
DIGITAL MULTIMEDIA

CA2

Production Report

Sound Zone - music club

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Overview

I produced a website to promote a new music club in Sligo called Sound Zone. It is a place whose main goal is to promote electronic music unavailable in the general radio stations and public TV, such as jungle, drum and bass or nu skool breaks¹. In addition to live sets, there are also music and art workshops, and various competitions (breakdance, graffiti, or dj's competitions).

I decided to create this project because most of the radio/television stations and music clubs usually play the same music ... over and over again. Ad nauseam. I wanted to propose a certain alternative by creating a Sound Zone project.

Used multimedia technologies

I used all multimedia technologies which were covered during lectures in order to create this promotion. I present the final effect of individual multimedia technologies below, while in the Development Process section, I describe the production stages step by step (with storyboard, printscreens etc).

LOGO



The logo is a reference to what exactly this place is – a sound zone, the zone where we meet with sounds, music and good vibration. The main colors are red, yellow and green, the choice of these colors was intentional - it is a reference to the culture of rastafarai which has had a big impact on the creation of music played in the Sound Zone. In the logo I also placed some elements that are strictly related to the music such as sound wave and 'turn ON' button in the ZONE name.

¹ a subgenre of breakbeat music that is characterized by the futuristic rhythm and futuristic sound and the presence of elements typical of drum and bass and techno

AUDIO



The audio was created as a soundtrack to the video, all the sound fragments used in this project come from my music collection.

The recording starts around switching radio stations where we try to find some interesting music, then through the fade off/fade in effect there is a new song coming that forms an alternative to radio music, closely related to the underground. In the meantime in the video there is an information about the creation of a new music club, which is emphasized by placing another fragment of music called - 'Revolution'. There is a smooth return to the previous fragment of the track ('underground') and then a fragment is presented of what can be expected by the visitor visiting the Sound Zone - live music, djs, turntables and scetches.

Good fun, however, is interrupted by a gentleman who definitely prefers the standard radio music and informs in simple words that: '(...) party is over, everybody go home (...)'. It is obviously a form of joke added to the ending of this audio.

However, the whole audio track makes sense when we add a video to it.

VIDEO



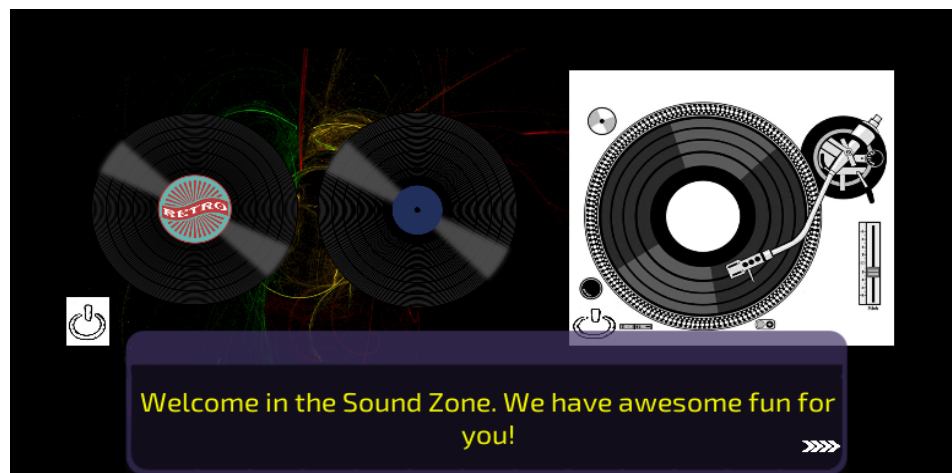
The video is based on an audio recording. I used photos, gifs and short movies that are closely related to the main topic - music.

The first scene begins with the switching between radio stations, in addition there is a text which helps in understanding of what exactly is going on in this scene - 'still the same music? over and over again? turn off the radio!'.

