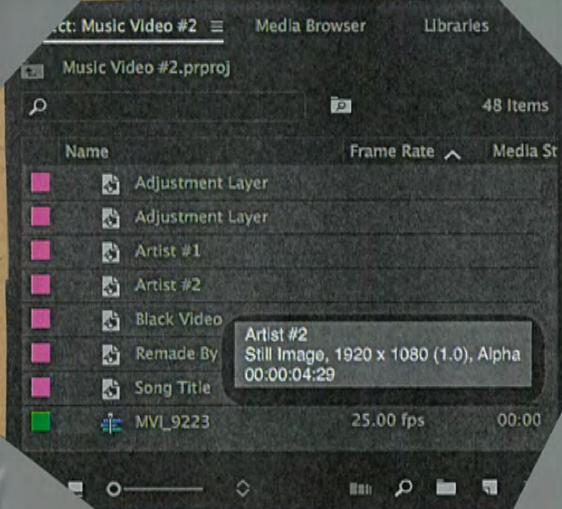
MUSIC-VIDEO-DEVELOPMENT

NATURE FOOTAGE #1

* Forest/tree shots
* 1920 x 1080 30fps, 1280x720 60fps
* Length = 20 seconds (each clip)
* Number of clips: 4
* Location = Adelaide

LIGHTING SETUP

* lights
  - softboxes x2

* Colours:
  - Green
  - Orange
  - Blue
  - Pink

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

CAMERA SETUP

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

DANCE FOOTAGE

* Recording settings:
  - 1280x720, 30 fps
  - 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 pannels, 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

* Effects:
  - Blur
  - Transitions
  - Colour replace
  - infusion
* Output:
  - length: 3:40
  - 1920x1080
    25 fps

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 cinimatic effect
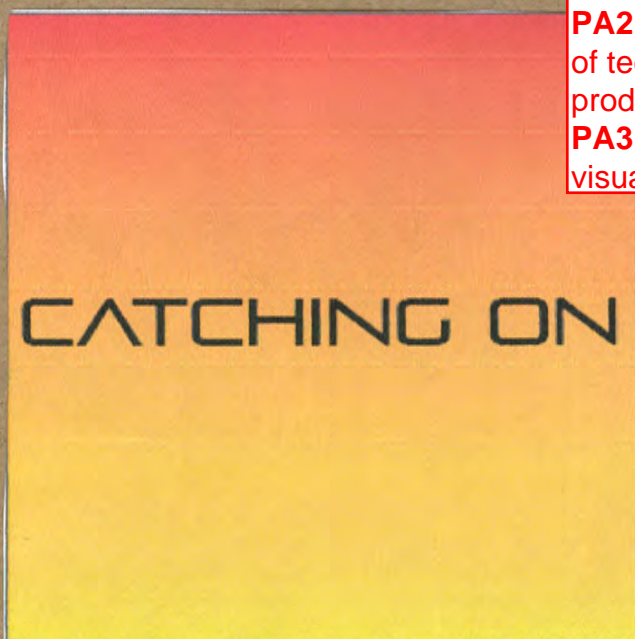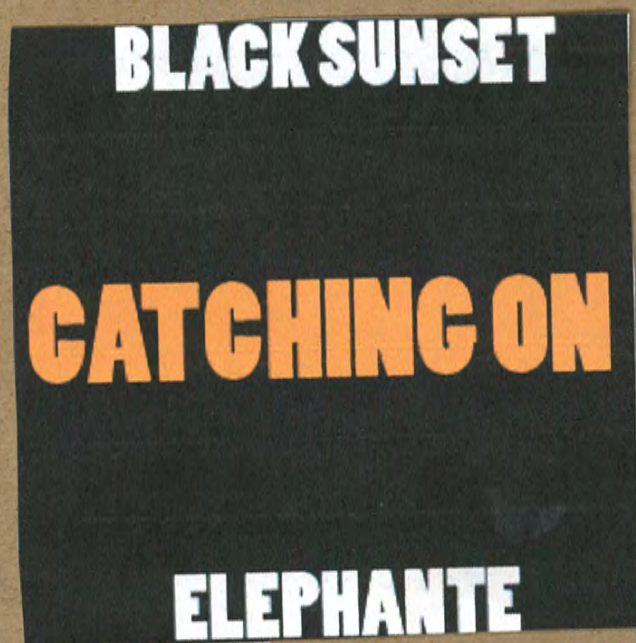
CD CONCEPT DEVELOPMENT

Concept #1

Concept #2

CATCHING ON

- Font: Pirulen - Regular

- Hex Code/colour: #F8EC00

BLACK SUNSET
CATCHING ON
ELEPHANTE

- Hex Code/colour #F7941D #000000
- Font: Poplar Std

* 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 eyecatching 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

* Simplistic looking CD cover with coloured text on a plain black background
* Orange and white text seperates 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 #3

BLACK SUNSET
CATCHING ON
ELEPHANTE

- Hex code/colours: #000000 #FFFFFF #F7941D

- Font: Poplar Std

Concept #4

CATCHING ON
BLACK SUNSET & ELEPHANTE
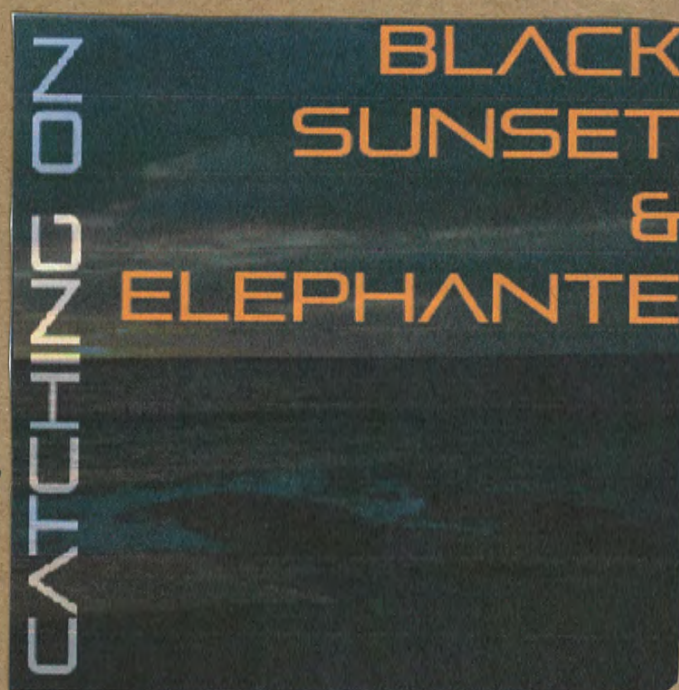
- Opacity: 80%
- Hexcode/colour #F7941D

