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**Excalibur: Application of *Google Site*, *Sketch Up* and
Cacoo in Organizing a Music Festival for Local or New
Generation Bands**

SANCTITAS BONITAS

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Technology Assisted Instruction and Presentation

Final Project

Excalibur:

Application of *Google Site*, *Sketch Up* and *Cacoo* in Organizing a Music Festival for

Local or New Generation Bands

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11 January 2018

Google Site Links ----

1. Group Site Homepage:

<https://sites.google.com/site/g4taip2017f/>

2. My self-created subpages:

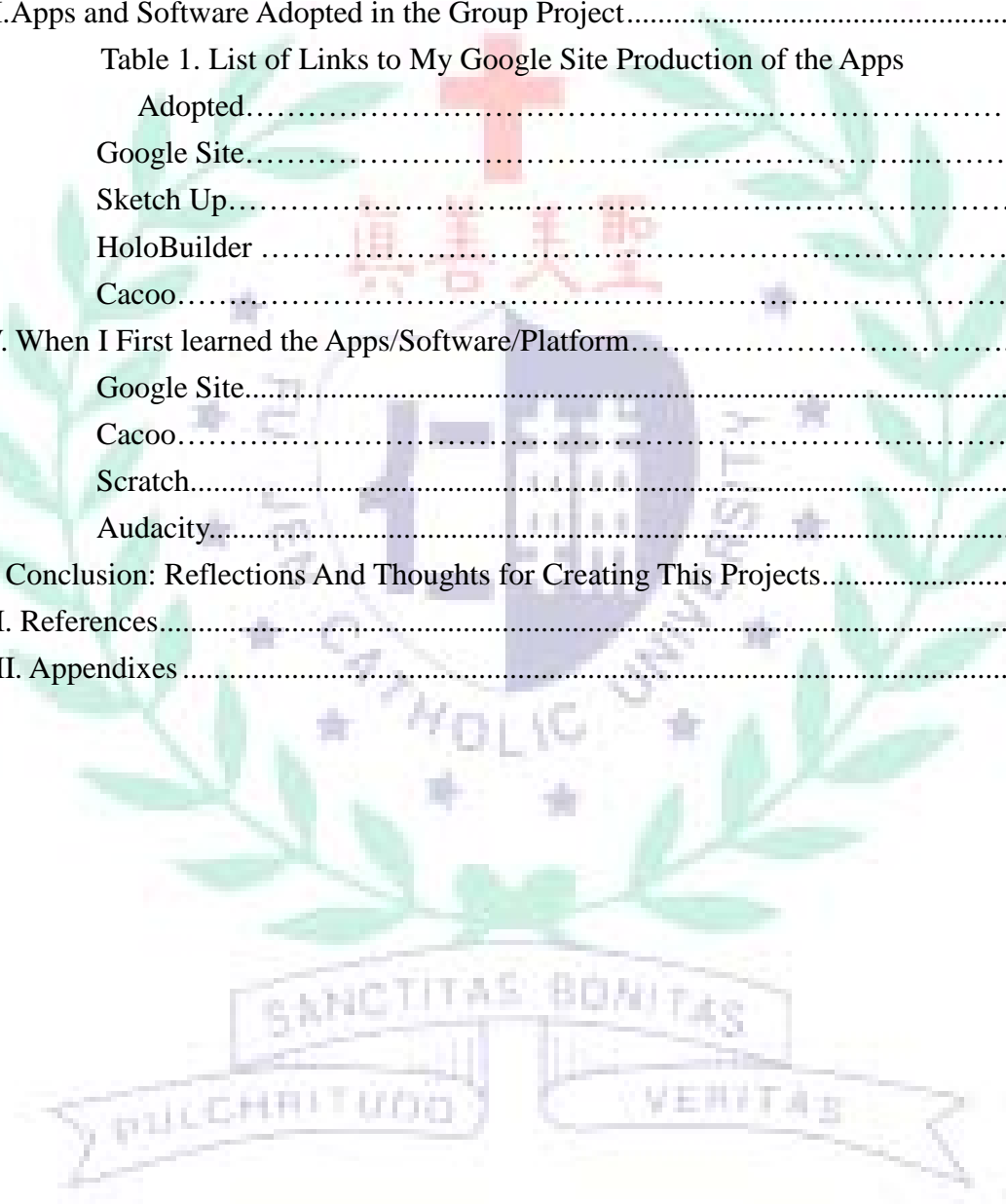
<https://sites.google.com/site/g4taip2017f/sketchup/preview>

Project Oral Presentation Link ---

https://drive.google.com/open?id=1029wr3WU5e4X_1_8zcQ3n9L2A9w5roHV

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I. Introduction

Even though the EDM festival has become more and more popular in Taiwan recently, most of the bands or groups consist of foreigner musicians, for example, *Looptopia* (2017.04) or *Road to Ultra* (2017.09). It is quiet a pity that the local bands or new generation artists from Taiwan seldom have the chance to promote their works. As a result, a music festival for these musicians is important at this point. In order to come up with a music festival, our group has consulted several websites to understand the process of arranging a music festival. Also, through the past experiences of attending to EDM festivals or music festivals of our teammates, we have referred to them and made some changes to make our music festival better.

The goals of this EDM Music Festival Project are:

1. Offer a chance for Taiwanese to learn and know about a music festival without costing them arms and legs.
2. Through this music festival, people can meet and exchange ideas with other music lovers.
3. Provide a music festival, or a stage, for some new generation Taiwanese musician, in order to promote Taiwan to the world.
4. Attempt to put the new applications learned in class into practice and come up with a practical event.

2017 Music Festival: Excalibur

II. Project Content Explanations:

A. Group Focus:

Some of us have heard of the EDM festival that is held in Taiwan, and we really want to create one festival on our own and based on our knowledge and abilities. By grasping the idea of how a festival works and trying to promote it, we expect to learn how to well organized a decent activity. Also, we'll learn how can we really apply what we have learned in class in the real circumstance. Our group starts with a clear work division through *Cacoo*. Several major categories are clearly defined in the map, for example, the stage themes, facilities, the art advertisements and the contents of the music festivals. Each individual will know what exactly he/she has to do in the project.

B. My Main Focus:

I am in charge of the configurations in the festival and aim to make vivid and real appearances of buildings, stands, or structures that will appear in our festival (i.e. Tickets stands, shops, trash cans or direction signs). Since offering a vivid map of our festival is one of the most important keys when designing any kind of activity, I manage to provide clear instructions in the music festival. Through the help of *Sketch Up*, I can build real directions signs instead of lexical instructions like “ Turn right when you see the Dept. of Management’s building.” Meanwhile, with the 3D street maps made by Alex through *Holobuilder*, we can add icons that linked to the specific image that I built with *Sketch Up*. Thus, we can provide vivid appearances for our music festival instead of textual descriptions.