Next, we smoothly go to the information that the alternative presented by us comes from the underground, which can be treated as a revolution in the Irish music market (there are added photos of the building where the club is located, the logo as well as information about what kind of music are presented in the Sound Zone).

Subsequent video scenes show what fun can look like in a club (which is also presented in the form of a joke, using for example a dj teddy bear, dancing wolves or a party with muppets). The video ends with the appearance of a gentleman, dissatisfied with the course of the party, and one of the participants who wants to stand to disappear unnoticed (and in his place appears the address of the club's website).

GAME

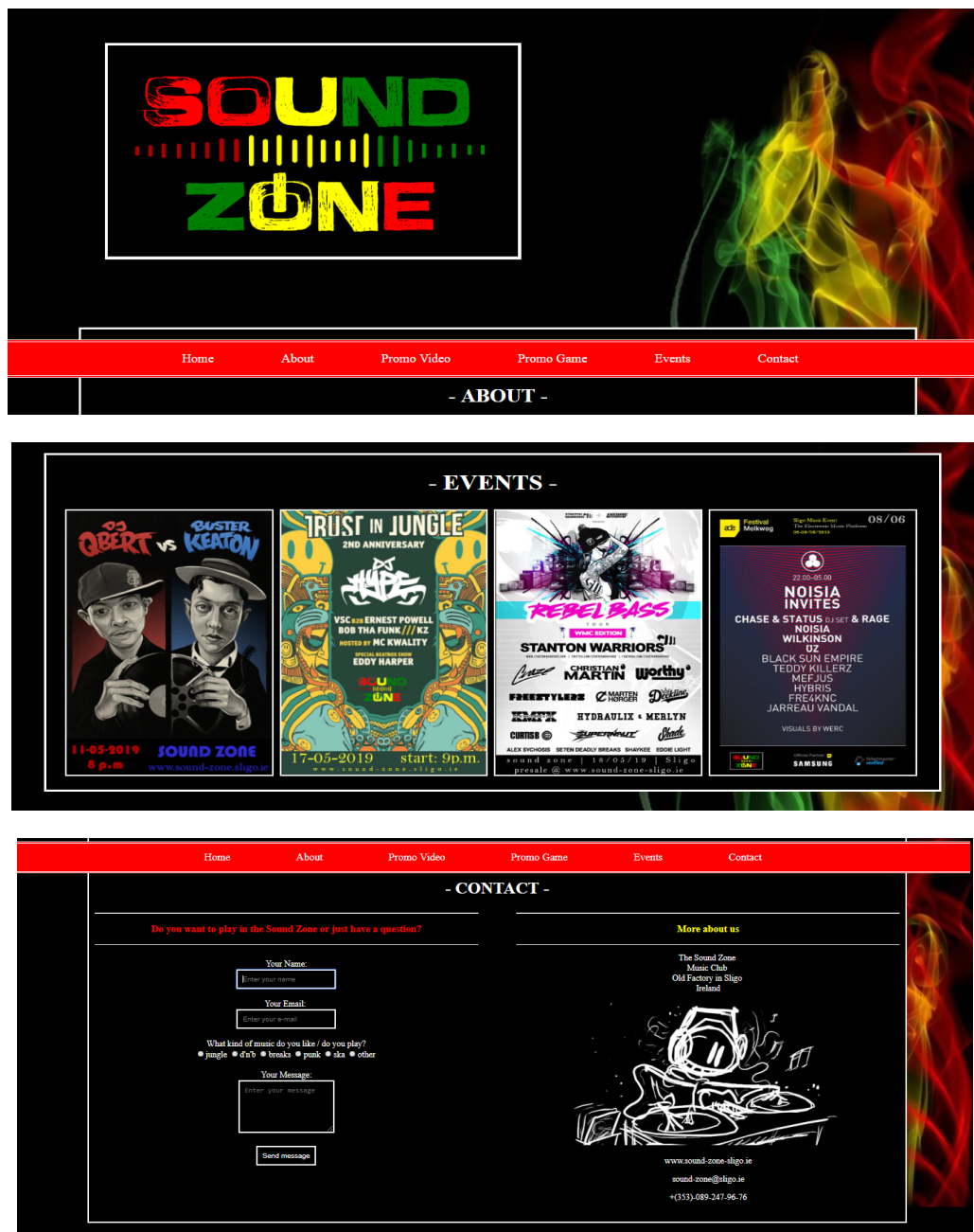


The goal of the game is generally to present of jungle and dnb music. It begins with a welcome note asking if the user likes music. If the answer is negative, then a new message appears, inviting to the sound zone webpage, with the hope that the user will change his mind and eventually likes the music.

When choosing the option YES (I like music), an information appears on how the game works, how to launch it and how to turn it off. The user can choose between

two vinyl records, which can be moved to a turntable and then 30-second fragment of music is being played along with information what kind of music genre it is. The user can change the music, play it again or simply turn it off. When music is turn off, the text appears - 'do you want to try again or end the game'. After the end the game also invites to the website www.sound-zone-sligo.ie where more information about this place can be found.

WEBPAGE



Promotion Webpage consists of several sections - home page (where we can find main information about this place, promo video, promo game, upcoming events) and contact page with contact form and details about this music club (address, email, phone number etc).

The main colours on the website are black and white, with basic fonts, so that the user can focus on a content. As a background, I used an image with an element of 3 main colors used in the project, additionally it is set as 'background-attachment: fixed' thanks to which the position of this image is always the same. The menu bar (as well as the footer) has a background color red, so that it is better visible and clearly shows that it is intended for navigating on the side. In addition, the menu bar is placed at the bottom in the index page, so that the logo with the name of the music club is exposed and is the most important element on the first page.

