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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 ⅓ of my time to be allotted to sculpture and fabrication to allow for exploration of ideas, acquisition of parts, and actual build time, ½ of my time to go to animation - both digital and stop motion - and the remaining time to go to touchups and editing.