

天主教輔仁大學英國語文學系學士班畢業成果  
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY  
GRADUATION PROJECT 2019

指導教授：陳碧珠老師

Dr. Bichu Chen

真善美聖

**Excalibur: Music Festival**

學生：廖庭卉撰

Nicole Ting-Hui Liao



**Nicole Ting-Hui Liao**

**404110122**

**Technology Assisted Instruction and Presentation**

**Final Project: Excalibur Music Festival**

Google Site Links ----

1. Group Site Homepage: <https://sites.google.com/site/g4taip2017f/home>
2. My self-created subpages: <https://sites.google.com/site/g4taip2017f/photoshop>

Project Oral Presentation Link ---

<https://drive.google.com/open?id=1xXq7o6xrhR1r3QJmadPxdNXIIOfmD8Ec>

**23 Jan. 2018**

# Table of Contents

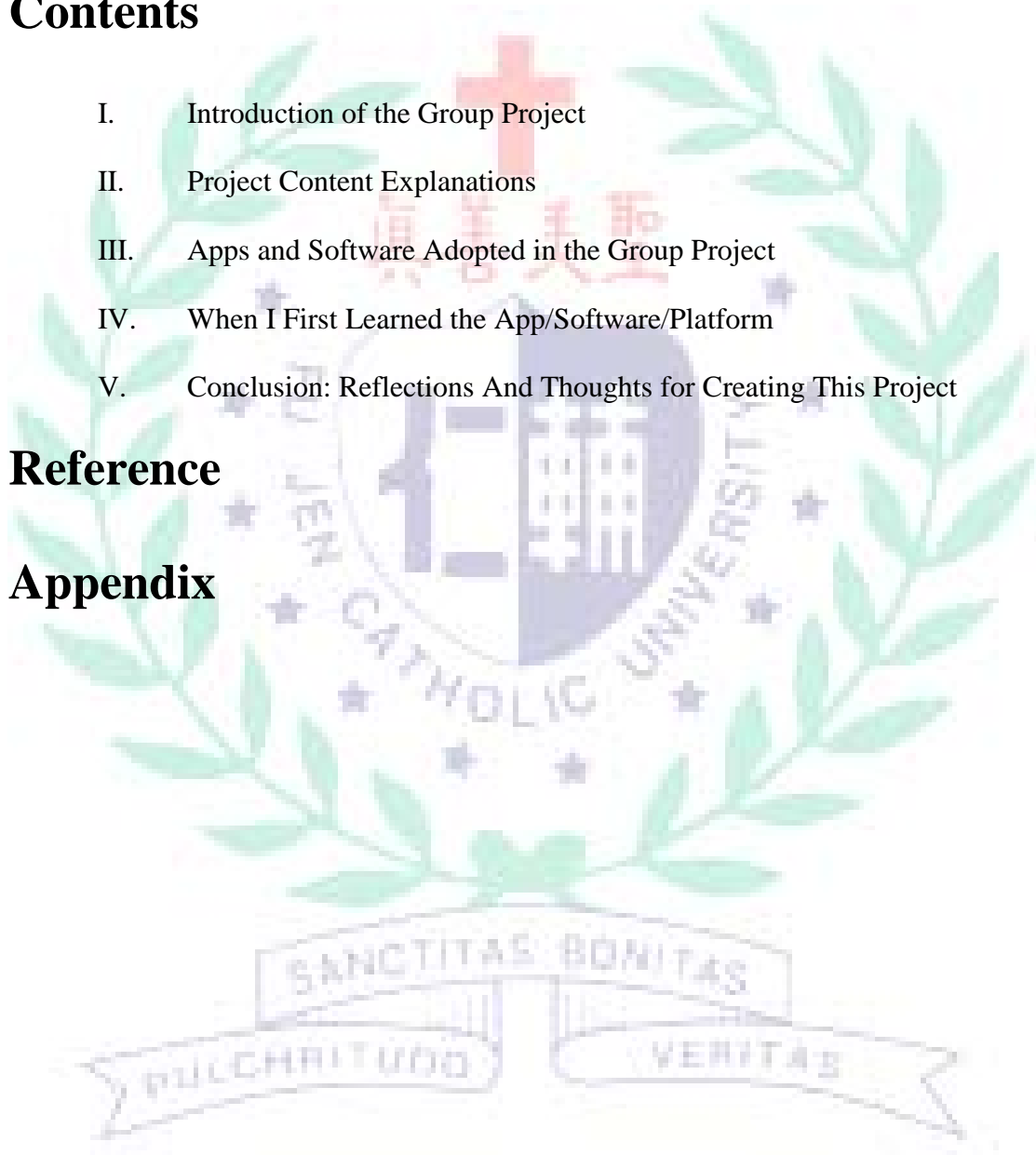
## Outline

## Contents

- I. Introduction of the Group Project
- II. Project Content Explanations
- III. Apps and Software Adopted in the Group Project
- IV. When I First Learned the App/Software/Platform
- V. Conclusion: Reflections And Thoughts for Creating This Project

## Reference

## Appendix



# Outline: Excalibur Music Festival

## I. Introduction of the Group Project

- 1、 Purpose: promoting music to the public
- 2、 Background information and motivation

## II. Project Content Explanations

- 1、 Group focus: planning for a music festival
- 2、 My focus: art and design part
- 3、 Self-evaluation

## III. Apps and Software Adopted in the Group Project

- 1、 Google site
- 2、 Xmind
- 3、 Photoshop
- 4、 Adobe Illustrator

## IV. When I First Learned the App/Software/Platform

- 1、 Google Site
- 2、 Scratch
- 3、 Ever Cam
- 4、 Easel.ly

## V. Conclusion: Reflections And Thoughts for Creating This Project

## VI. References

## VII. Appendixes

# Excalibur Music Festival

## I. Introduction of the Group Project

### A. Purpose

- a. Learn about how a music festival is planned and carried out
- b. Put the technology-assisted tools we learn this semester into practice
- c. Provide a platform for artists to communicate and learn from each other
- d. Provide stages for artists to perform and promote themselves
- e. Refine the community with the power of music

### B. Introduction: Motivation and background information

Attending music festivals becomes a trend nowadays for the public to approach and support the music, or the artists. On one hand, the advantage music festival has is that it allows the audience to reach to more artists with a lower cost. On the other hand, music festivals also provide a stage for artists to perform, either for super stars or non-mainstream artists. Since music is a common interest of my group, and we were curious about how a music festival is planned and held so we came up with this topic, which was to plan a music festival and actually promote it. Furthermore, different from typical music festivals, we intended to add workshops into the music festival to provide less-popular artists chances to communicate with the more successful artists such as foreign bands, which enable both sides to exchange experiences and learn from each other.

## II. Project Content Explanations

### A. Group Focus:

The name of the music festival, Excalibur, was inspired by the legend of King Arthur; Excalibur was the weapon that King Arthur used to conquer and get his kingdom, and we believed music has the same power as Excalibur does, which is to conquer the world. Same as other music festivals, Excalibur is a festival with multiple stages (which would be 3 in this project) of all kinds of music genre, and it will take place at Fu Jen University. Other than music performances, we also planned to hold workshops for performing artists to communicate to and learn from each other. In the promotion stage, trailers, poster, web promotion materials, and a facebook event will be provided. For the audience's guide, we provided three different kinds of interactive maps to introduce our events and the venue. Eventually, the costs will be covered by the admissions of the audience, which is NTD 1000 per person, with different kinds of discount that could be NTD 800 per person as the lowest admission.