opacity: 45%

* 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 eyecatching 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 cover
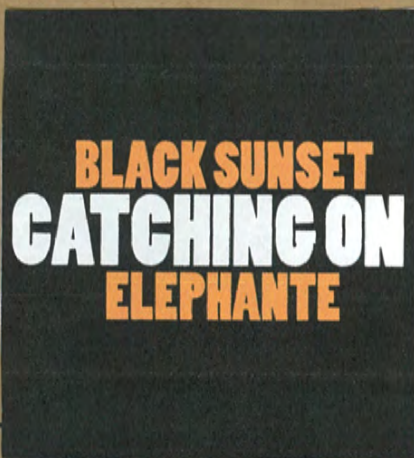
Font: Pirulen - Regular

Background image: Beach - Brighton
↓ opacity: 40%

* 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 to clustered for an EDM (Electronic music) styled CD cover

Row 1:

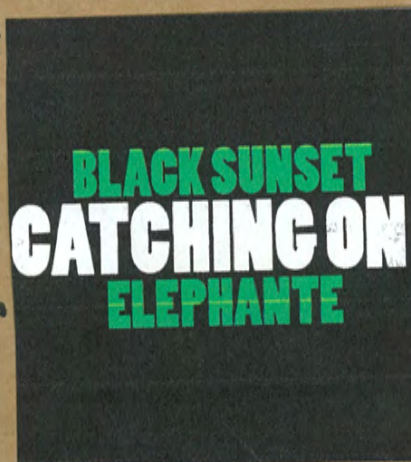* colours:
- Black
- orange
- white

* contrast in colours

* Vibrant orange glow

* goes with artist name:
- Black Sunset

BLACK SUNSET CATCHING ON ELEPHANTE

* colours:
- Black
- Blue
- white

* Dark against Light

* colour doesn't match artist name

BLACK SUNSET CATCHING ON ELEPHANTE

* colours:
- Black
- Green
- white

* contrast in colours

* no reason for green colour (no relation to artist)

BLACK SUNSET CATCHING ON ELEPHANTE

Row 2:

* Bright background
* Dark text
* orange against Black and white

BLACK SUNSET CATCHING ON ELEPHANTE

* Bold contrast of song/album name
* lighter coloured Artist names

BLACK SUNSET CATCHING ON ELEPHANTE

* colours
- Blue
- orange
- white
* colourful text on a bright white background

BLACK SUNSET CATCHING ON ELEPHANTE

Row 3:

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

BLACK SUNSET CATCHING ON ELEPHANTE

* Bright Background
* Colours
- orange
- white
- Black
* Simplistic Colour Scheme with Contrasting Text

BLACK SUNSET CATCHING ON ELEPHANTE
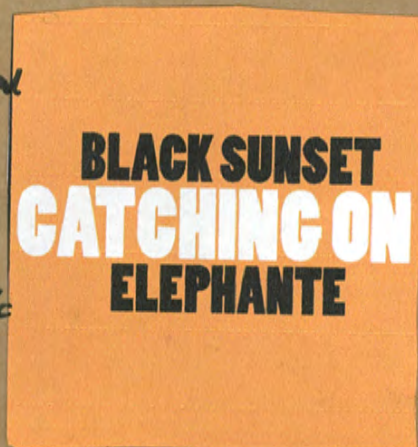
* Text colours fliped
* Highlights the album title with lower contrast on the artists names

BLACK SUNSET CATCHING ON ELEPHANTE

Row 4:
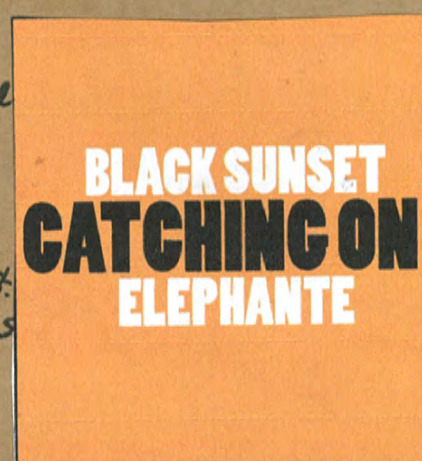
* Gradient Style:
- Black (top)
- White (bottom)
* colours:
- Black
- Blue
- (Gradient)

BLACK SUNSET CATCHING ON ELEPHANTE
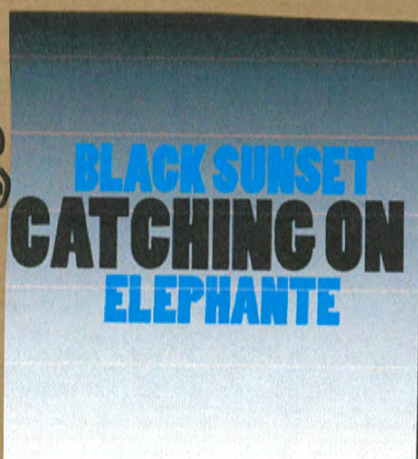
* Gradient Album color
* colours
- Black
- orange
- (Gradient)
* presents audience with light against dark

