

Genre Jukebox Museum

Morgan Gomez, Miranda Bisson, Rebekah Ku, Maddie McRoy,
Jordan Cox, Joseph Meredith, Liam Oweida, Sabrina Wilson,
William Boylan, Yiming Lyu, Elizabeth Sobel, Abigail
Gutierrez-Ray, Trinn Nguyen, David Neil Daniell, Khadijat Amoo,
Bianca Bordanu, Caroline Long, DeLaurn Brown, Katherine
Shambaugh, Matthew Lipscomb, and Amanda Wang



Project Goals

- Allow a user to walk through a jukebox of different genres
- Showcase genres of music textually and aurally
- Provide a well-rounded and accurate picture of the history and culture of the genres included
- Break out of the standard museum layout and create interesting landscapes for each room

Genres Included

Punk & Emo

Ex. Sex Pistols,
Ramones, Blink-182,
My Chemical
Romance

Jazz

Ex. Miles Davis,
John Coltrane, Ella
Fitzgerald, Billie
Holiday

Alternative

Ex. R.E.M., Nirvana,
Talking Heads,
Twenty One Pilots

Hip-Hop

Ex. DJ Kool Herc,
Sugarhill Gang,
Kendrick Lamar,
Cardi B

Pop

Ex. Beatles,
Madonna, Michael
Jackson, Britney
Spears

Rock

Ex. Chuck Berry, Pink
Floyd, Led Zeppelin,
Black Sabbath

Technology

- Content gathered from sources across the internet
- 3D models made in Blender, 2D assets made in Adobe CC
- Room layout created in Spoke and Mozilla Hubs

Team Breakdown

Content

Khadijat Amoo
Bianca Bordianu
Caroline Long
DeLauryn Brown
Katherine Shambaugh
Matthew Lipscomb
Amanda Wang

Modeling

Morgan Gomez
Miranda Bisson
Rebekah Ku
Maddie McRoy
Jordan Cox
Joseph Meredith

Architecture

Liam Oweida
Sabrina Wilson
William Boylan
Yiming Lyu
Elizabeth Sobel
Abigail Gutierrez-Ray
Trinn Nguyen
David Neil Daniell

Project Schedule

	2/22-2/26	3/1-3/5	3/8-3/12	3/15-3/19	3/22-3/26	3/29-4/2	4/5-4/9	4/12-4/16	4/19-4/23	4/26
Lobby										
Punk										
Jazz										
Alternative										
Hip-Hop										
Pop										
Rock										
Finalize										

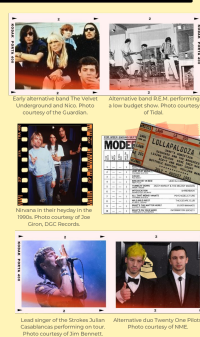


Content Process

- Create a Google doc for research and fill it out
 - History, musical elements, cultural elements, & important figures
- Source images for each section and save to Drive
- Write captions, save as pngs and upload to Drive
- Format all sources in Chicago
- Create any infographics, including history timelines
- Find audio clips, edit, and upload to Drive
- Send list of proposed models over to modeling team
- Send list of proposed layout to architecture team

ALTERNATIVE TOP HISTORY

1970	Alternative music emerged from the musical underground of the 1970s, though many claim that the genre can be found as early as the 1960s, pointing to bands like The Velvet Underground.
1980	Early American alternative bands such as 10,000 Maniacs, R.E.M., and Violent Femmes built their sound by combining folk music, punk, and mainstream influences to create an "alternative" musical style. In the United Kingdom, alternative rock bands started with a more pop-inspired sound (see The Talking Heads and The Cure). In America the genre was initially called "College Rock" due to its spread through college radio stations. Starting in September of 1988, Alternative music gained notoriety as Billboard introduced "alternative" into their charting system.
1990	Coming into the 1990s, alternative rock music took off with popular bands such as Jane's Addiction and Red Hot Chili Peppers. In 1991, the first Lollapalooza festival was held, becoming the most successful tour in North America. In the 1990s Nirvana broke through and the grunge movement took off, taking the alternative rock genre into the musical mainstream.
2000	In the early 2000s, famous alternative rock bands emerged including The Strokes, Franz Ferdinand, and the White Stripes.
2010	Starting in the 2010s, two of the biggest alternative acts are Lana Del Rey, dubbed the Queen of Alternative, and Twenty One Pilots who became the first alternative act to have two concurrent top five singles in the United States in 2016.