Below is a brief description of what this place is, what it was created for and who is the founder. Both, access to this section, as well as to the others, we can get by clicking the appropriate button in the menu bar or just scroll down. In the next boxes we can find: promo video, promo game and a few examples of upcoming events that are organized in the club. I added some event posters here, just to make the page look more real. I used ready made posters and adjusted them a bit in the GIMP software (I added the name of the place, date and logo).

In the contact page it is possible to send a message using form - both for those who want to play music in the club as well as for those who want to find out more about this place. I built these pages from 2 blocks, with identical dimensions, placed side by side (using float left). On the right side, the address details of the club are available.

Tools used to create digital multimedia

INKSCAPE



“Inkscape is professional quality vector graphics software which runs on Windows, Mac OS X and GNU/Linux. It is used by design professionals and hobbyists world-wide, for creating a wide variety of graphics such as illustrations, icons, logos, diagrams, maps and web graphics. Inkscape uses the W3C open standard SVG (Scalable Vector Graphics) as its native format, and is free and open-source software.”²

Inkscape has sophisticated drawing tools with capabilities comparable to Adobe Illustrator or CorelDRAW, but unlike those programs - Inkscape is free, what is a big advantage. Inkscape can import and export various formats, including SVG, AI, EPS, PDF, PS and PNG. In addition, I decided to use Inkscape because it has a simple interface, thanks to which I could quickly learn the most useful functions necessary to create a logo.

AUDACITY



“Audacity is a free, easy-to-use, multi-track audio editor and recorder for Windows, Mac OS X, GNU/Linux and other operating systems. The interface is translated into many languages. You can use Audacity to:

- ◆ Record live audio.

² <https://inkscape.org/about/>

- ♦ Record computer playback on any Windows Vista or later machine.
- ♦ Convert tapes and records into digital recordings or CDs.
- ♦ Edit WAV, AIFF, FLAC, MP2, MP3 or Ogg Vorbis sound files.
- ♦ AC3, M4A/M4R (AAC), WMA and other formats supported using optional libraries.
- ♦ Cut, copy, splice or mix sounds together.
- ♦ Numerous effects including change the speed or pitch of a recording.
- ♦ Write your own plug-in effects with Nyquist.”³

I decided to use this program because I already had an experience with it. Working with Audacity is enjoyable, fast and simple. It has a very clear interface and a lot of useful music effects, thanks to which the transitions between tracks become smoother.