BLACK SUNSET CATCHING ON ELEPHANTE
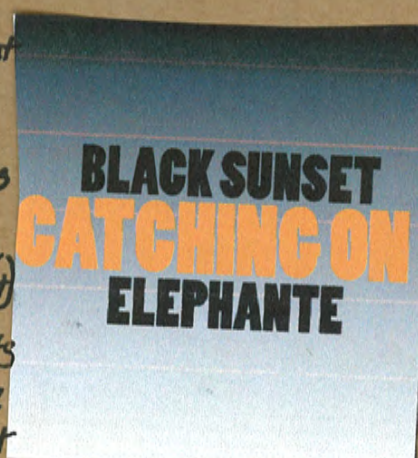
* Gradient style
* colours:
- orange
- white
- (Gradient)
* Pulls audience into the bright title of album

BLACK SUNSET CATCHING ON ELEPHANTE

RESEARCH

Clothing Design

CALVIN HARRIS

- <u>Minimalism:</u>
  • Solid colour background
  • Album/Artist logo/name
- <u>Texture:</u>
  • 3-D/2-D
  • Thick
  • Sharp/Flat
- <u>Symmetry:</u>
  • Text width
  • Logo Size
- <u>Colours:</u>
  • Black (#FFFFFF)
  • White (#000000)
  • Green (#538A42)
  • Blue (#085EAB)

MOTEZ

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

GALANTIS

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

Clothing

Products

Jumper

BLACK
SUNSET

Phone Case

BLACK
SUNSET

Cup

BLACK
SUNSET

T-Shirt #1

BLACK
SUNSET

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

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)

CALVIN HARRIS
- Colours:
  - Black (#000000)
  - White (#FFFFFF)
  - Green (#01ba35)
- Minimalism:
  - images
  - Text
- Symmtry:
  - Even layout
  - Equal amount of objects
- Contrast:
  - colour against Black and White
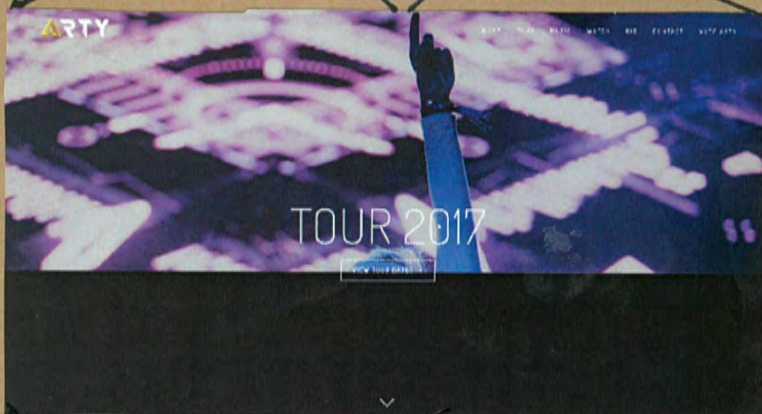
ARTY
- Colours:
  - White (#FFFFFF)
  - Black (#000000)
  - Purple (#A167DC)
- Space:
  - 2-D
  - half-filled
- structure:
  - organised
- Texture:
  - smooth
  - sharp

DILLON FRANCIS
- Colours:
  - Black (#000000)
  - Pink (#FAC8EA)
  - White (#FFFFFF)
- Position:
  - Centered
  - Top (navigation bar)
- Size:
  - Large (Album/images)
  - Thin, small (navigation bar)
- Form:
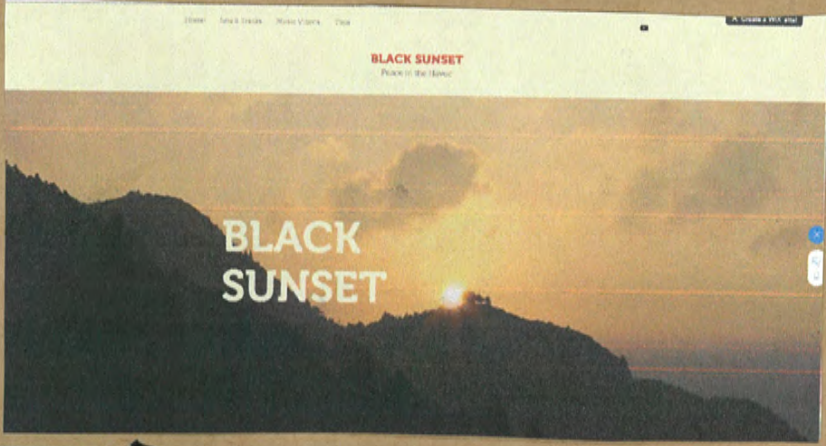 - Simplistic
  - Broken (images and designs separated)
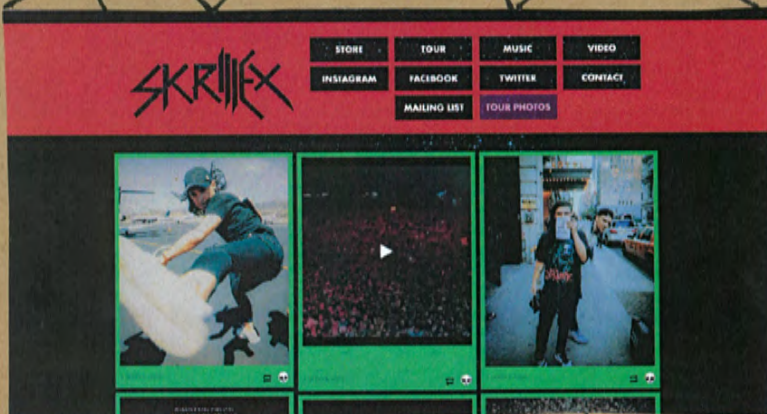
SKRILEX
- Colours:
  - Black (#000000)
  - Red (#C02929)
  - Green (#34B266)
- positioned:
  - Centered (all)
- Composition:
  - images
  - videos
- Line:
  - Equal amount of images/videos