C. Self-valuation of My Group Project

In the beginning, I attempted to design not only the small buildings that I mentioned above but also the whole theme stages where the bands present; however, it turned out to be too complex and difficult to build a huge 3D model like that. I feel quite upset when I noticed it. As for the other buildings, for example, the ticket shop, I am satisfied when I find put it in the *Holobuilder*. The combination of a clear structure and the real 3D street map work out successfully. However, there is still something that I should or could improve next time. First, I should have organized an anticipated timeline for the individual works. Second, I hope that I could try some new applications/software that we learned in class, for example, the *Easel.ly*, which I can arrange a attracting poster.

II. Apps and Software Adopted in the Group Project

A. My Role and Coordination

Like the designer and engineer of the project, I'm in charge of the structural functions. By the 3D buildings made by *Sketch Up*, I manage to provide clear instructions in the music festival. However, there are only models' figures on the map, it is still unclear and not user-friendly. As a result, one of my group members, Alex, who is in charges of *HoloBuilder*, cooperates with me. The figures of the buildings that I made could be inserted into the 3D street views provided by Alex. That is, a vivid and clear map comes up. Also, through the combination of buildings and the models, Joe, who is in charged of *Scratch*, can put some interaction in it.

B. Reason of Choosing the Application

Sketch Up is one of the most popular 3D modeling software among not only professionals but also rookies or amateurs. It provides over thirty kinds of functions that involve in architectures, interior design or even mechanical engineering. What's more, it can be run on both Window OS or Mac OS, that is, greatly increases its conveniences and effectiveness. "The program

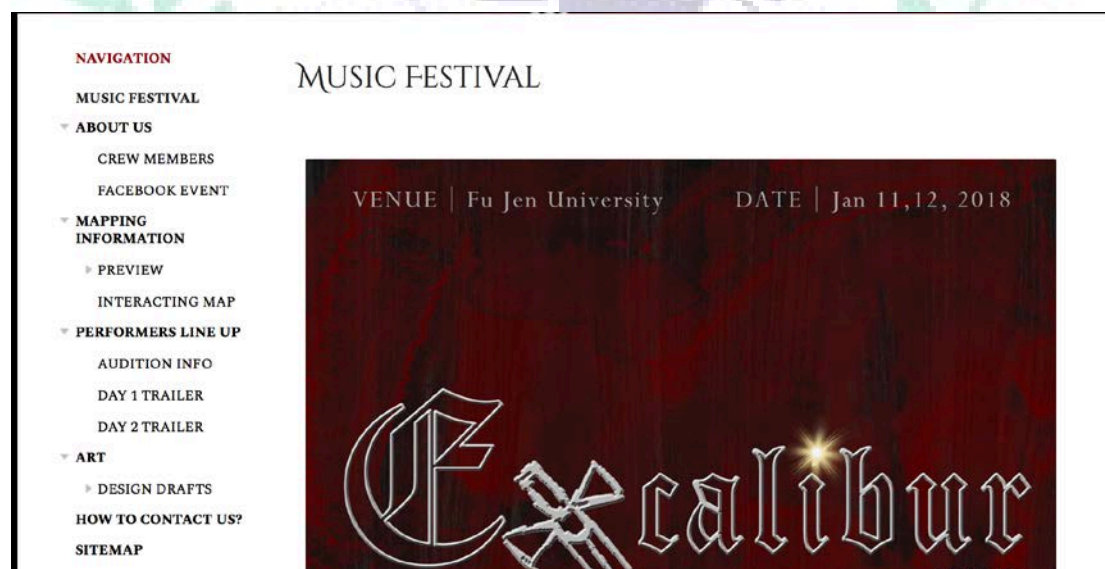
includes drawing layout functionality, allows surface rendering in variable "styles", supports third-party "plug-in" programs hosted on a site called Extension Warehouse to provide other capabilities and enables placement of its models within Google Earth” (Wikipedia).

Table 1. List of Links to My Google Site Production of the Apps/Software Adopted

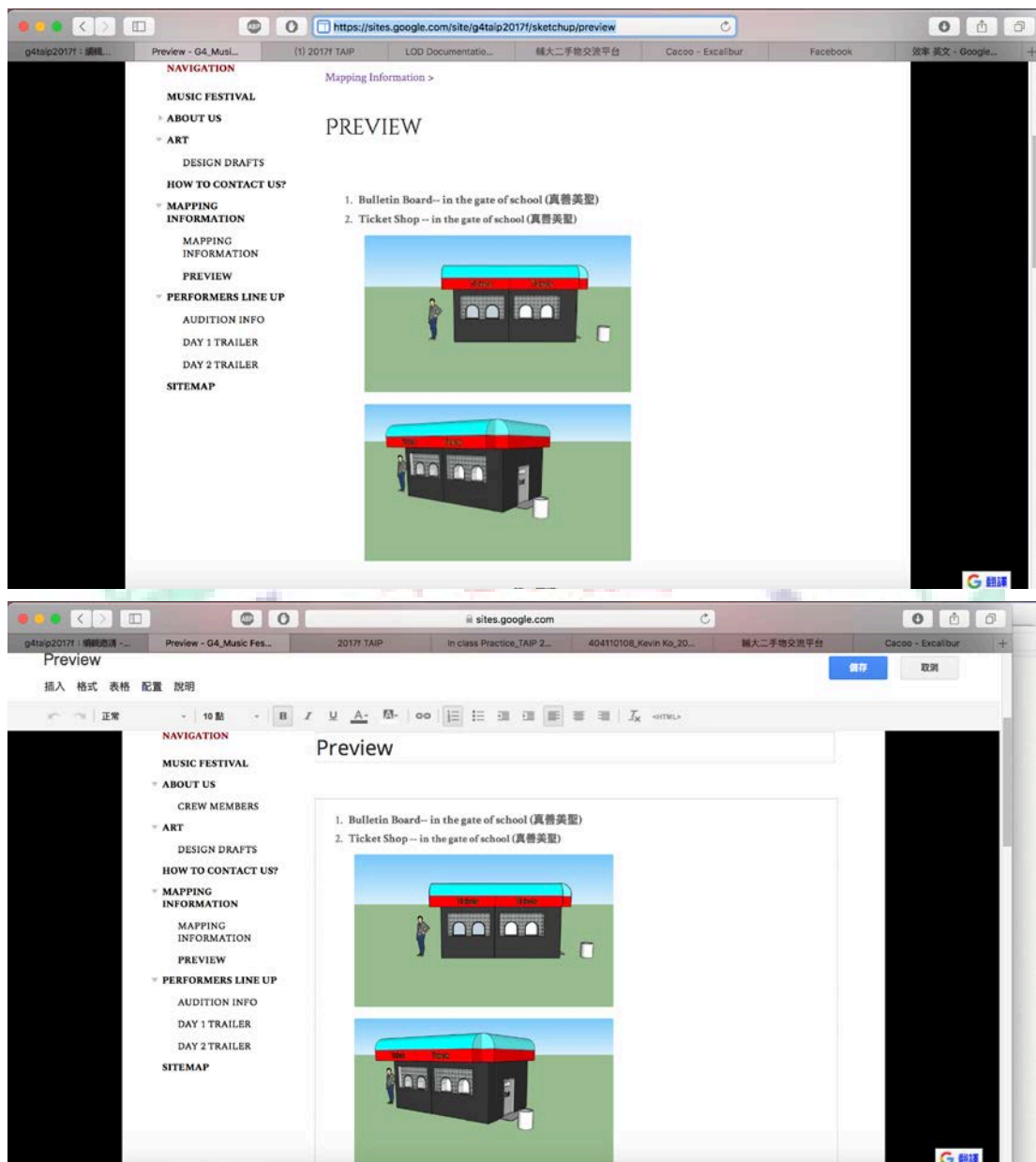
Apps/Software	Link to My Google Site Production of the Apps/Software
Google Site	https://sites.google.com/site/g4taip2017f/sketchup/preview
Sketch Up	https://sites.google.com/site/g4taip2017f/sketchup/preview
Holobuilder	https://sites.google.com/site/g4taip2017f/sketchup/preview
Cacao	https://sites.google.com/site/g4taip2017f/sketchup/preview