VSDC Free Video Editor



“Free video software that allows you to edit video files and create videos of all types. It supports the most popular video/audio formats and codecs, including DVD, HD and GoPro videos. Preconfigured profiles make the creation of videos for various multimedia and mobile devices a snap.

The video editor offers a number of versatile features both for home and business use: text and audio overlay, an array of charts and diagrams as well as a slideshow maker.”⁴

I decided to use this software, because despite the fact that it is for free, it has powerful editing capabilities - at the same time remaining very easy to use. The program allows us to create movies of any complexity and to use interesting visual and sound effects.

VSDC Free Video Editor allows ready-made projects to be saved in formats that

³ <https://www.audacityteam.org/about/>

⁴ <http://www.videosoftdev.com/>

can be played on any computer, desktop DVD player, game console, smartphone, tablet or portable media player. The advantage of the tool are predefined settings, allowing an inexperienced user to conveniently prepare video material that can be reproduced on his device.

UNITY



“Unity is used to create half of the world’s games. Our real time platform, powered by tools and services, offer incredible possibilities for game developers, and creators across industries and applications.”⁵ Unity allows to create 2D and 3D computer games or other interactive materials, such as visualizations or animations, for web browsers, personal computers, video game consoles and mobile devices.

Using this program at the beginning seems a bit complex, but after learning a few useful tutorials, it becomes more and more intuitive. This is an incredibly powerful program in which we are able to create any game we want to.

When creating my project, I had the most problems with the build of the game in the Unity. It took me a lot of time to learn this program, and I spent a lot of time trying to save the finished project in WebGL format (more about it in the Issues during production section).

⁵ <https://unity.com/>

GIMP



There are available posters on the Sound Zone website. These are ready-made templates which I edited in the gimp software - setting the same dimensions for all of them, adding text, color, logo and removing some irrelevant information. Also, the storyboard was created using the GIMP program.

“GIMP is a cross-platform image editor available for GNU/Linux, OS X, Windows and more operating systems. It is free software, you can change its source code and distribute your changes.

Whether you are a graphic designer, photographer, illustrator, or scientist, GIMP provides you with sophisticated tools to get your job done. You can further enhance your productivity with GIMP thanks to many customization options and 3rd party plugins.”⁶

⁶ <https://www.gimp.org/>

Production Process

The first stage of production was to gather ideas (pre-production/planning stage). What do I want to create? Where? Why? What will characterize and distinguish this product? After answering these questions I sketched the initial project plan. I decided to create a promotion for a new music club - Sound Zone (I wanted to have a 'on' motif in the name itself, so I took into account different names such as lion, zion, zone, station etc), I chose the main colours, font style and extras to the logo.

The next stage was to create an audio plan, it consisted mainly in listening to different music tracks, choosing the most suitable ones to this project, and then I worked on them in the audacity program (cutting).

While creating the audio, I was simultaneously sketching the video project. After created the storyboard (txt, action, etc), I started searching for materials needed for video production (photos, mini-movies, gifs).

The next stage of production was to create a simple game. Before that, however, I spent some time studying the Unity program to learn and put into use its functions. Then I drew the game plan (flowchart), collected the necessary files (such as pictures vinyl records, turntable or sample music).

After collecting all the materials and based on the prepared projects I started the production phase of individual digitals multimedia. During the creation, I added sound and video effects, thanks to which the transition effect became smoother. I added the text to the game and I built a promo webpage placing all the created media there. The last stage of production (post-production) was based on organization and digital ending of the material gathered in the production stage .