### B. My Focus:

I was in charge of all the artistic parts in this project, which was to choose appropriate fonts, background picture, and banner for our Google Site, and to make promotion materials including the poster, banner, and web promotion graphs. Since the name of this festival is Excalibur, I used colors that are dimmer such as brown and dark red to represent its old style. As for the key design, I used a gothic calligraphic font for the subject, embellished with a sword representing the alphabet x and a ray of starlight served as the

dot above the alphabet i. Most of the color choice was black and dark brown, with a little bit red, to present a feeling of calmness but still lively.

### **C. Self-valuation of My Group Project**

It took me a lot of time to come up with the style that fits the topic of our project, and it took me even more time to materialize my thought. My group members were always available when I need advice, but after all, designing is kind of an independent job that others cannot physically help, so I have to put a lot of efforts to it. I encountered several technical problems because of the unfamiliarity of the software I chose to use, and some problems with time management, but eventually, I overcame all of them and I am satisfied with my works.

### **III. Apps and Software Adopted in the Group Project**

In this project, I served as the art and design executor of the music festival, which meant that I was in charge of everything that has a connection with art and design such as poster and banner. My main job was to create promotional materials, including the poster, site banner, crew member introduction, etc. If it was needed, I will help my team members to embellish their works. For example, I provided edited photos of the guest artists we planned to invited to perform in the festival for my team members to build up a line-up of those artists. On the other hand, my team members helped me refine my works by giving suggestions and inspirations.

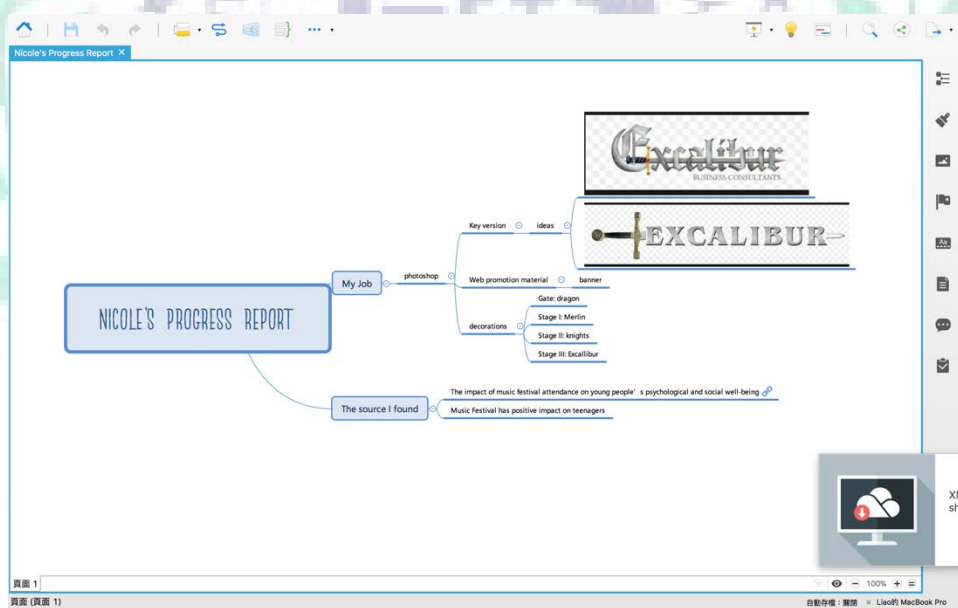
In the project, Xmind, Photoshop, Adobe Illustrator, and Google Sites are the 4 applications I chose to help me complete my work.

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
Xmind	<a href="https://sites.google.com/site/g4taip2017f/photoshop">https://sites.google.com/site/g4taip2017f/photoshop</a> (Please check: attachment “Nicole’s progress report”)
Photoshop	<a href="https://sites.google.com/site/g4taip2017f/photoshop/design-drafts">https://sites.google.com/site/g4taip2017f/photoshop/design-drafts</a>
Adobe Illustrator	
Google Site	<a href="https://sites.google.com/site/g4taip2017f/home">https://sites.google.com/site/g4taip2017f/home</a>

Fig. 1: Xmind application

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



This attachment is the first version of my work plan, made with Xmind.

Xmind is a software for mind mapping, which allows me to use simple figures, lines, or texts make a sketch of my plan in this project; it is a convenient tool for project planning and brainstorming. The biggest rectangle represents the topic of this table, and the smaller ones clarify the ideas that I will discuss in the table below, which are my job and my sources. I used



Xmind to make a brief plan for my works, and add some inspirational pictures for me to have an idea of what I would like to create (see Fig. 1). Xmind is easy to learn and use so I encountered very little difficulty with using this app.

\*Download Link: <https://actsmind.com/blog/software/xmind3download> (free)

Fig. 2.1: Photoshop Application

<https://sites.google.com/site/g4taip2017f/photoshop/design-drafts/key-design-and-poster>