Website

Designs

Red/cream ✳

Colours:
- Red
- cream white
- Black
- orange

- 2-D/Flat Style
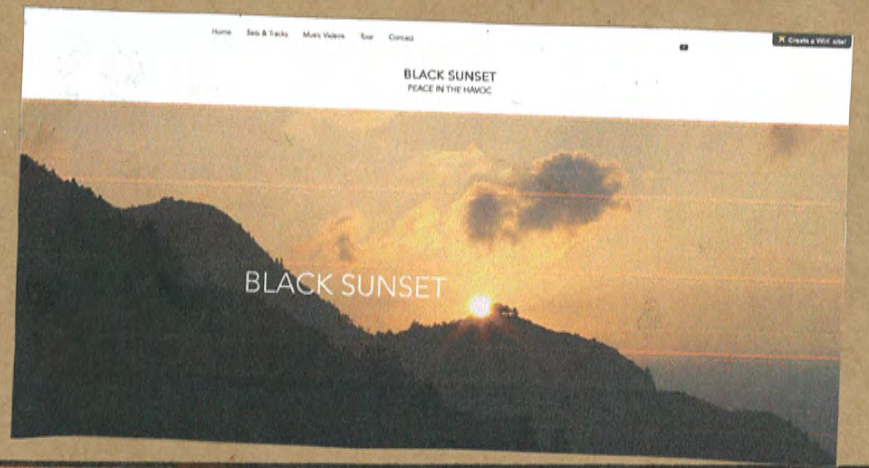- Complex colour palette
- Lines/Structured
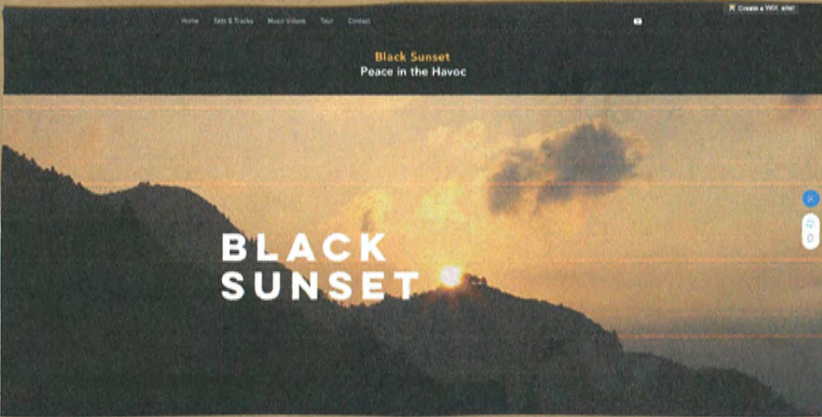
Text:
- Bold
- Flat

✳ **Minimal White**

Text:
- Bold
- straight

- 2-D/Flat Style
- Bright Colour Scheme
- Symmetry

colours:
- White
- Black
- orange

Minimal black ✳

colours:
- orange
- Black
- white
- yellow

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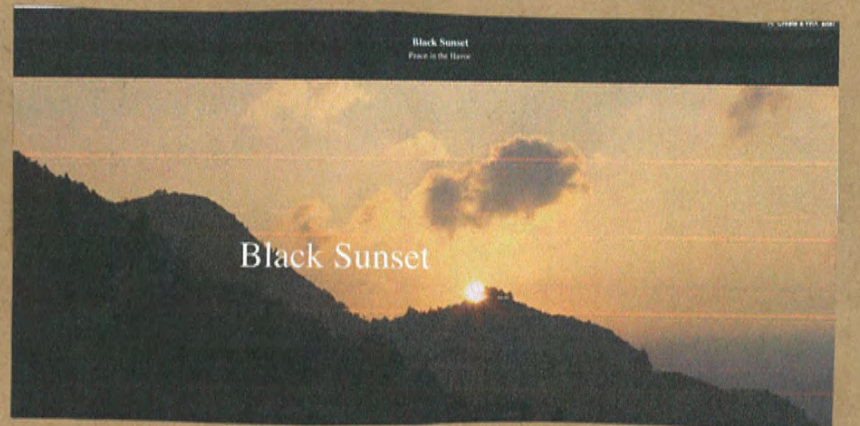- Black - orange accent
- Symmetry

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:
  - ✗ Shows
  - ✗ Tours
  - ✗ Music Releases
  - ✗ Video Releases

check it out:

http://blacksunsetartist.wixsite.com/blacksunset

RESEARCH

Banner Design

- Colours:
- # d30d14 - red
- # 9c5a55 - grey

- Elements:
- line: between shapes
- Shape: 4 squares
- Space: Siz and vertical location
- overlapping shapes

- Colours:
- # ef8373 - pink
- # ffedef - 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:
- # 22303E - 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
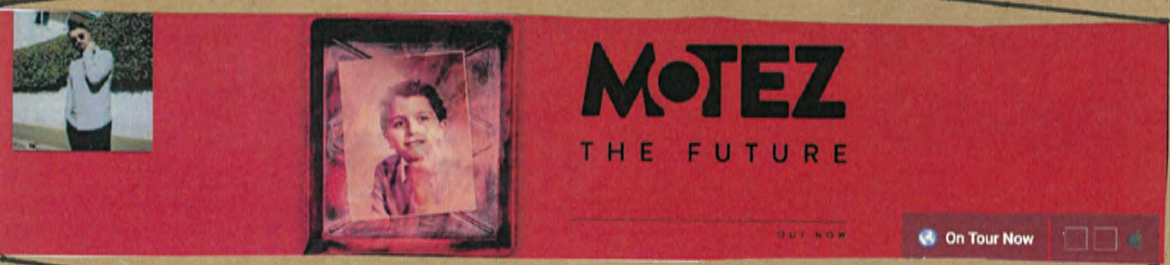
- Colours:
- # 0a0a09 - black
- # b6191f - red