Fig. 1: Google Site

<https://sites.google.com/site/g4taip2017f/sketchup/preview>



(Note: I'm in charge of the "Preview" page under the *Mapping Information*, for more details about the navigation of our website, please find them in Appendix No.1.)



This subpage shows the figures of the buildings that will appear in our music festival. Through Google Site, we can build a simple but satisfying website that provides several useful and basic function of a website. The different layers of Google Site show the different information of our music festival and also make the navigation of our project clearer and easier for the visitors. However, it takes a lot of time to create a website on Google Site, since it has complex settings and templates that might restrict or bother users when designing a page (subpage). For example, we intended to inset a HoloBuilder's widget in one page, but the limitation of Google Site (lengths and widths) makes it quite difficult. Hopefully, we solve the issue through the

supervisor account.

Official Link: <https://sites.google.com> (Free)

Fig. 2: Sketch Up

<https://sites.google.com/site/g4taip2017f/sketchup/preview>

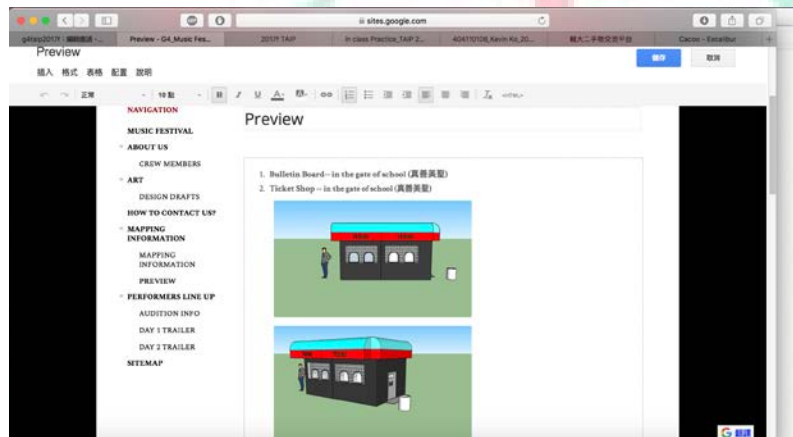


Figure 2.a

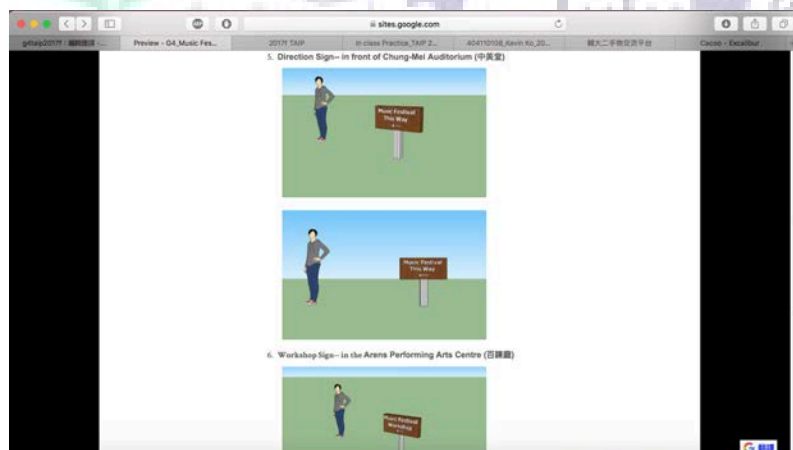


Figure 2.b