<https://sites.google.com/site/g4taip2017f/about-us/crew-members>

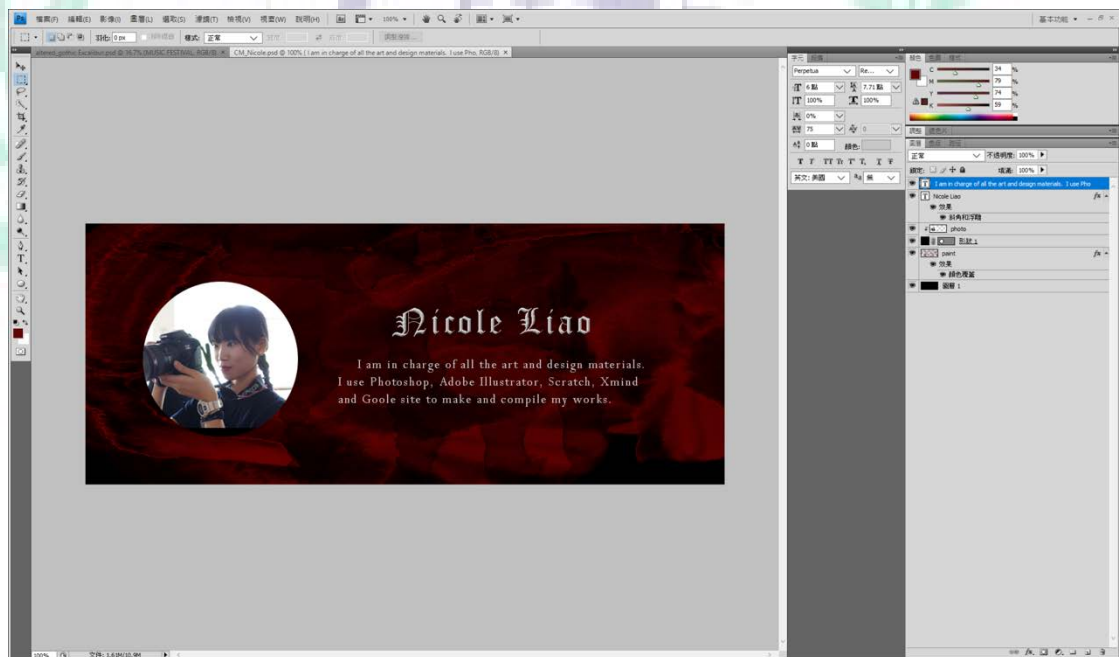
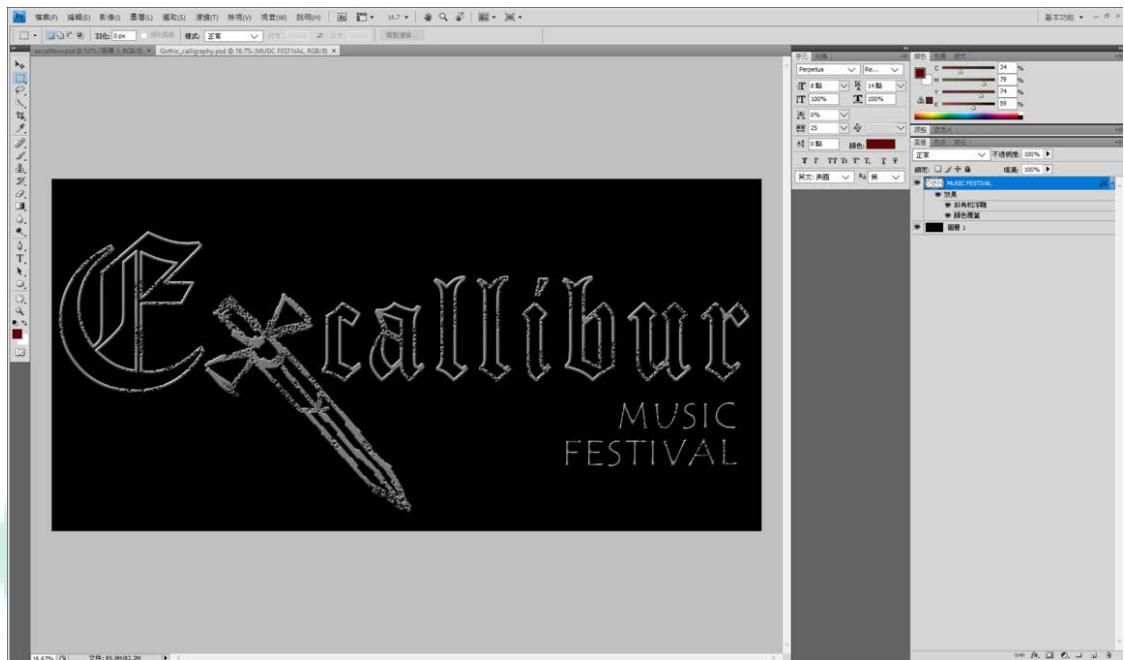


Fig. 2.2: Using Photoshop to make the key design



These pages contain promotion materials that I designed with Photoshop, including poster, banner, and crew member lineups.

Photoshop is a software mainly for photo editing and graphic designing. In my project, I use Photoshop to edit photos of the crew members (see Fig. 2.1) and the artists; also, Photoshop is the software I use to create most of the designs. For the photo-editing part, as every photo was taken under different conditions that the light intensity and resolutions differ; therefore, it is necessary to edit those photos to create a consistent style of the whole picture.

Fig. 2.2 was the key design of Excalibur, the music festival. Because Excalibur existed in the medieval ages, I chose a gothic calligraphy font to present a sense of retro. Another feature of this design was the deformation of the alphabet x, which was represented with a sword that symbolizing Excalibur, King Arthur's weapon. As for the texture and color, I would like to present a metal-liked sense of mottles, therefore, it was silver with some special effect that created the notches.

Since I had learned to use Photoshop a few years ago, I was more familiar with using this software to design products and this time; hence, Photoshop became my first choice when designing promotional materials. Although I had experience using Photoshop designing things already, I was still not expert in it. I encountered several difficulties including not knowing how to create certain effects in my designs, and a lack of inspiration. Unfortunately, I did not have any acquaintance who is skilled in using Photoshop, so every time I got a problem, I searched online to find solutions. It took a lot of time, but it worked out well.

\*Download

Link: <http://www.adobe.com/tw/creativecloud/catalog/desktop.html?promoid=NQCJRCJ2&mv=other> (30 days free trial)

Fig. 3.1: Adobe Illustrator application

<https://sites.google.com/site/g4taip2017f/photoshop/design-drafts/key-design-and-poster>

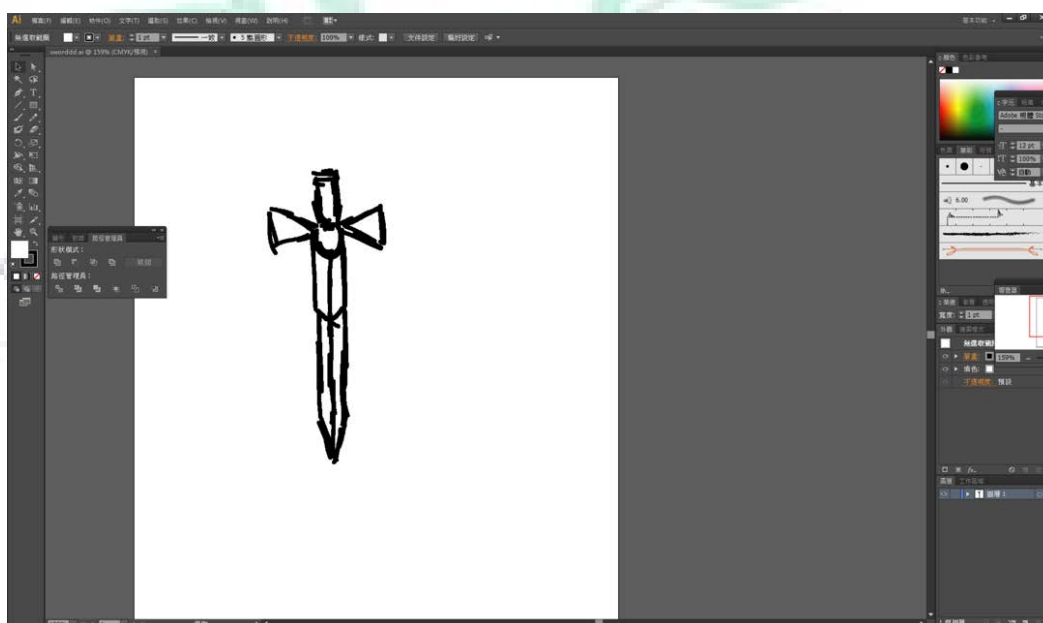
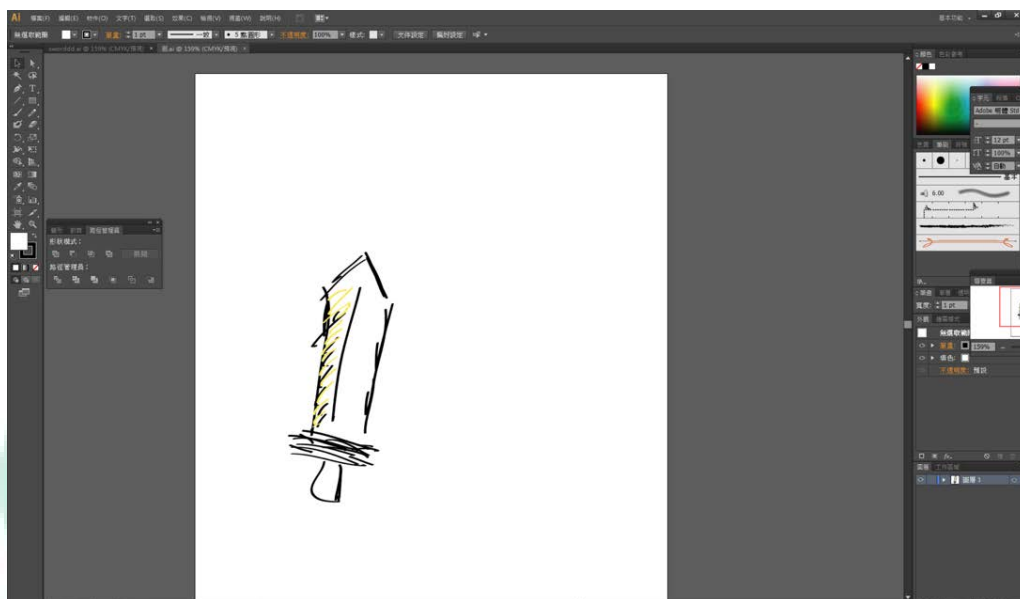


