

**Concept:** The concept of the animation centers around the song “EARFQUAKE” by Tyler, the Creator. The animation highlights the chorus of the song, which features Tyler, the Creator and Charlie Wilson singing together. The lyrics flash and move around the screen. Certain words would be emphasized, and there would be images that match the lyrics appropriately. The background could also potentially change to reflect the song’s tempo. The animation reflects the song’s themes of feeling in love and expressing joy.

**Position Statement:** The animation is unique because of its timeliness. Because the song is relatively new, there are very little animations that exist that utilize the song. In addition, the song’s unique style and composition means that the animation itself could potentially reflect the same qualities.

**Audience/Market:** The audience will be fans of the song, and potentially people who share the same artistic interests as the music genre. Fans of the song tend to be younger, ranging from ages 13-22. The song particularly appeals to the internet based audience, which is those who enjoy the social and artistic side of the internet.

**Tone:** The tone of the animation will reflect the tone of the song, namely upbeat and expressive. Themes of love will be shown throughout.

**Goal:** To generate interest in the original song created by Tyler, the Creator as well as generate interest in that specific genre of music.