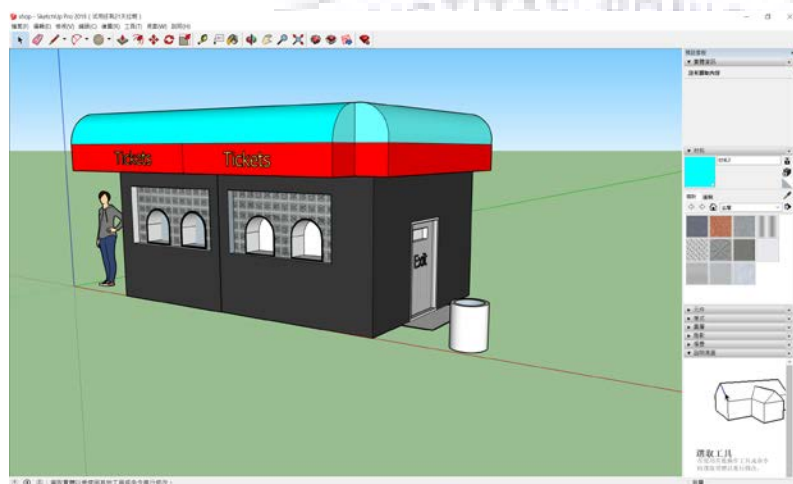


Figure 2.c

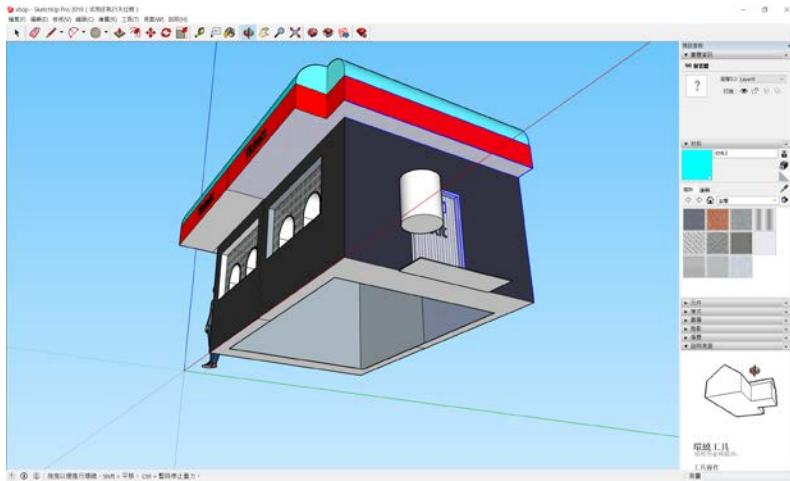


Figure 2.d

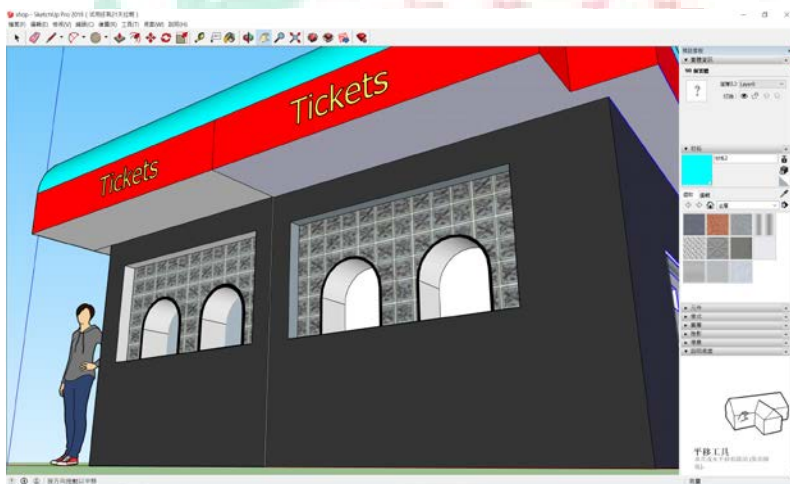


Figure 2.e

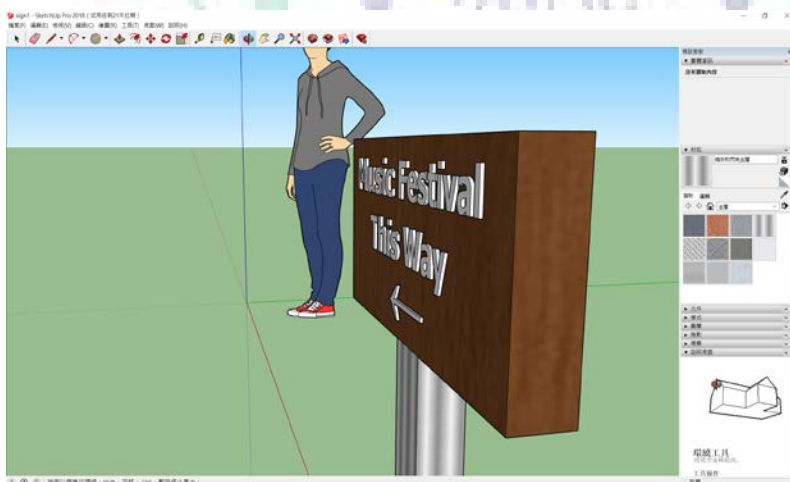


Figure 2.f

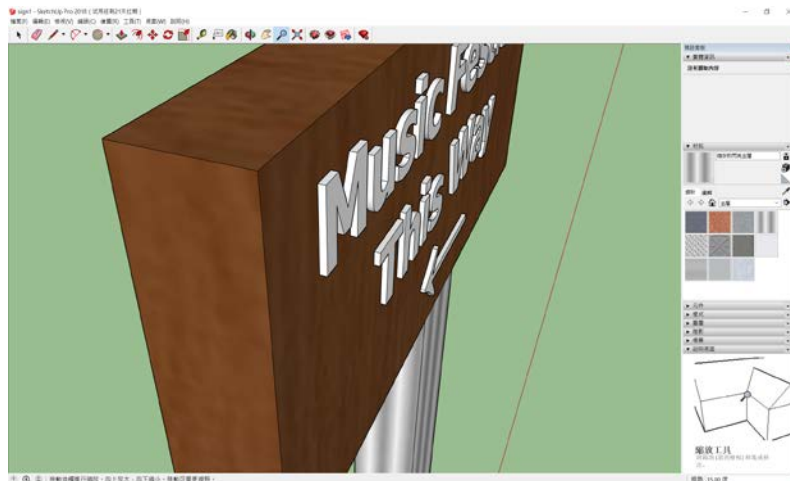


Figure 2.g

As I mentioned above, *Sketch Up* is one of the most popular 3D modeling software among not only professionals but also rookies or amateurs. It provides over thirty kinds of functions that involve in architectures, interior design or even mechanical engineering. Through *Sketch Up*, I have built several objects, including direction signs, ticket shops and trashcans, which will appear in the music festival. Even though *Sketch Up* is considered as one of the most friendly 3D modeling applications, as an amateur, it is still quite complex and difficult to build a 3D model since none of us has background of designing and modeling. There are too many functions that one might have to get familiar with before using the application, for example, the angle tool, the push/pool tools or the proportion tools. Hopefully, after referring to several guiding videos on YouTube, it becomes much more easier and understandable.

Download Link: <https://www.sketchup.com/> (Free for 30 days trial)