LOGO

- planning;
- research and gathering materials (colours: red, yellow, green abd black background; font style: **ABANDON**);



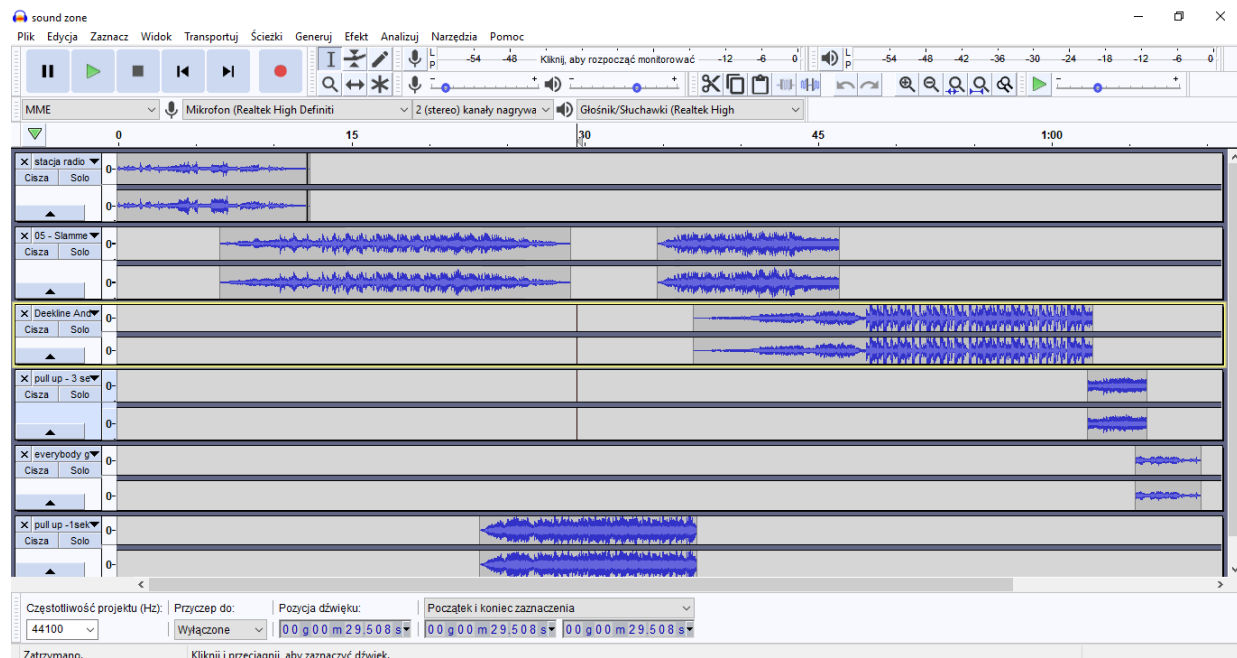
- selection of extras to the logo (music wave and on button)



- create a logo.

AUDIO

- planning;
- research;
- creating a timeline (beginning, the middle, the end);
- song selection and their first edition (cutting);
 - ♦ Psychofreud - 'I'll stop for nothing
 - ♦ Freestylers - Slammer
 - ♦ Aquasky & UK Apache - Revolution
 - ♦ Deckline and Wizard - NAPT/Get Back
 - ♦ Shitmat & Ebola - Track 05 Plase buy this
- creating audio;
- adding transition effects and details.

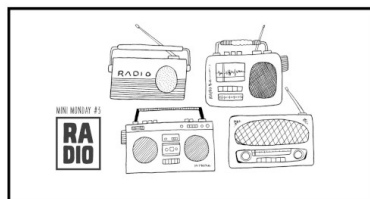


VIDEO

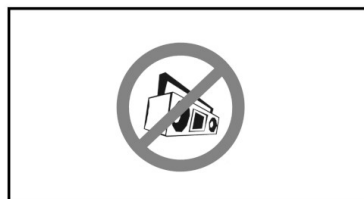
- planning;
- storyboard and creating a timeline (beginning, the middle, the end);