Lead singer of the Strokes, Julian Casablancas performing on stage. Photo courtesy of Jim Bennett.

Alternative star Twenty One Pilots. Photo courtesy of NBC.

HIP-HOP TERMS

POPPING

Fluid movements of the limbs that emphasize contractions of isolated muscles.

LOCKING

Snapping arms or legs into positions, often at sharp angles, to accent a musical rhythm.

FREEZE

Sudden halt of a dance step to hold a pose, often while balanced on a hand, shoulder, or head.

BACKSPINNING

Turntable technique that quickly "rewinds" a section of a recording.

BREAKBEAT

Instrumental section of a song that emphasizes percussion and rhythm.

BEAT BOX

Electronic device used by DJs to synthesize drum beats.

SAMPLING

Lifting a section of a recording and using it in a different song.

SCRATCHING

Technique of physically manipulating a recording to create a unique effect.

FLOW

A rapper's vocal style.

FREESTYLE

Improvised rapping.

SPITTING

Speaking, performing a rap.

BOMBING

To paint many surfaces in an area.

KINGS OR QUEENS

Highly respected, experienced writers with the most tags.

TAG

Stylized, but basic graffiti writer's signature.

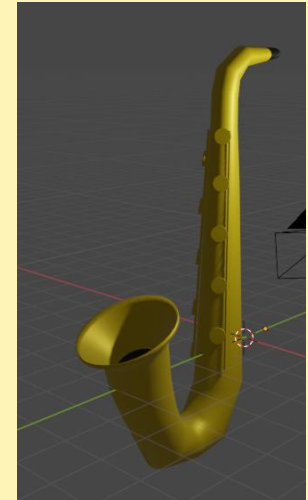
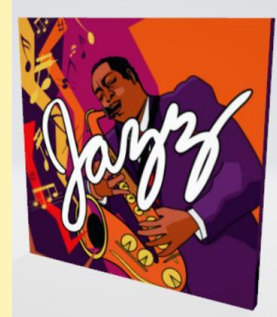
One of the most famous protest song writers, Bob Dylan. Photo courtesy of NBC.

Modeling Process

1. Select a model from the list requested by the Content group
2. Use Blender or Adobe tools to create the asset depending on whether or not it needs to be 2D or 3D OR find the asset online
3. Post a picture in the Teams channel for feedback
4. Upload file (usually .blend) to appropriate modelling folder for that asset's room in the Drive

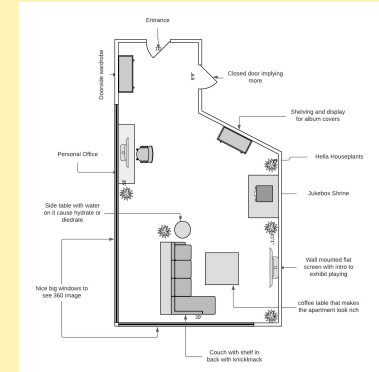
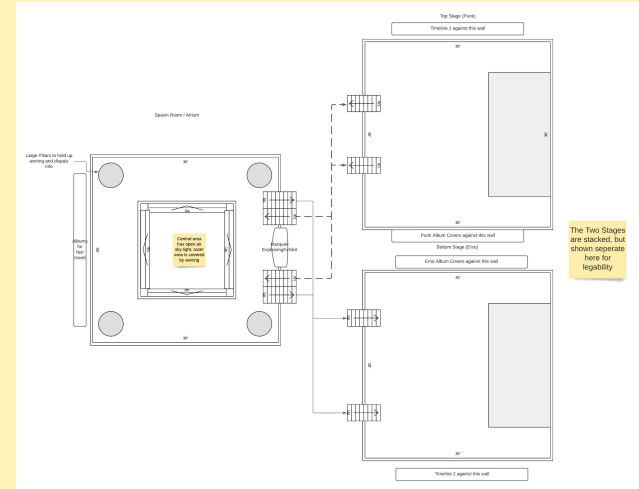
Pop

- Electric guitar
- One of those old-timey microphones
- Vintage tv set
- Portable radio (like from the 60s)
- Grammy award or Platinum album
- We need something to represent the Beatles and/or Beatlemania; or possibly LSD/psychedelic music if you're feeling brave lol
- The King and Queen of Pop are Michael Jackson and Madonna so if you can think of anything to represent them that would be fun



