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Music Videos Done Backwards; Creating Videos to Shape Song

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Title: Music Videos Done Backwards; Creating Videos to Shape Song

Goals of the Project:

I am currently a Junior in UAH's BFA program studying both animation and sculpture, and have always been interested in music videos as a link to my brother, Logan, with whom I share a very strong common taste in music. He himself makes music under the moniker *Melaina Kol* for an audience of 20,000 monthly listeners on Spotify. Given our shared taste in art and music, we have collaborated before to make a multitude of music videos in the traditional way: he makes music for an album, we talk about ideas, and then I work with him to refine a story and bring visuals to his music. For this project, I would like to reverse that process and try to create a music video *before* any music is made to see if I could guide the creation of his music by using only the videos I create utilizing my skills both as an animator and sculptor. Given the time-intensive tasks of both animation and sculpture (especially articulated sculpture capable of being posed) my goal is to make one video which is at least a minute long using simple, quick-to-shoot techniques as a proof of concept, then use the remaining bulk of my time to create a full length, high quality video which takes into account what I learned from our test.

Specifically, my goals are as follows:

- I would like to guide the creation of each of my brother's songs through the use of color, visual rhythm, and symbolism to influence the music's tempo, overall *feel*, and song structure
- I would like to explore different methods of crossover between my two areas of concentration - animation and sculpture - to make captivating videos utilizing miniature sets, stop-motion sculptures, and both 2D and 3D animation and digital effects.

General Timeline Plan:

My portion of this project would start the week after the Spring semester's end, June 8th, and end on August 3rd. In this span, I plan to use the first week to make at least one short, minute long video as a proof of concept, then move into fabrication of basic visual elements for the next video while waiting for Logan to get back to me with a song. In all, I expect around $\frac{1}{3}$ of my time to be allotted to sculpture and fabrication to allow for exploration of ideas, acquisition of parts, and actual build time, $\frac{1}{2}$ of my time to go to animation - both digital and stop motion - and the remaining time to go to touchups and editing.