- 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
- Negitive space: Text against the banner size
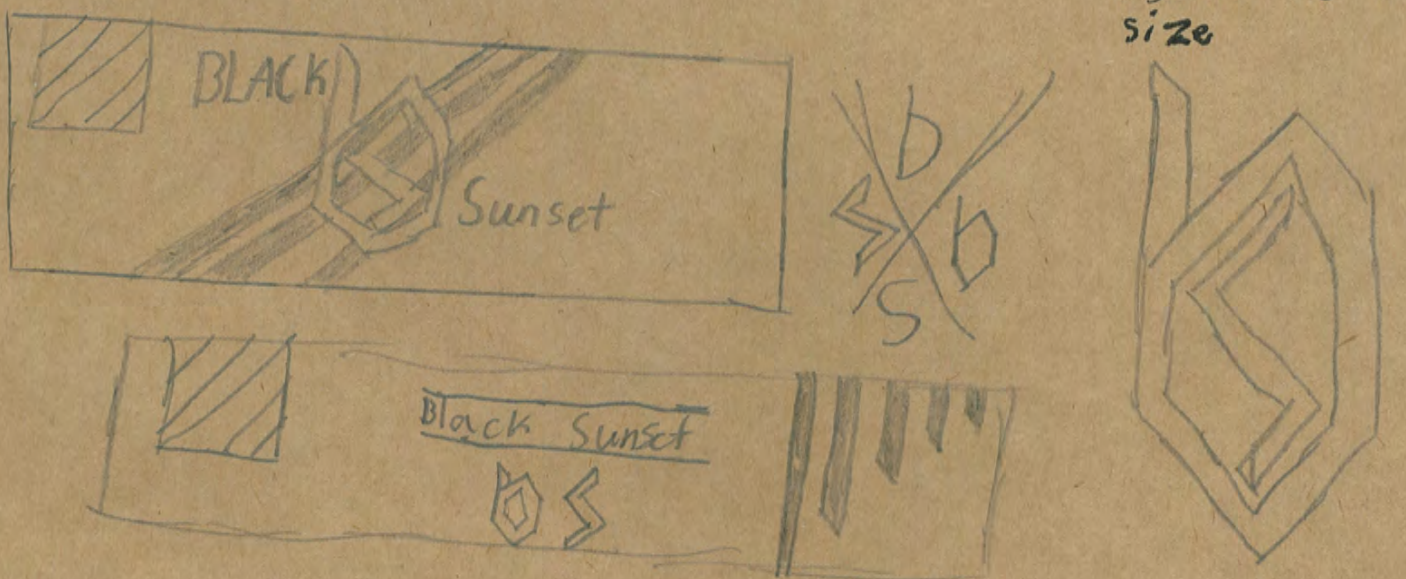
BANNERS

CReation

SUNSET

BLACK SUNSET   **BLACK SUNSET**

BLACK SUNSET   **BLACK SUNSET**

BLACK SUNSET   BLACK SUNSET

- Colours:
  * orange
  * black
  * yellow

- Lines
  * Center
  * Sides

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

- Size
  * Large text
  * Small squares
  * distant background

MINIMAL

BLACK SUNSET   **BLACK SUNSET**

BLACK SUNSET   **BLACK SUNSET**

- 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

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

Image removed due to copyright

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

FL STUDIO - PRO'S ✓

- Mac or Windows
- Meant for creating songs
- Large instrument library
- Good Visual Work Space
- Intermediate learning difficulty
- Simple design, understandable
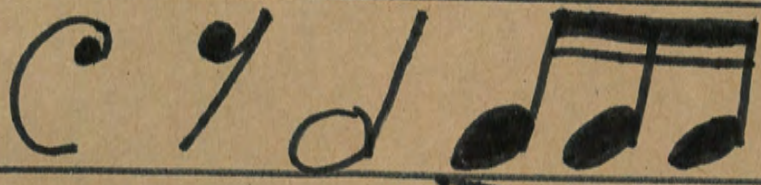- Easy note, chord and melody creator (using a "piano role")

Cons: ✗

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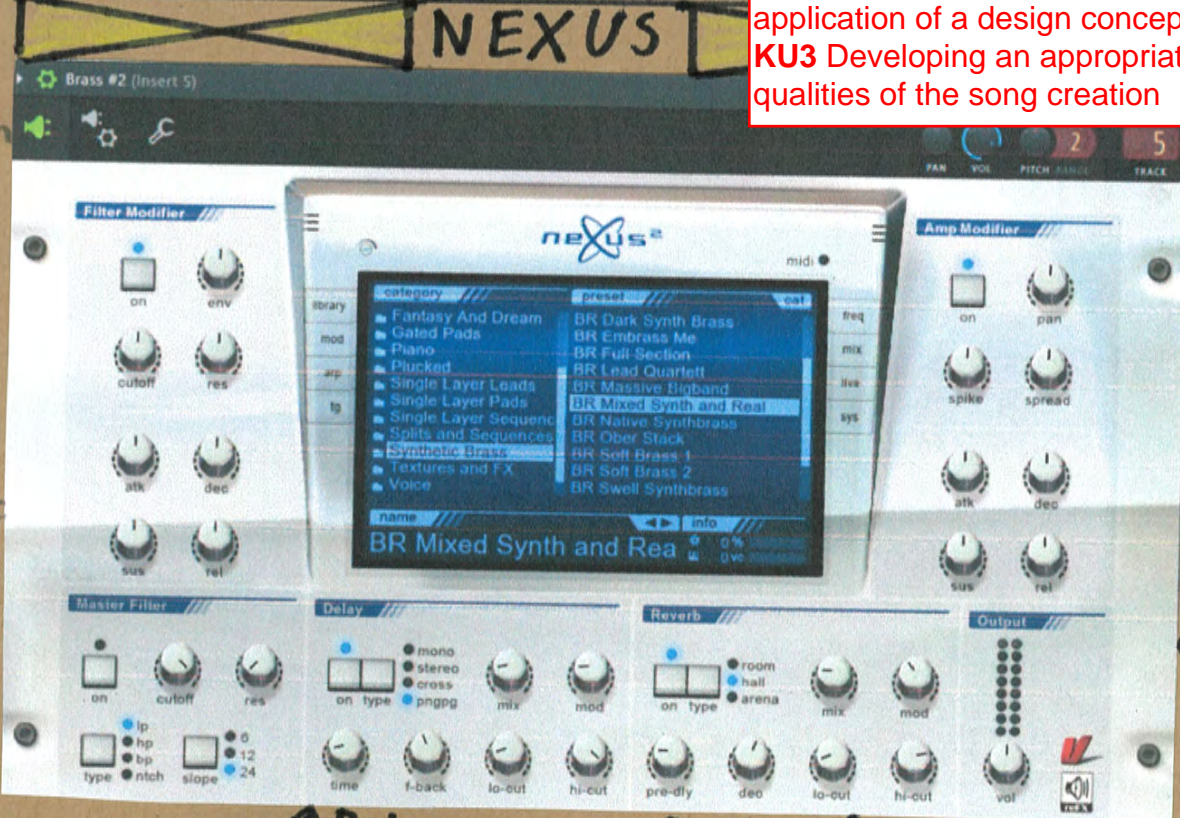
Song Creation

Building instruments/songs

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.