Fig. 3: HoloBuilder

<https://sites.google.com/site/g4taip2017f/sketchup/preview>



Figure 3.a

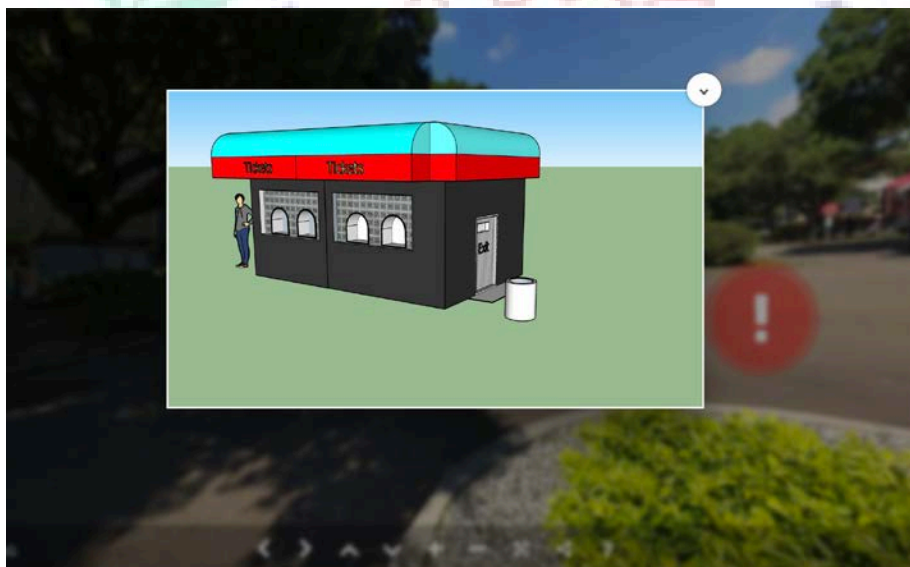


Figure 3.b

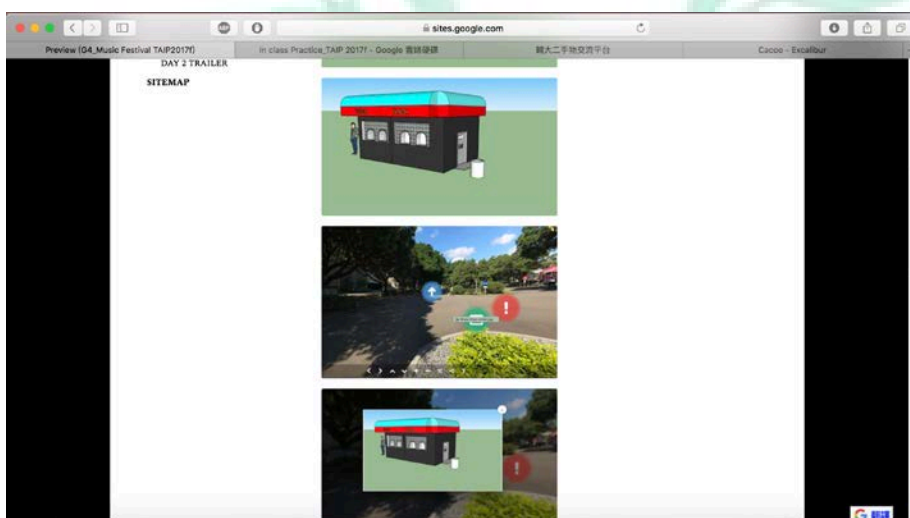


Figure 3.c

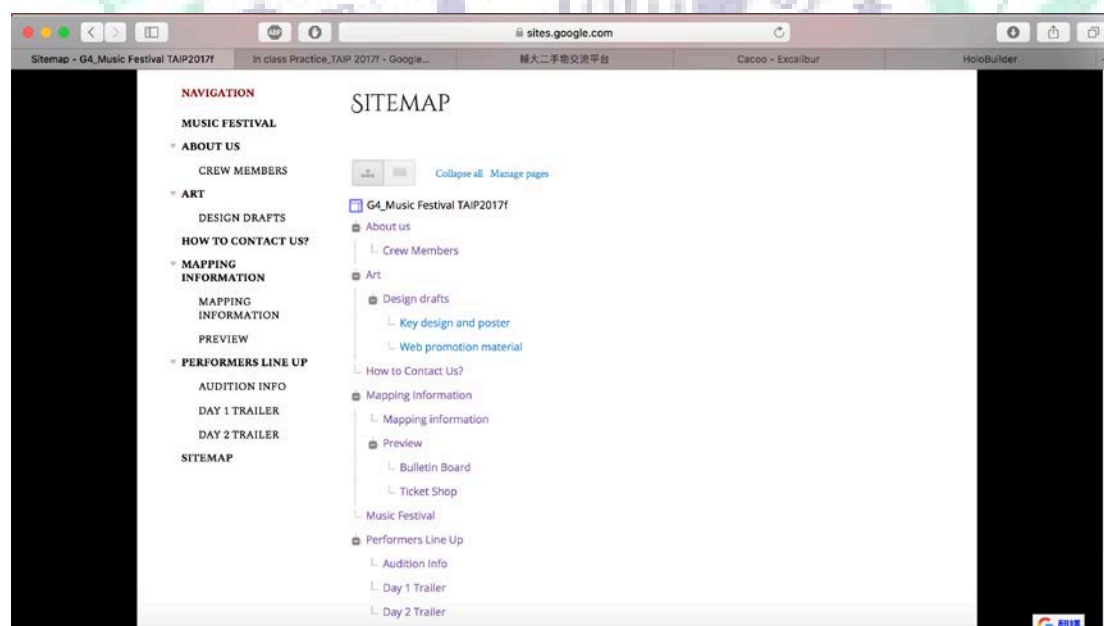
Holobuilder is an application that can help to produce 3D Street maps by combining photos. Also, there are a lot of functions in Holobuilder. You can insert YouTube videos, websites, sounds and many other media into Holobuilder. Through the built-in icons, many functions can be activated. Without doubt, images could be inserted.