Fig. 3.2: Adobe Illustrator practicing: draft for practice that cannot be used



This subpage contains several drafts of the sword element I made for the key design.

Adobe Illustrator is a useful tool for graphic designing, and it is the first time I use it to design stuff. The advantage that Illustrator have is that every figure that is created with this software will have high resolution, and it is more convenient when hand-drawing something on laptops that using other designing software (see Fig. 3.1).

This is the very first time I use Adobe Illustrator to create a figure from nothing, and it is the biggest difficulty throughout the whole designing process. First, the mouse is not as subtle as real paint brushes, so it is not easy to get familiar with the touch of using the mouse for drawing from using real paint brushes (see Fig. 3.2). Second, I am not familiar with all the functions of this software, so it took time to get used to it, and find which function will be appropriate for creating my target styles. Although there were plenty of difficulties during the whole designing process, the outcome is satisfying enough for me.

\*Download

Link: <http://www.adobe.com/tw/creativecloud/catalog/desktop.html?promoid=NQCJRCJ2&mv=other> (30 days free trial)

Fig. 4: Google Site Application

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



Pages under the category “Art” contains all the works I had created for this project (see Fig. 4), and this is a place my group was required to use to display our project.

Google Site is a platform for users to create a website, either for compiling works or for introductory use. The function of Google Site for me was like blogs where allow people to record, but less personal and more academic. In this project, we use Google Site to display and record our process and outcome. The difficulty we encountered is that each member may have different kinds of access and each kind provided different functions that are not easy to get used to, so we spent time on figuring out how Google Site works. But overall, Google Site is convenient for collaboration and compiling

works, so it was still very useful for the project.

\*Access Link: <https://sites.google.com/> (free)

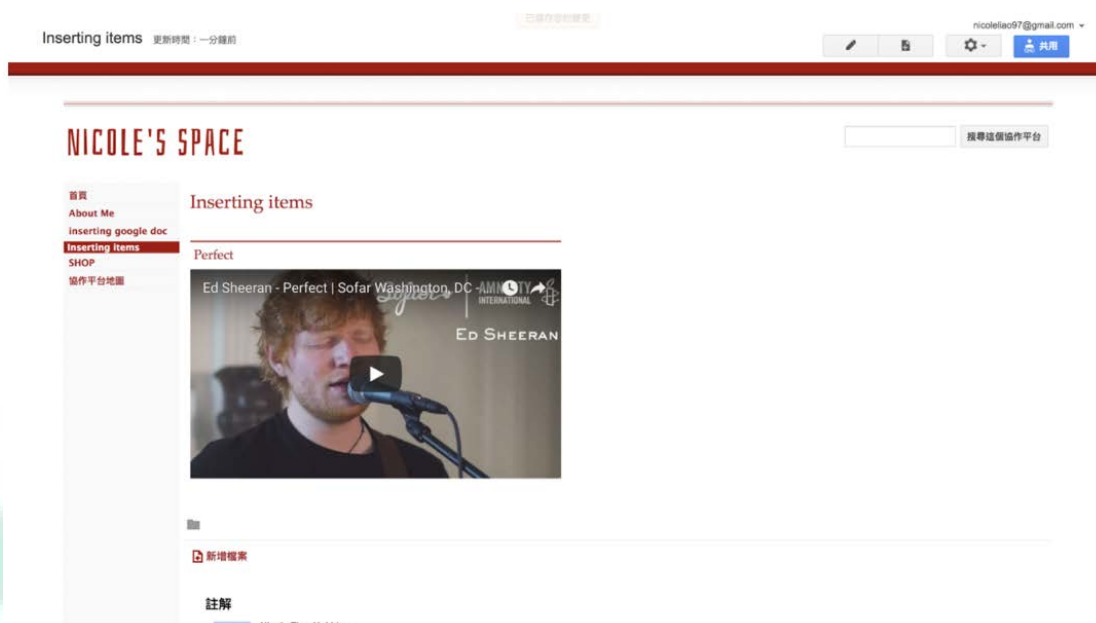
#### IV. When I First Learned the App/Software/Platform

Table 2. List of applications/software I had learned this semester for the project

Name of application/software	Apply to the project
Google Site	Yes
Scratch	No
Ever Cam	Yes
Easel.ly	No

During this semester, I learned a lot of applications and software, and how to use them. In my project, I originally chose four of the apps to assist completing my works, but eventually, by times of testing and trying out, I decided to reduce the amount from 4 to 2. In the following contents, the apps and the reasons for using them or not will be introduced.