NEXUS

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 (left or right or Center)

← Output:
- Volume control of this instrument

Master:
- Can Control Volume
- Fade-ins
- Fade-outs

← Delay
- Sound before instrument
- pre-echo

Reverb: 5
- Sound after instrument
- echo

Basic Controls

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

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

← repeats song

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

SERUM

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 Oscilation
- changes the volume/pan of the Sound

ENV:
- Envelope
- Start of the Sound

Piano role:
- hear notes of the sound you made

Song Creation

Final Product
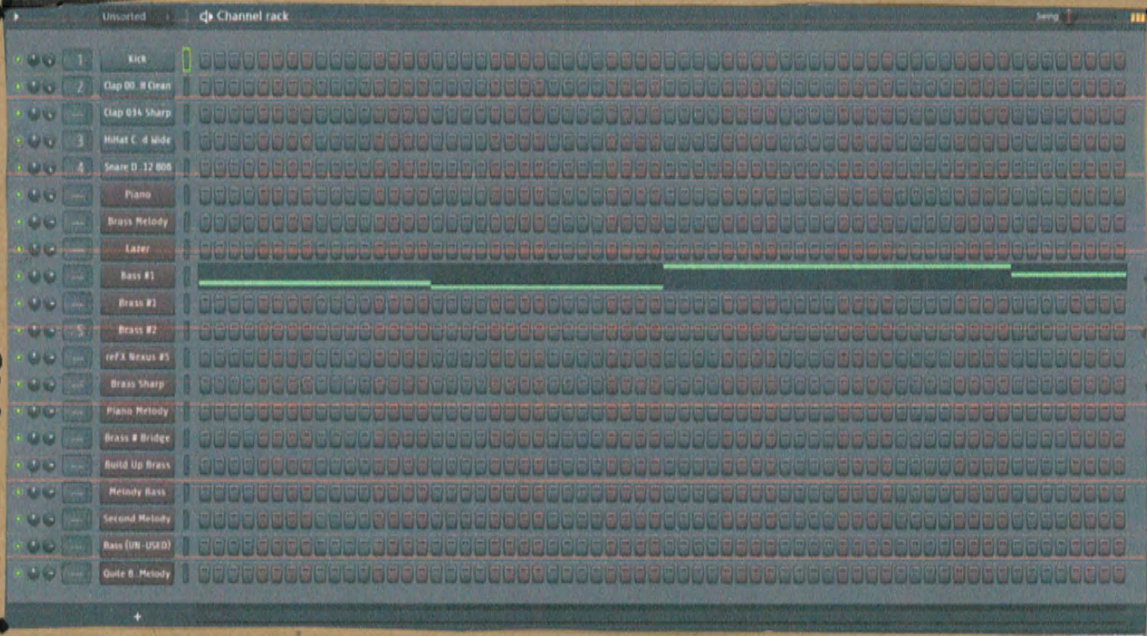
Song Structure:

Intro:
Verse:
First build:
build-up:
Chorus:
Bridge:

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)
Bass #3
Brass (quite melody)

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

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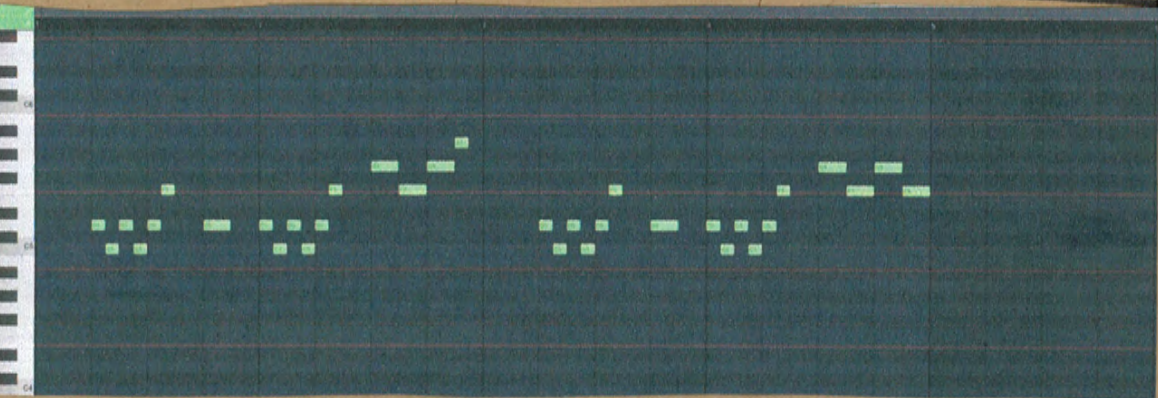
Notes used:
D, C, F, G, A