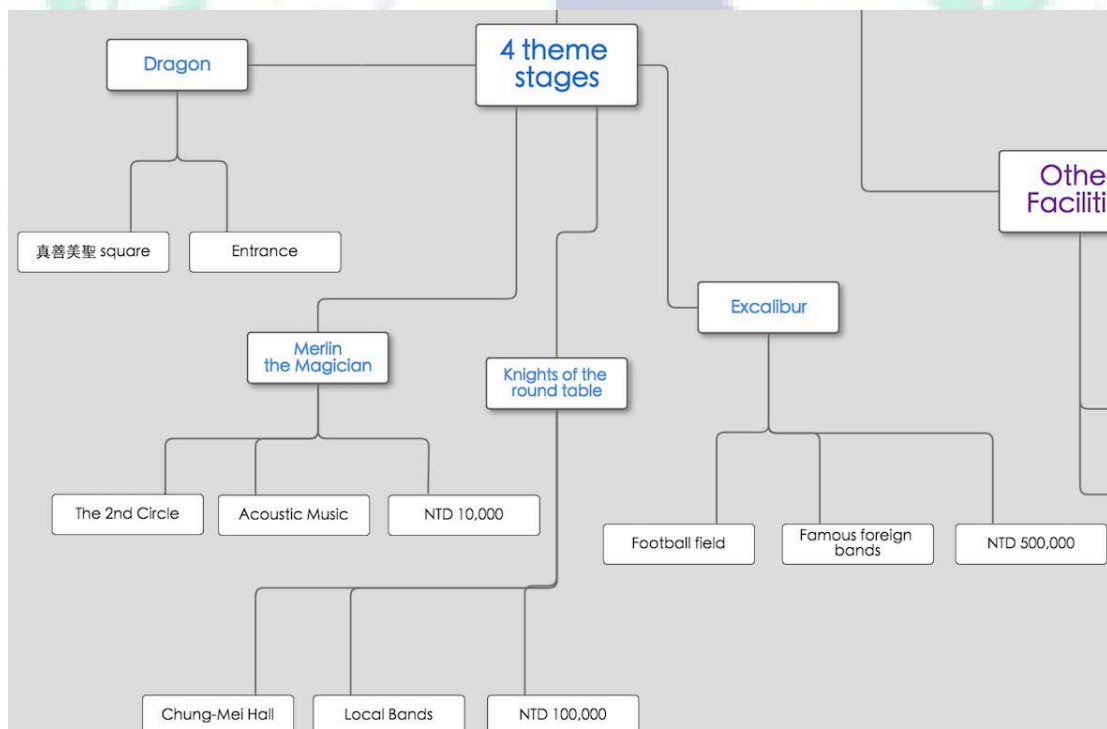
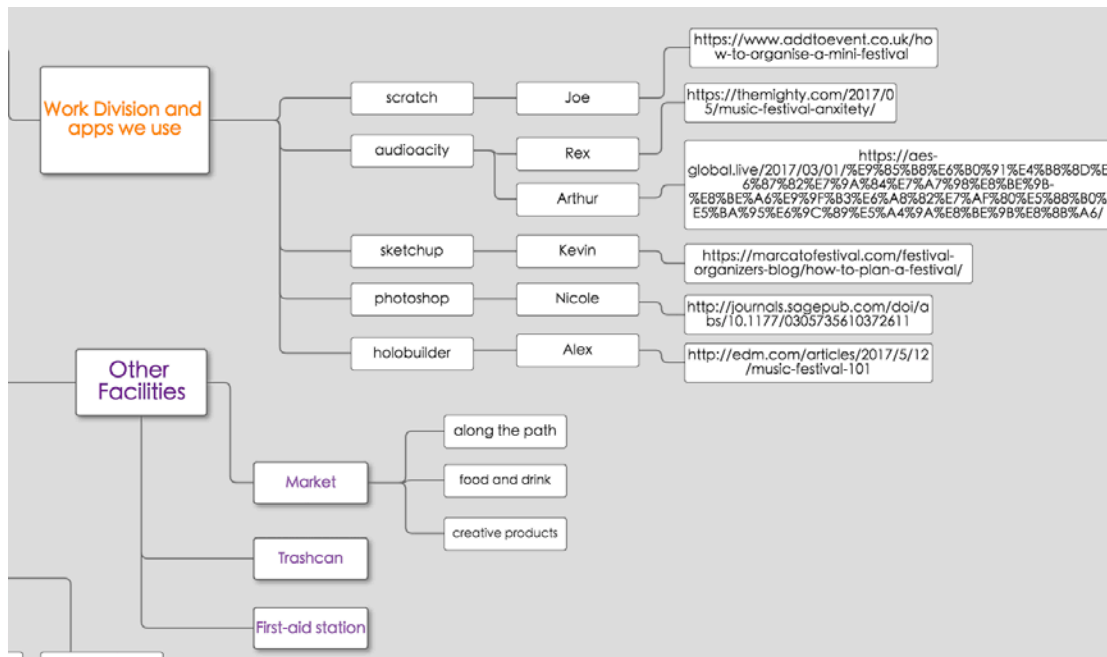
That's the how we combine Holobuilder and Sketch Up. The most challenging thing while using this software is the ability to take good picture. If the photos are not horizontal, or you move to fast while taking photos, the outcome will be dissatisfying. It needs some practices and takes awhile to get used of this software.

Official Link: <http://holobuilder.com> (Free)

Figure 4. Cacoo

<https://sites.google.com/site/g4taip2017f/>





Cacoo is a mind map application that helps our group to define and check each other's individual works. It has several useful template that can apply to all kinds of occasions, for example, timeline, development history or process of a project. If there isn't a suitable template, users are allowed to build their own template as well. The toolbar is clear and logical that users can get used to it in a short time. What's more, this application provides the function to edit in cloud, which is quite helpful and

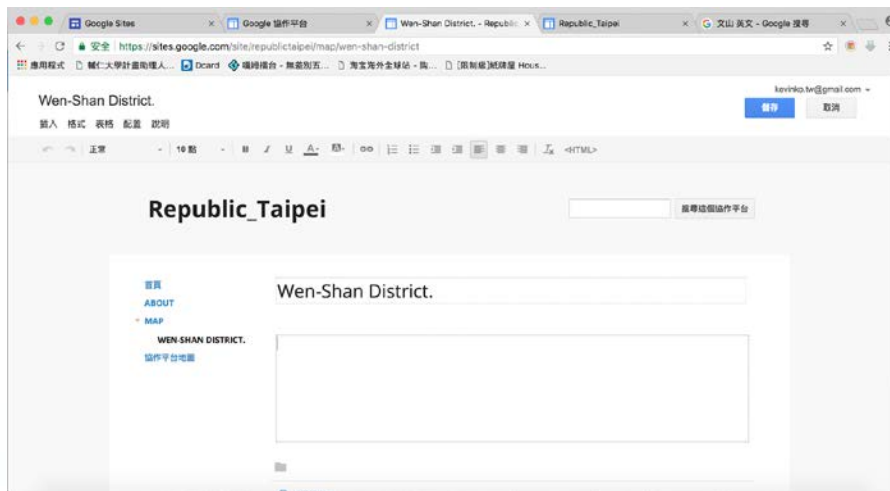
necessary for teamwork.

Link: <https://cacoo.com/> (Free)

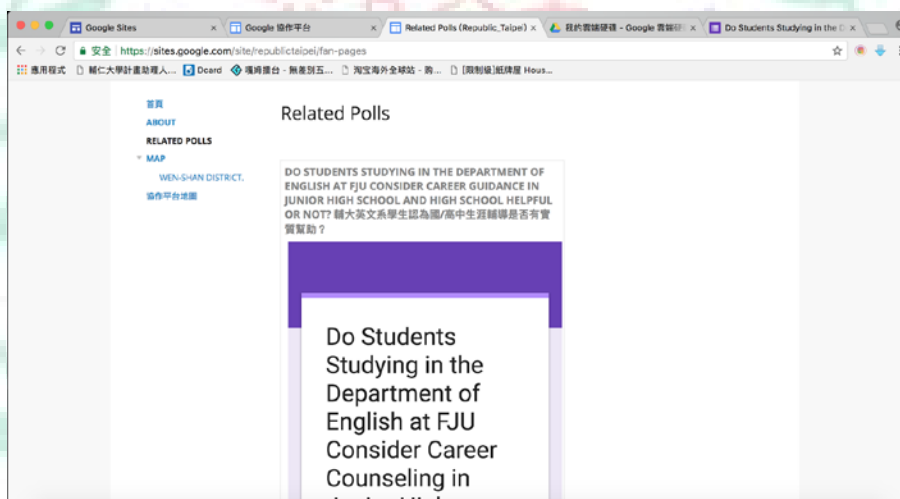
III. When I First Learned the App/Software/Platform

The part that mentioned above (Part II) shows my advanced applications of different software/Apps in our group project. The following demonstrates my initial experiences of learning different Apps in class. By reading the two parts, readers will understand my growth in applying diverse software/Apps.