Fig. 5: Google Sites learning and practicing

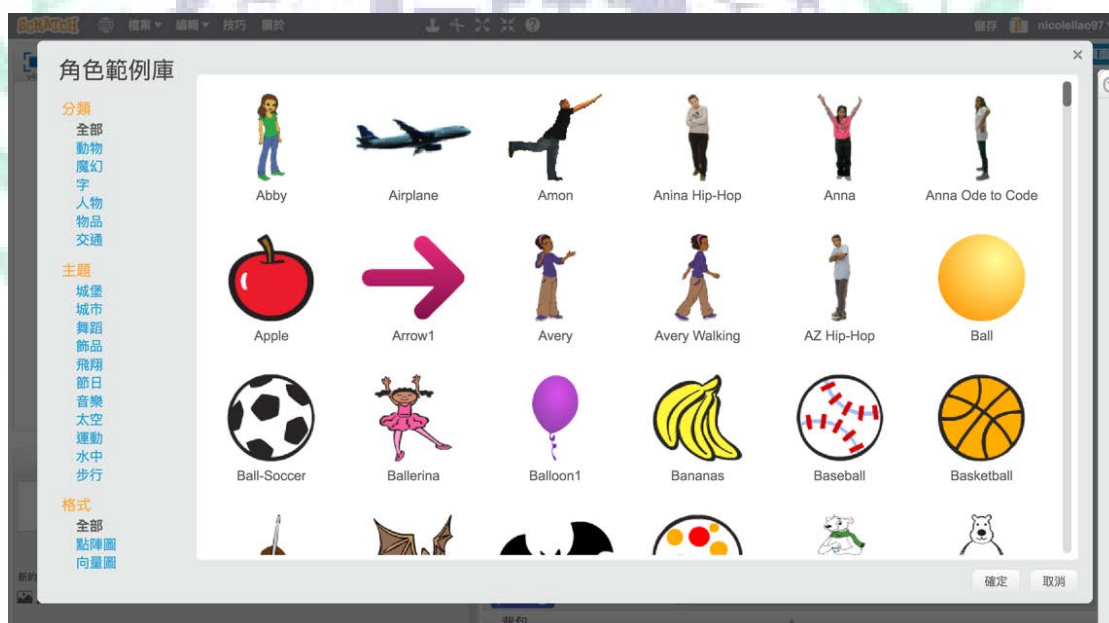


Google Sites was the first application that my classmates introduced to us in class, which was a useful online platform to store or display document and multimedia files (see Fig. 5). Furthermore, Google Site was also the required platform where our learning outcome should be showcase because it was connected with another Google application, Google drive, that the files and website will be preserved as long as the owner did not delete it. At first, I could not get used to the functions and layout of this app, for instance, I could not find where I should go to change the font of my own page, and this is why it took me quite a lot of time to figure out how could my project be completed with this platform. After practices, I was more and more familiar with this application and I finally could get this work.

Fig. 6.1: Scratch learning and practicing



Fig. 6.2: Scratching learning and practicing



Scratch is an online software that my group chose to serve as our topic for in-class group application tutorial, which is a software for simple coding (see Fig. 6.1). Scratch was created by MIT lab, aiming to make computer programming a simpler thing that people of all ages can be able to do simple coding with the help of it. However, Scratch focuses more on the interaction between creators and audience, but my job in this project does not require me to



do a lot of interactive matter, so I decide not to use this software to assist me in my project.

Fig. 7.1: Ever Cam learning and practicing

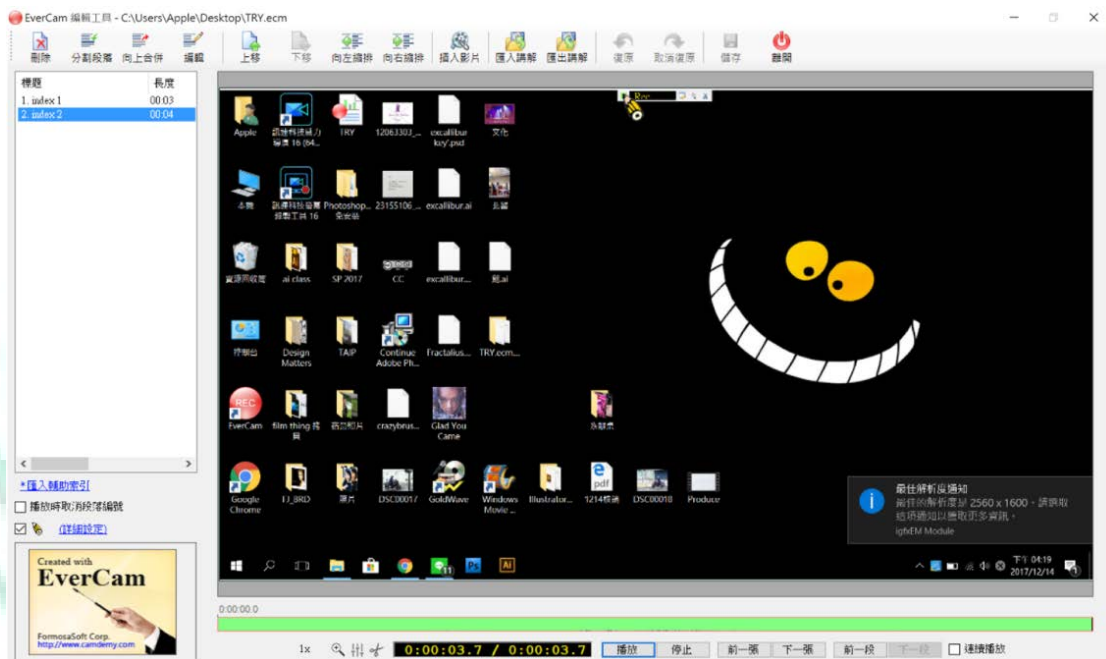
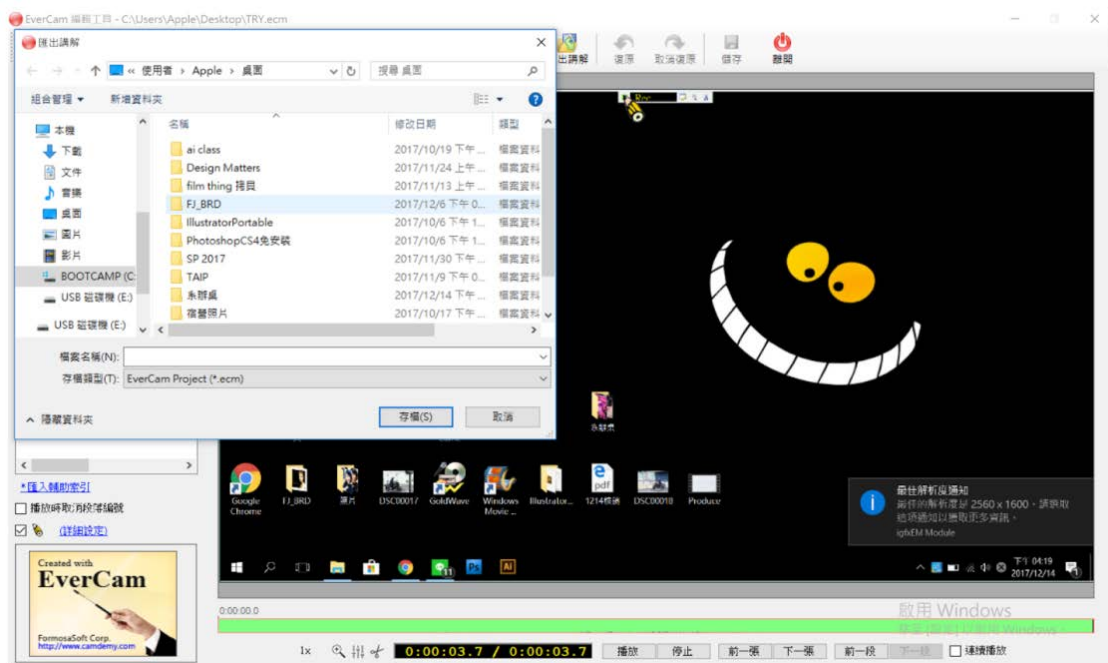


Fig. 7.2: Ever Cam learning and practicing



Ever Cam is a software provides the service of recording the voice and the

screen simultaneously, which is convenient for recording presentations, lectures, or instructions. Ever Cam has a very simple interface (see Fig. 7.1 and 7.2), so I could be skilled in it within a rather short period of time. Also, Ever Cam has a function allows users to edit the film and sound with the software, which I found very convenient that I do not have to apply to other applications to edit my voice file and my film. The only disadvantage of Ever Cam is that it is not easy to install on a Mac OS computer, which troubled me a little bit. In my project, I used Ever Cam to record my presentation.