STORYBOARD

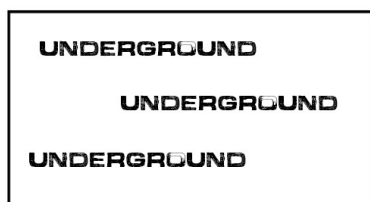
Video Production - Sound Zone - 1:13



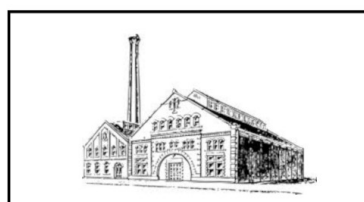
Scene # 1 # 00:00-00:05
 "Still the same music? ...over and over again..."
 action: switching radio station



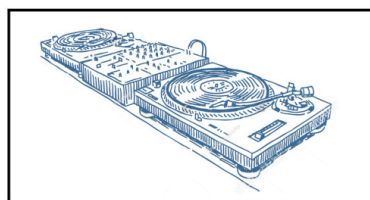
Scene # 2 # 00:05-00:10
 "Turn off the radio!"
 action: destroying the radio



Scene # 3 # 00:11-00:24
 "We are proud to present a new music club."
 action: text effects appearing



Scene # 4 # 00:26-
 "Sound Zone - Sligo"
 action: photo gallery changing



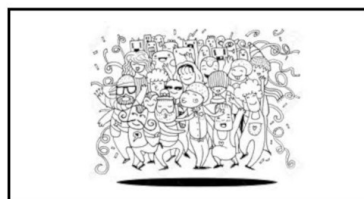
Scene # 4 # -00:37
 "This a revolution. The only solution."
 action: text effects appearing + photo gallery



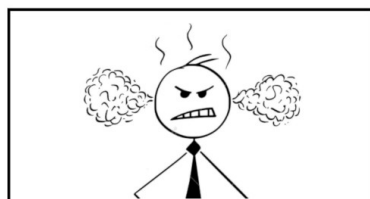
Scene # 5 # 00:38-00:48
 "d'n'b jungle breaks punk ska"
 action: logo effects



Scene # 6 # 00:48-00:54
 "Every weekend in Sligo. Concerts and after party."
 action: teddy bear playing on the turntable