1. Google Site (1st Group Tutorial)
 - a. W7: This week we start the presentation of group 1 and 2. I think both of the group done a good job and was good examples. Emily's team taught about the Google site and the second's group taught about Evernote. The presentations were clear and easy to understand; however, they didn't control the time well with caused some procrastination and delayed group 2.
 - b. W14: Basically, we spend most of our time working on our final project this week. Our group has arranged some meetings and also consults other classmates to make sure that we are on the right track. Most of our Google website have been edited, only some minor changes should be further revised. I think we can finish it on time since all of us are doing our jobs and trying to stick to the anticipated timeline.
 - c. Exercise
 - (1) This is the first step of making a Google site; I made two layers under homepage and a layer deeper.



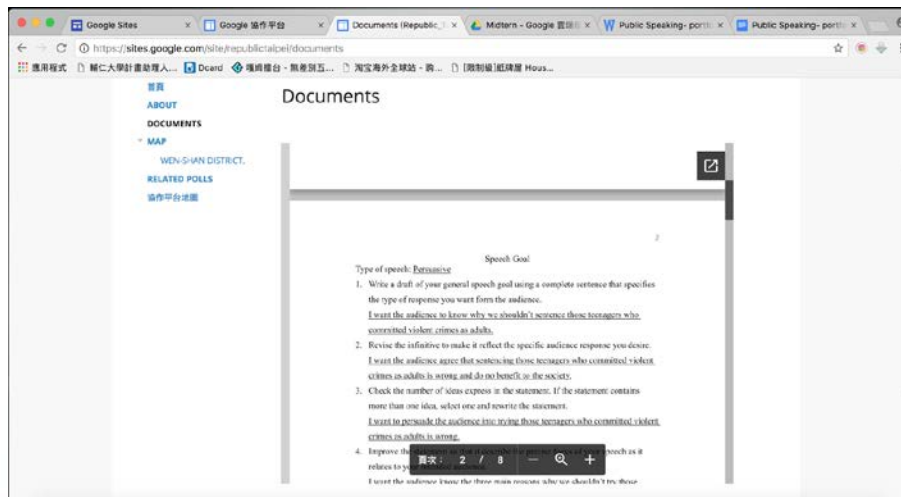
(2) This screenshot showed the Google document I added in my site.



(3) This screenshot showed the text I cut and paste directly into the site.



(4) This screenshot showed the document I inserted though HTML.



2. Cacao

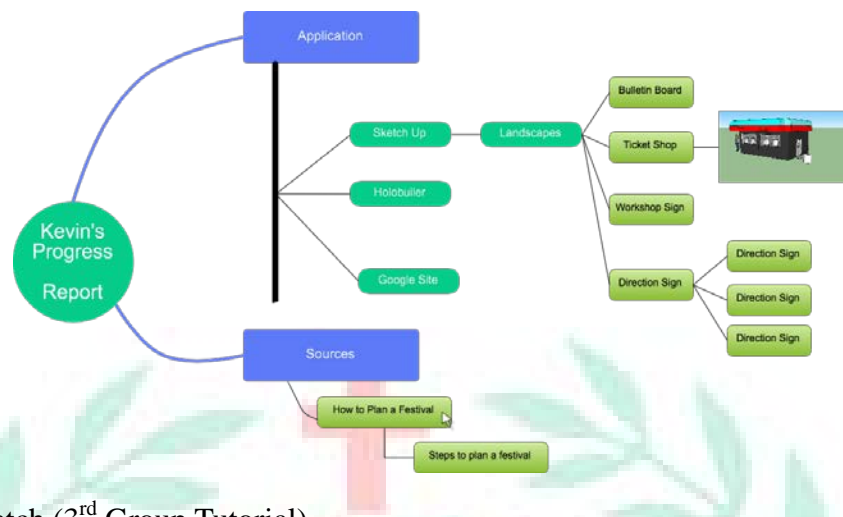
- a. W5: This week we start to use cacao and work on our group project.

Our group chooses to introduce Audacity; but it seems to be kind of difficult for us to introduce because the application is too simple for a 40 minutes tutorial.

- b. W6: This week our group worked on the outline of our project and also the works division. We recorded them on the Cacao. I think it is quit difficult to use so many tools at once. I think we should reduce some apps since that many function are same; for example, Google documents and Cacao. I think it's not really necessary to change our habitual apps if they have no big disadvantages.

- c. W12: We are told to briefly explain the part that each of us is in charged of or responsible of in the group project through the mind map of Cacao.

- d. Exercise



3. Scratch (3rd Group Tutorial)

a. W8: We learned to use scratch today. This is the second time that I engaged this app since junior high school. However, this time with the help of tutorial, i found several new things and function. The presentations were clear and easy to understand. Overall, I learned a lot from the team and hope BC likes my work.

b. Exercise

(1) This program is about an attack action triggered by hitting “H” button. A small bullet will fly from the knight, with a “POP” music effect, swift to the Blue snail, and turn into picture two--the damage numbers, and then finally disappear.



(2) This program is about the movement of the Blue Snail, the dialogue, and the feedback of being hit by the ball in (1).



(3) This program is about the response of the knight after the Blue Snail talked.



4. Audacity (Individual part of Our Group Tutorial)

- a. W8: It was quiet challenging that we involved hardware, microphones, unlike other groups. This caused some trouble on recording. Also, we didn't aware that some student might use the Chinese Version instead of English. Anyway, most people had finish successfully; we hope everyone enjoys the application.

- b. Individual PowerPoint

Group Tutorial: Audacity

404110108 Kevin Ko

Outline

- Preparation—Kevin
- Lesson 1: Insert & Remove Vocals—Kevin
- Lesson 2: Music Recording—Arthur
- Lesson 3: Track Editing & Technique—Ben
- Lesson 4: Track Editing & Application—Rex

Preparation

- Operating System: Mac OSX, Windows XP, 7, 8, 10
- Audacity:
<https://www.foosshub.com/Audacity.html/audacity-win-2.2.0.exe>
- Example Sound Tracks & Install Files:
<https://goo.gl/Zbw2cD> (Google Drive Link)

Example Sound Tracks



NOTED: Please try tracks in same order and time.