Fig. 8.1: Easel.ly learning and practicing

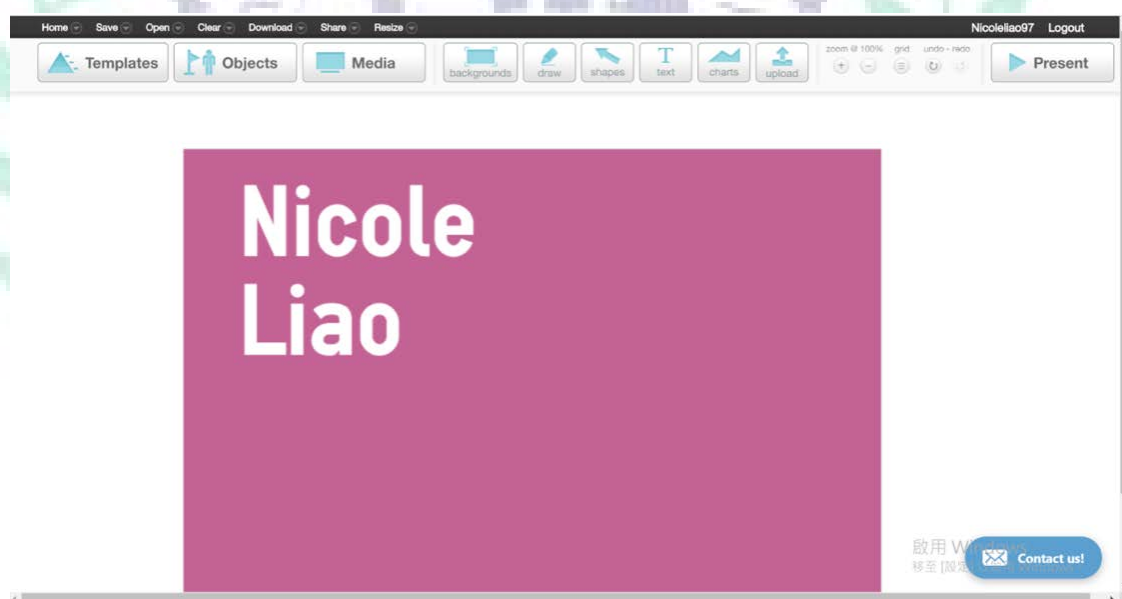
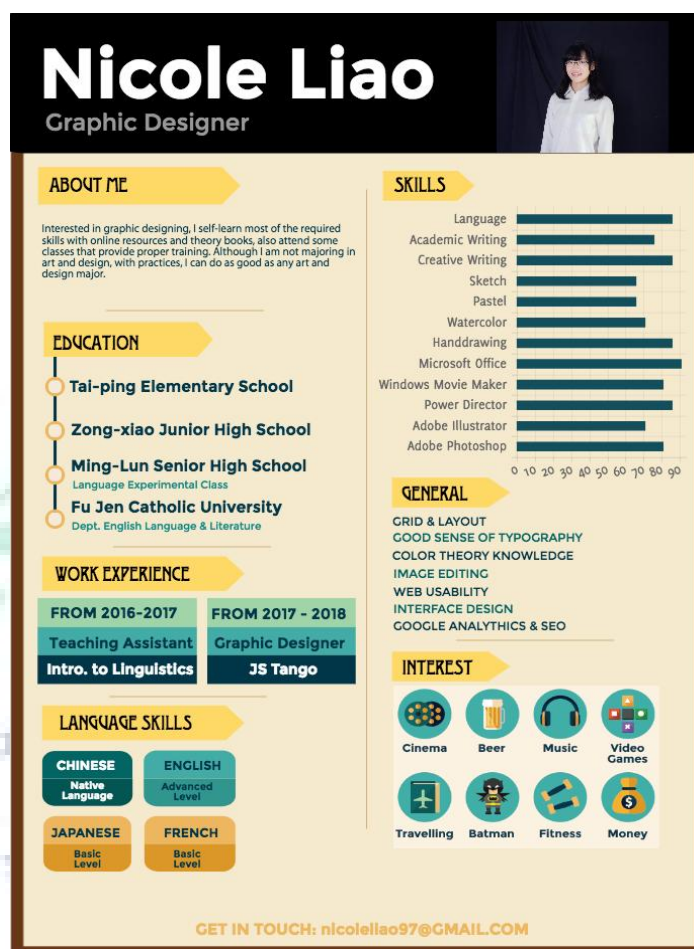


Fig. 8.2: Easel.ly practice



Easel.ly is an online software for infographing, which provides tons of templates or sample figures for users to choose from (see Fig. 8.2). With Easel.ly, it would be really easy to create an infographic. However, the templates and samples Easel.ly provides did not fit my need for designing the materials for my project (see Fig. 8.1), as those samples are too simple and could not be edited following my bent, so I decided not to use this software in my final project.

## V. Conclusion: Reflections And Thoughts for Creating This Project

Personally, I am highly interested in technology assisting tools such as computer applications or software that help people either at work, study, or just

everyday living. With this project, I learned to use more applications to help me reach my goal, which, in here, is to plan a music festival. This music festival was named Excalibur, which basically wish that music could become everyone's most powerful tool to conquer the world; in this project, our Excalibur was not only music but all those software and applications.

In the planning stage, my team members and I were not only struggling how to plan a music festival and what should a festival contain, but also working very hard to figure out how every app we chose works out. For example, I had a tough time working on the sword in the key design, for I had a clear picture of that sword in my brain but I cannot really materialize it. My team members encountered obstacles as much as I did, but we managed to help each other and overcome all of them. Creating this project, for me, is more than having a simple group presentation; it was compiled with all our hard-work and wonderful outcome, and the experience we learned during the process was priceless.

## VI. References

### A. Text sources

Ballantyne, Julie and Jan Packer. "The impact of music festival attendance on young people's psychological and social well-being." *Psychology of Music*, Vol 39, 1 Oct 2010, pp. 164-181.

Griffo, Megan. "20 Tips for Going to a Music Festival or Concert If You Have Anxiety." *The Mighty*, 12 May 2017, [themighty.com/2017/05/music-festival-anxity/](http://themighty.com/2017/05/music-festival-anxity/).

Khan, Alya. "Music Festival 101: 7 Key Factors that Make a Successful Music Festival." *EDM*, edm.com, [edm.com/articles/2017/5/12/music-festival-101](http://edm.com/articles/2017/5/12/music-festival-101).

### B. Photo/picture sources

lyashenko. "Wooden Texture." *Freepik*, 2017, [www.freepik.com/free-photo/wooden-texture\\_1000699.htm#term=wood](http://www.freepik.com/free-photo/wooden-texture_1000699.htm#term=wood)

texture&page=1&position=26.