Scene # 7 # 00:54-01:05
 "www.sound-zone-sligo.ie"
 action: fun at the party

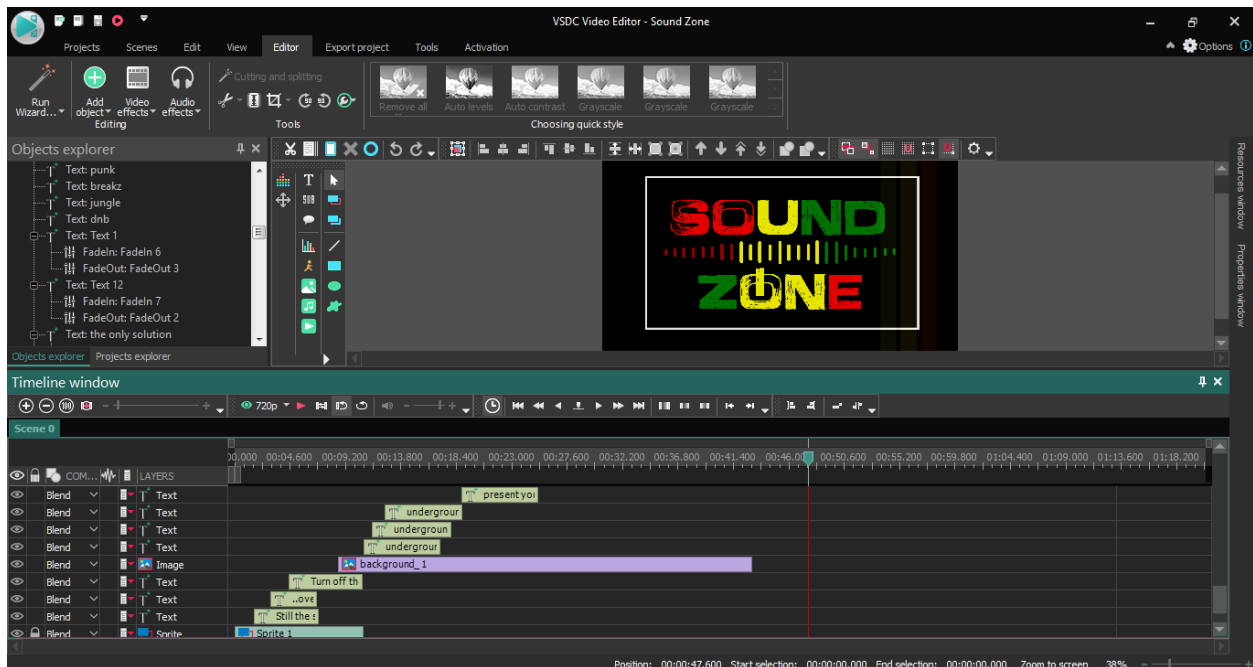


Scene # 8 # 01:06-01:08
 "All right. Party is over, everybody go home."
 action: gentleman ends the party



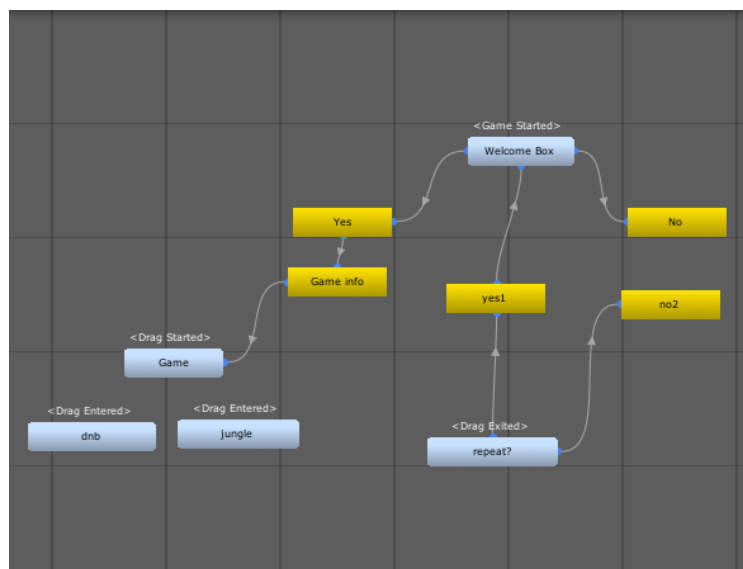
Scene # 10 # 01:08-01:13
 "www.sound-zone-sligo.ie"
 action: quiet evacuation

- gathering materials (photos, gifs and mini-movies);
- adding audio;
- creating video;
- adding video effects and details.