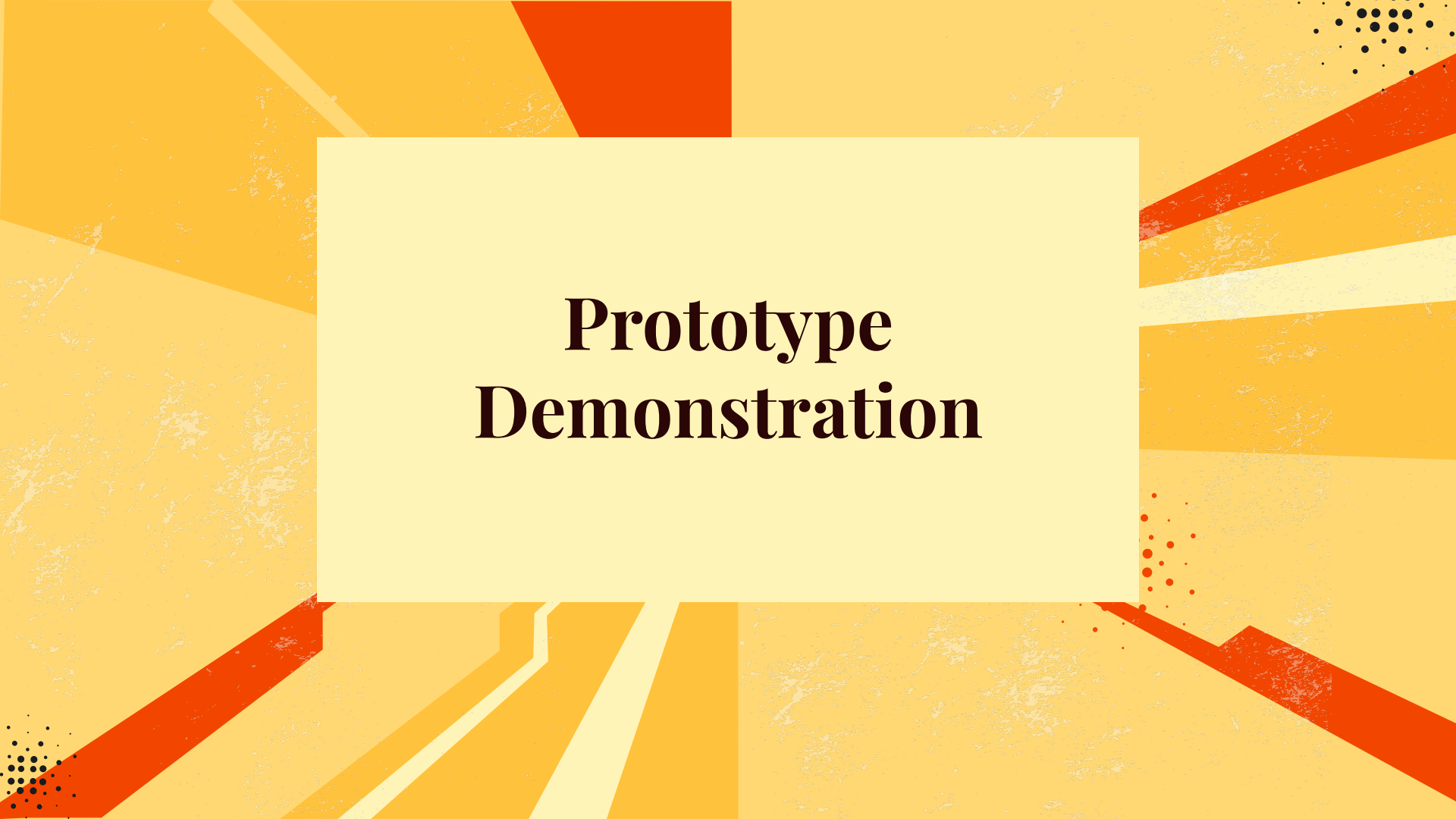
Architecture Process

1. Brainstorm layout ideas with Content
(physical brainstorming done with Lucid)
2. Create base layout in Hubs and Spoke
3. Get models from Modeling group and implement them into the base room
4. Get physical content from Content group and implement them
5. Assemble all pieces into working, coherent room
6. Add extra details like lighting effects and additional models
7. Link all the rooms together for a cohesive experience



Future Work

- Add even more genres including non-Western music
- Add even more interactivity options
- Do more to subvert the museum facade
- Find a different way to allow users to migrate between the rooms without having them recreate their avatar/sign-in
- Explore the differences between museum and immersive book more :)



Prototype Demonstration