## VII. Appendixes

### A. Excalibur Google Site Home Page



- NAVIGATION
- MUSIC FESTIVAL
- ▾ ABOUT US
  - CREW MEMBERS
  - FACEBOOK EVENT
- ▾ MAPPING INFORMATION
  - PREVIEW
  - INTERACTING MAP
- ▾ PERFORMERS LINE UP
  - AUDITION INFO
  - DAY 1 TRAILER
  - DAY 2 TRAILER
- ▾ ART
  - DESIGN DRAFTS
- HOW TO CONTACT US?
- SITEMAP

MUSIC FESTIVAL





<https://www.facebook.com/events/528583750830605/>

More Details

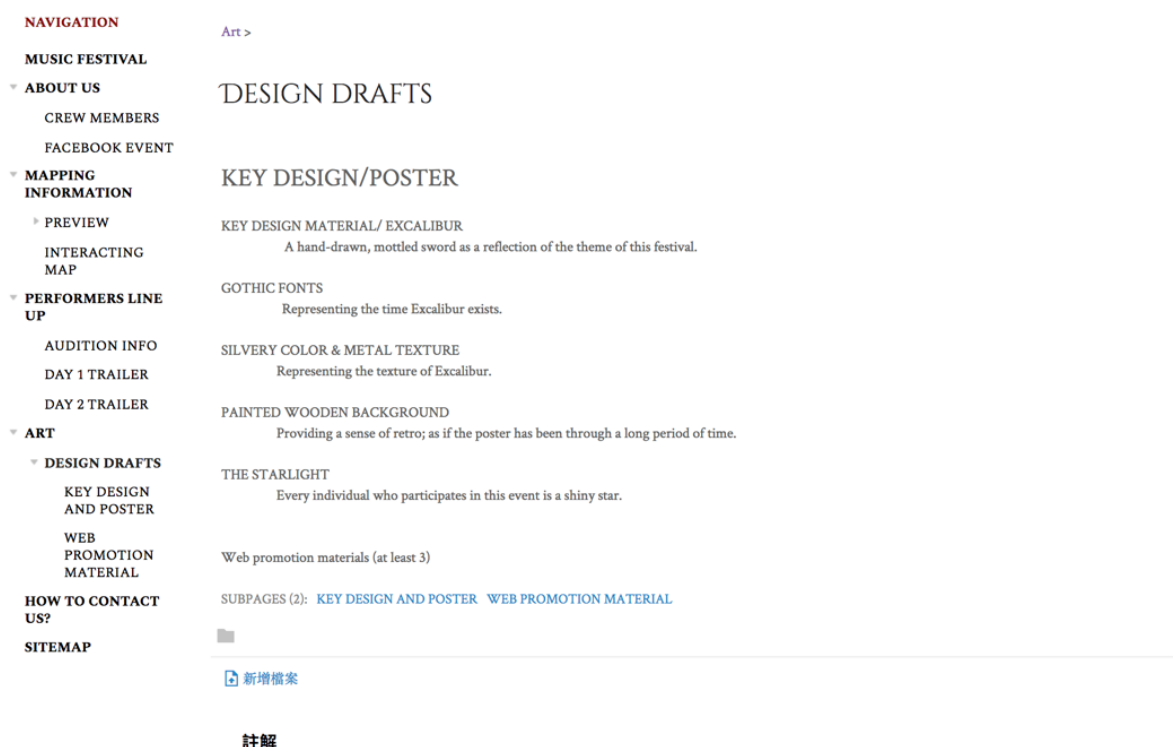
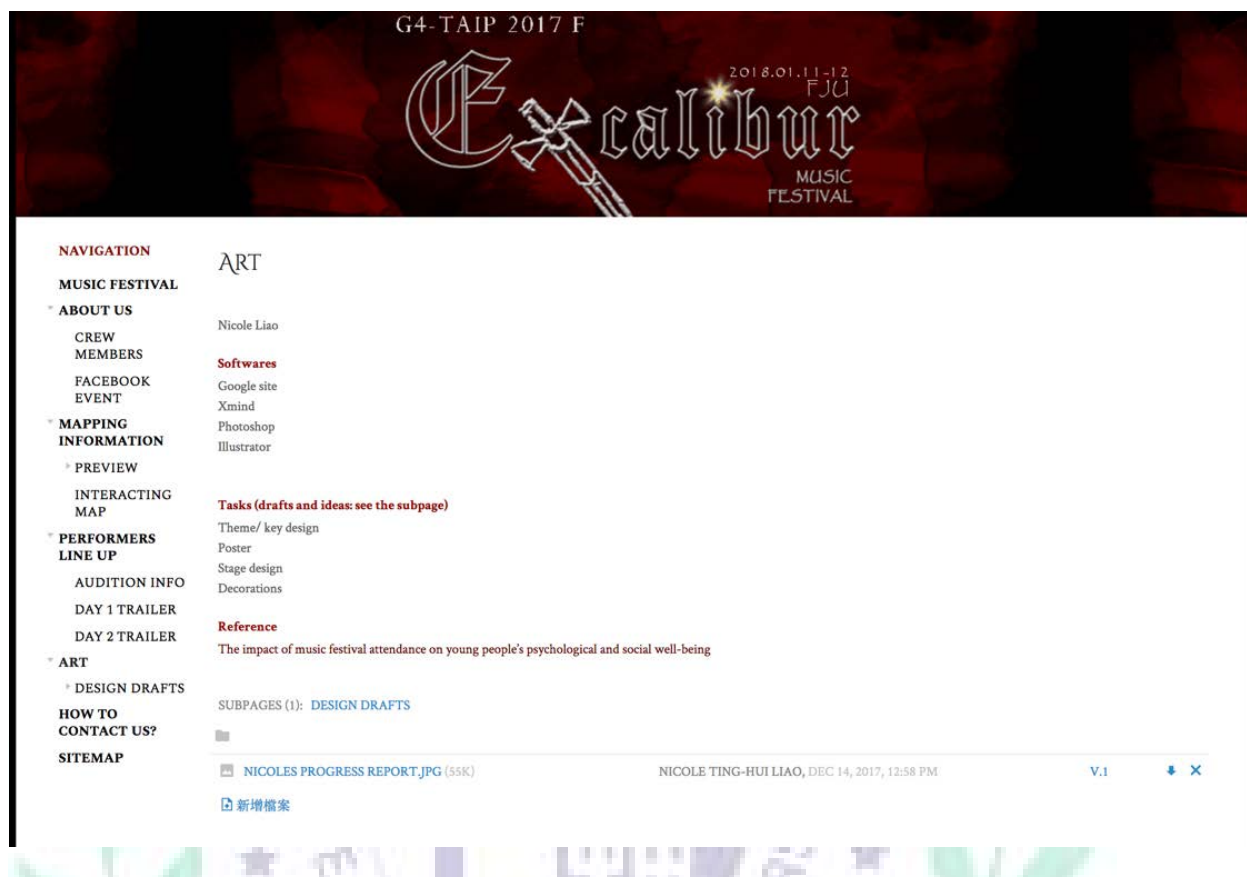
W	20171120MUSIC FESTIVAL_GROUP MEETING 1.DOCX (林智偉, DEC 6, 2017, 9:36 PM)	V.3	↓	×
P	FINAL_OUTLINE_D1.PNG (327K) 林智偉, JAN 20, 2018, 11:38 PM	V.1	↓	×
新增檔案				