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

RESEARCH
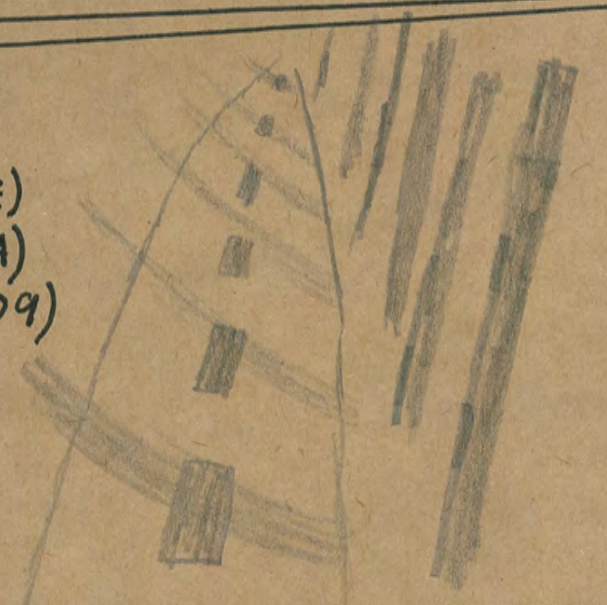
MUSIC VIDEOS

CALVIN HARRIS - Feels

- Space:
  - perspective of the person ~~skating~~ 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
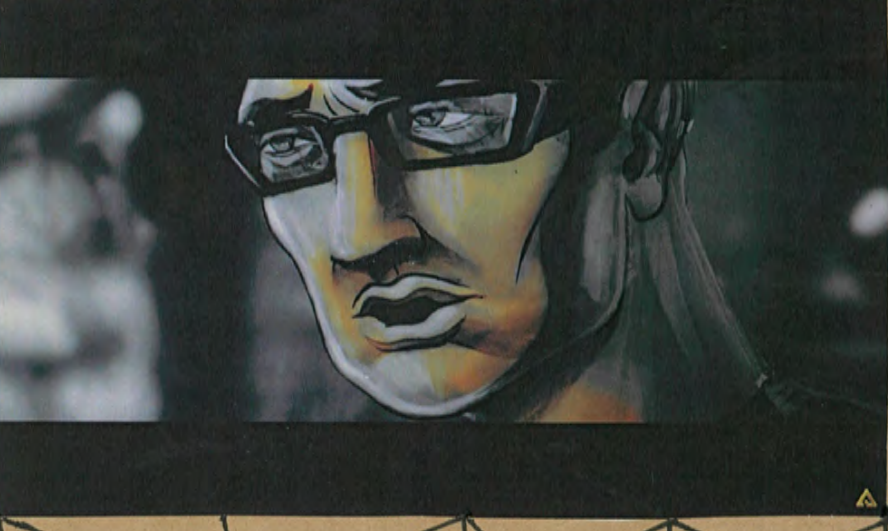- Form:
  - 3-D
- Perspective

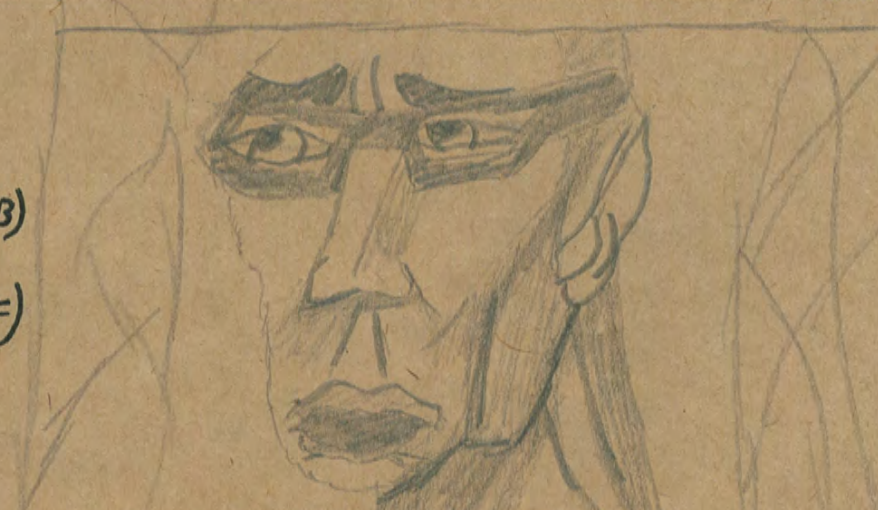### GALANTIS - True Feeling

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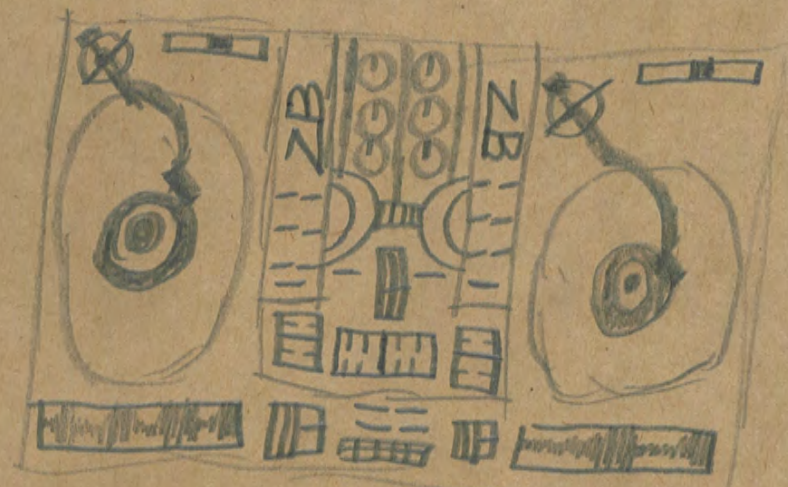
ARTY - Flashback

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

MUSIC VIDEO

Story Board

INTRO

I'LL BE FINE
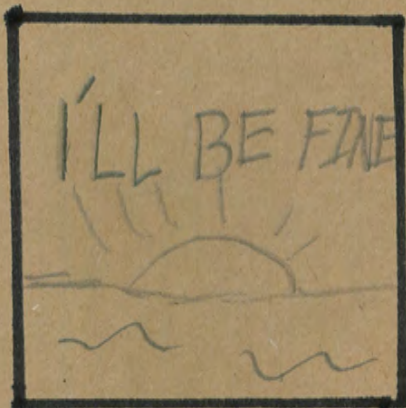
* Sunset
* Name of Song
* black/white