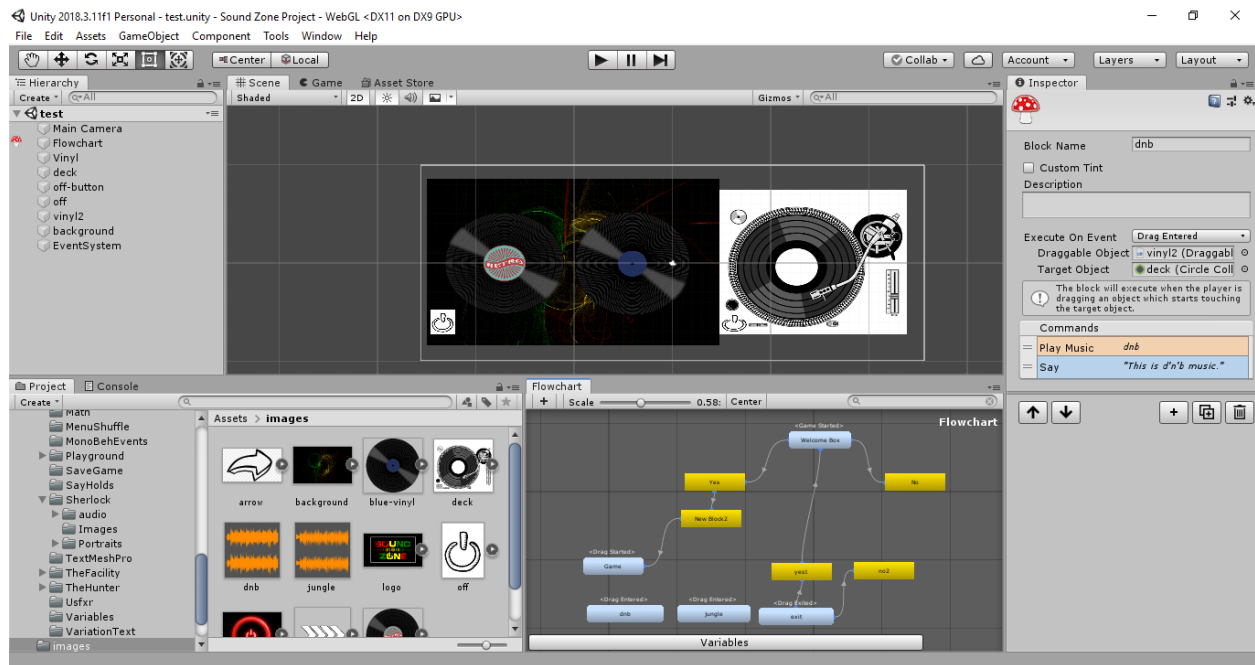


GAME

- planning;
- flowchart (welcome box, question (yes/no), into to game, game, reapep (yes/no));



- gathering materials (vinyl records, turntable, off button, music sample);
 - ♦ Psychofreud - Magnum
 - ♦ Temper D - Back to Basics
- creating descriptions and details;
- creating game.



Issues during production

One of the problems I encountered during the production phase was the problem related to the video editor. Initially, I used the AVS Video Editor, this software was extremely intuitive to use and had extensive tools to create amazing video effects. Unfortunately, after creating about 30% of the video, it turned out that I do not have a license to use it (while saving the project in video format a watermark, in appeared in the middle of a picture which looked quite unprofessional). So I decided to find an alternative, which unfortunately was associated with learning how to use the new program from the beginning.

Another time-consuming problems I encountered while using the Unity software. I spent a few hours to learn the basics, so that I became capable of building a simple game. When the game was ready, it turned out that there are quite a few problems to save it as webgl. There were messages about the wrong place (it was necessary to create a new folder), the next saving was done, but it turned out that the folder was empty (I had to uncheck the 'stripe engine code' box in the "player settings"). After doing this, I could save the game, however, it took a long time (I was forced to reboot the computer several times). Finally, after starting the game it turned out that its dimensions are incorrect, so I had to edit the game and then save it once more.

I took me a lot of time to solve these problems, because despite the fact that not only me had the problems with the correct saving of games in the Unity, it was very difficult to find a solution that would help in my situation. Thanks to patience and passing through almost all the recommended solutions, it was possible to create a game that is available on the promotional website.

Just adding the file with the game to the simmer.io platform was also difficult for me at first, but it turned out to be due to the fact that I changed the name of the main folder, what displayed a message with an error.

Summary

In my opinion, the final product can be successful. The Sound Zone is an original place that can attract many people. I also think that the offer presented by this music club will also be used by people from outside of the region, which may also help in the development of Sligo (example during bigger music festivals).

The promotional webpage is interesting, it clearly informs about what it promotes - both the logo, the video and the game are closely related to the music. People can find here the most important information about the music club, contact details, as well as a funny promotional video, which should also interest potential club goers.



Link to Google Drive

https://drive.google.com/drive/folders/1Ce21i4Dv21ZGFu52BXTNsLg0CP6S_-BJ