1. Menu Bar
2. Transport Bar
3. Tool bar
4. Recording Meter Bar
5. Playback Meter Bar
6. Mixer Bar
7. Edit Bar

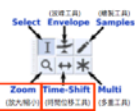
Menu Bar



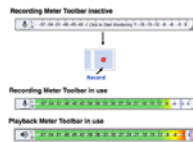
Transport Bar



Tool Bar



Recording / Playback Meter Bar

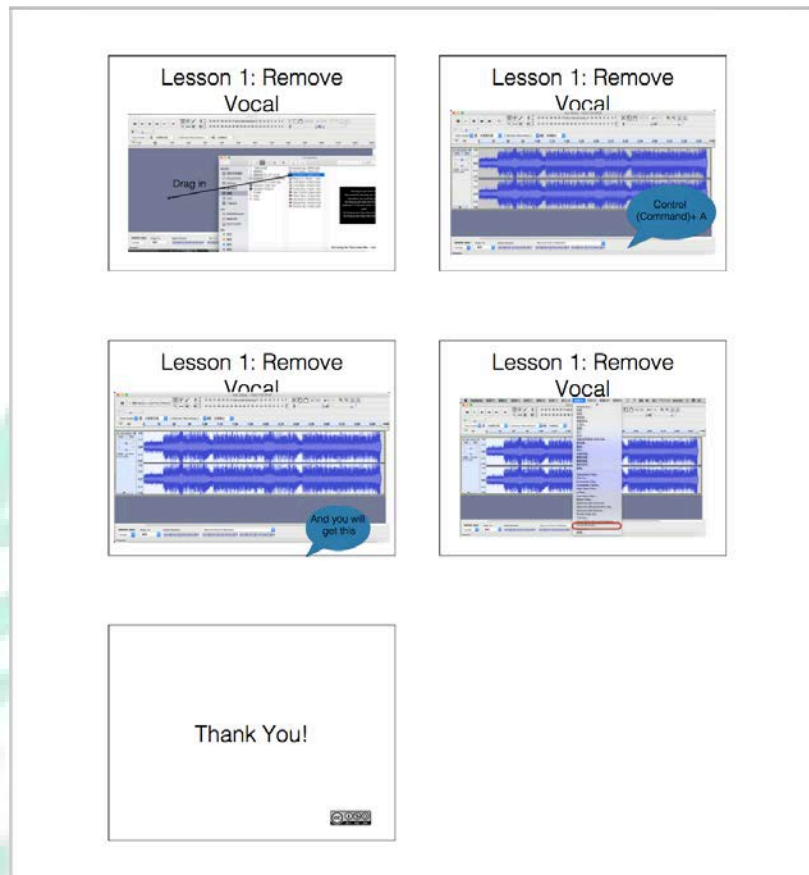


Mixer Toolbar



Edit Bar





IV. Conclusion: Reflections And Thoughts for Creating This Projects

Basically, I have learned a lot in creating this gigantic and complex project. Before we started to do the works, we thought that it would not be too difficult to design and promote a music festival. However, things are not that simple like how we enter a music festival—handing a tickets and wait for the day come. There are a lot of things to deal with before starting the festival. For example, we have to design posters, fees, mapping and the contents of the festival. Fortunately, there are a lot of software or applications that could assist us. The combination of technology applications makes it much more easier to manage a music festival in some degree. Even though we counter some technical problems while processing our project, for instance, the access of free trial of some applications and the non-supporting file formats for files that need to be share in multiple applications; we still solve those problems with more technical software like *Format Factory* or installing the expired applications on other

computers. After all, the most challenge thing is to put ideas into practice, for example, we want a 3D map with vivid images, tutoring and guidance, so we take advantage of the 3D mapping software and the building software. This is a great experience that really applies what we learned and what we need. What's more, the project also provides a chance for us to present in a different way from using ordinary presentation tools like PowerPoint or Keynote.

V. References

A. Text sources

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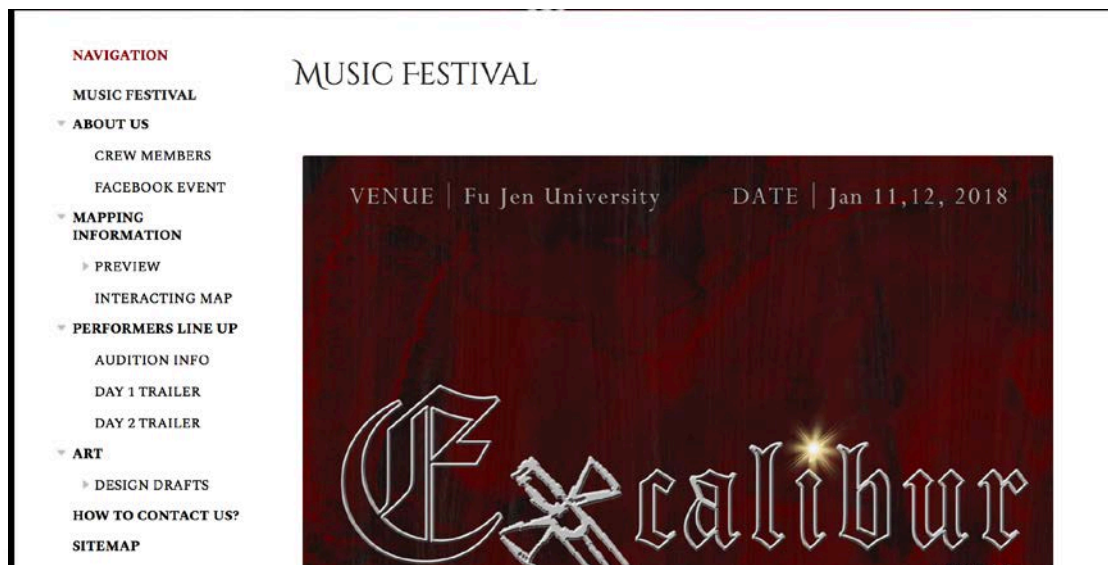
Khan, Alya. "Music Festival 101: 7 Key Factors That Make a Successful Music Festival." *EDM.com*. EDM.com, 12 May 2017. Web. 10 Jan. 2018.

Wikipedia contributors. "SketchUp." *Wikipedia, The Free Encyclopedia*.

Wikipedia, The Free Encyclopedia, 27 Dec. 2017. Web. 10 Jan. 2018.

VI. Appendixes

1. Navigation bar of our website.



This is the front-page of our music festival's website. Basically, you will find the logo of the festival in the right hand side. As for the left hand side, our group has prepared a clear and vivid navigation bar. First, you will find the "About Us" page, which contains the members of this project and their short information. You can also find the fan page of our project on Facebook here. After that, you can find the "Mapping Information" page. We offer three kinds of map of the festival here. You can find the 3D street mapping on the first page, previews of the buildings in the second page and the interacting page on third page. Then, you can find the "Performers Line Up" page, which contains the basic information of our performers and also the trailers of the two-day events. Next, you will find the "Art" section that includes some advertisement or banners of our festival. Finally, we provide the way to contact us in the page "How to contact us?" We provide the email address and also the address of us. Finally, the "Sitemap" page can help to provide a clear outline of our website.