→→

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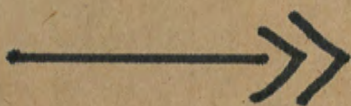
* Sand/beach
* Slow-motion
* Waves
* Artist name
* black/white

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

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

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
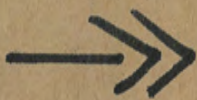- Manual controls and Raw-support with third-party camera apps
- Gyroscope-based video stabilization
- 8MP front camera, 1/3.2" sensor, 1.4 μm pixels, F2.4, 1080p video

Size of → lens for light

Uses → two lights for flash

the cameras auto-focus detection

Very slow-motion support

auto-stabilization with-in the camera

Phone Used For Recording
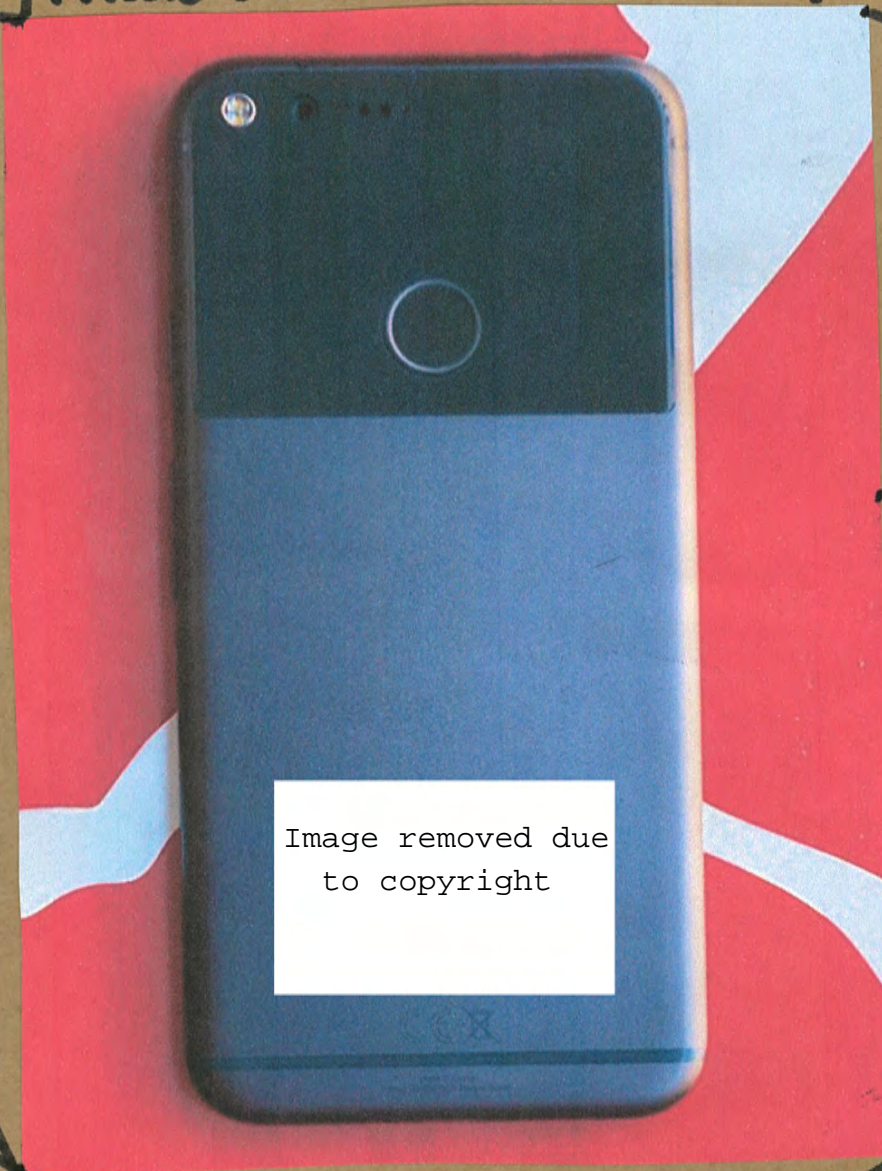
Image removed due to copyright

MUSIC VIDEO
Contact Print #1
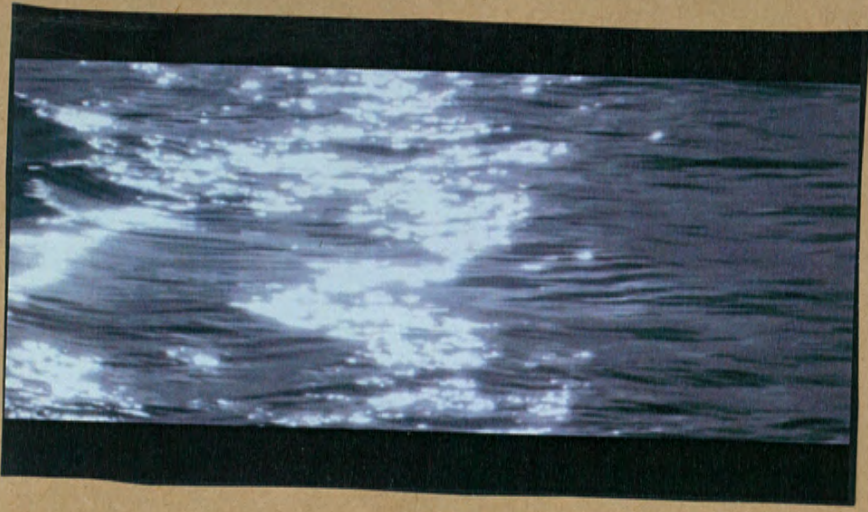
BLACK
SUNSET

MUSIC VIDEO
Contact Print #2

#Brighton Jetty

#Glenelg Beach

#Dark Room - Red - Fist up

#Dark Room - Red - Hair Flick

#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

I'LL BE FINE

#Artist Name

BLACK SUNSET

Explains the basic information of the video and song

VERSE

Nature Shot

#Driving shot

Meant to symbolise the outlook of someones 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 b=y 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. They 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."