ite/g4taip2017f/home/POSTER\_平面化.png?attredirects=0

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

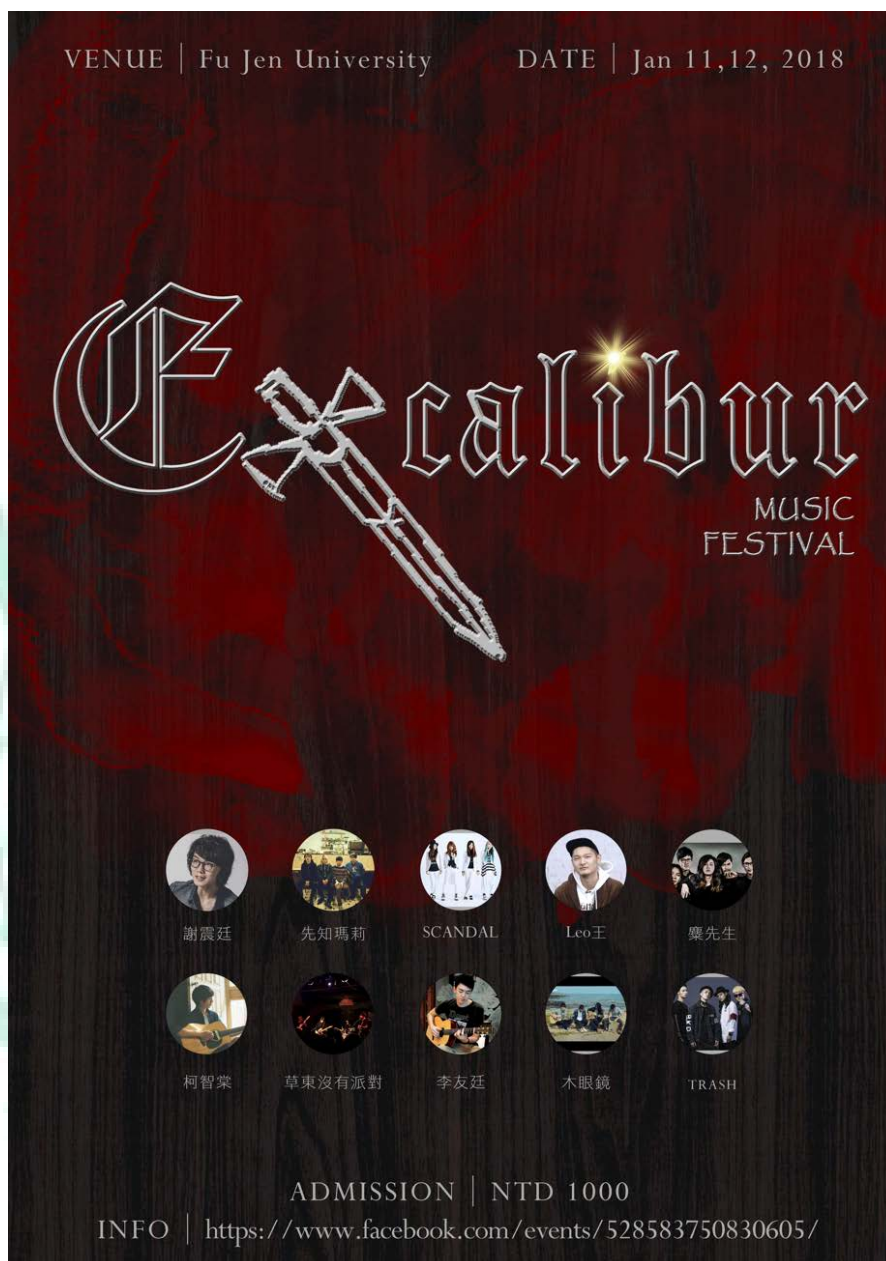
B. My Self-created page: art





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

### C. Poster



D. Banner



E. Crew member introductions





## Alex Hsia

This is Alex, I am in charge of the Map part for the music festival by conducting online software such as HoloBuilder Program and Google Site. Moreover, I schemed the abstract of my Mapping part with Cacoo and made clear of the festival routes in detail.



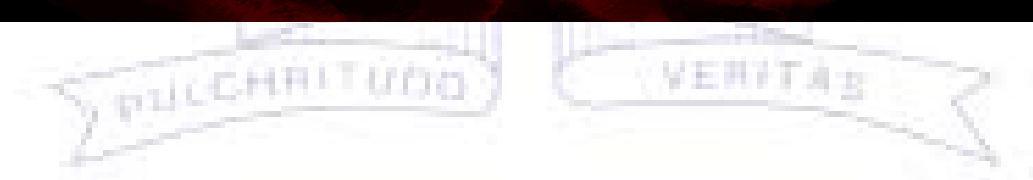
## Arthur Lin

I'm Arthur and I'm responsible for the performance trailer and the audition poster information. By using the applications like easelly, audacity, and iMovie, I can smoothly finish my work.



## Kevin Ko

I'm in charged of the maps and guidances of the festival. By using Sketch Up, I've make 3D buildings or direction signs to give audience a clear overall map of the festival. I have cooperate with Alex's HoloBuilder and make the map more helpful. Also, part of the Google Site is done by me. Before I start, I used Cacoo and Xmind to structure the overall plan.





## Joe Lin

Hello, I'm Joe. I'm in charge of creating an interacting by Scratch, and designing the activity poster with easel.ly. I also edit the Google site to organize our project.



## Nicole Liao

I am in charge of all the art and design materials. I use Photoshop, Adobe Illustrator, Scratch, Xmind and Goole site to make and compile my works.



## Rex Huang

I'm Rex and I, too, am responsible for making the trailer for different stages. I have used Audacity to edit tracks; iMovies to compile tracks into a clip; Google Site to share and display the work; and lastly XMind to plan my work allocation

Link: <https://sites.google.com/site/g4taip2017f/about-us/crew-members>

F. Web promotion material



Link: <https://sites.google.com/site/g4taip2017f/photoshop/design-drafts/web-promotion-material>

G. Facebook event page:



23 活動

活動  
行事曆  
生日  
探索  
過去的活動

Excalibur 2018 | Music Festival

+ 舉辦活動

撰寫貼文 新增相片 / 影片 建立票選活動

留個言吧.....

最新動態

廖庭卉 · 1月11日 13:48 · 消息

Contact us if you don't know how to get here 😊



No. 510, Chongcheng Rd. Shinjhung Dist.

中文(台灣) · English (US) · Español · Português (Brasil) · Français (France) +

隱私政策 · 使用條款 · 廣告 · Ad Choices · Cookie · 更多 · Facebook © 2018

廖庭卉 · 1月11日 13:48 · 消息

Contact us if you don't know how to get here 😊



No. 510, Chongcheng Rd. Shinjhung Dist.  
New Taipei City. Taiwan.

**Transportation info.**

MRT Fu Jen University Station (Orange Line)  
MRT Fu Jen University Station (bus):  
B2, O21, O22, 111, 235, 299, 513,  
615, 618, 636, 637, 638, 639, 801,  
802, 810, 842, 845

讚 留言

夏子瑜、Rex Huang 和林智偉

留言.....

Link: <https://www.facebook.com/events/528583750830605/>

