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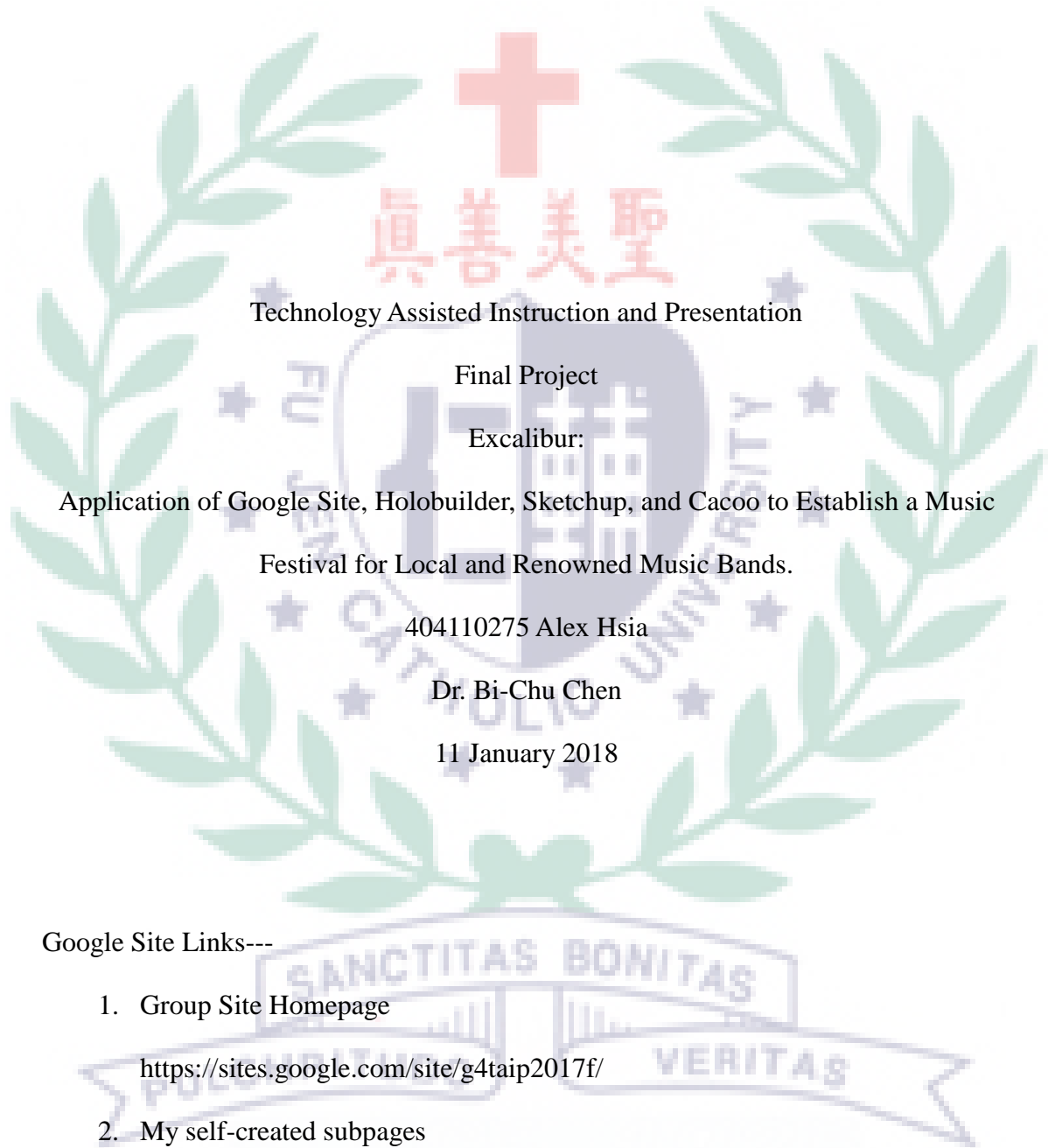
真善美聖

**Excalibur: Application of Google Site, Holobuilder,  
Sketchup, and Cacao to Establish a Music Festival for Local  
and Renowned Music Bands**

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Technology Assisted Instruction and Presentation

Final Project

Excalibur:

Application of Google Site, Holobuilder, Sketchup, and Cacao to Establish a Music Festival for Local and Renowned Music Bands.

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Dr. Bi-Chu Chen

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>

Project Oral Presentation Link ---

<https://drive.google.com/drive/folders/1GaCFsUj22fdNK5YIKH5uCVBTOiEbSInA>

## Table of contents

I. Introduction.....	3
II. Project Content Explanations: .....	4
Minor Focus	
Main Focus	
III. Apps and Software Adopted in the Group Project.....	5
The Software I Adopted in My Google Site Production .	
Google Site.....	6
Sketchup.....	8
Holobuilder.....	10
Cacoo.....	15
IV. When I First Learned the App/Software/Platform.....	16
Google Site.....	16
Cacoo.....	20
Scratch.....	21
Audacity.....	21
V. Conclusion: Reflections And Thoughts For Creating This Projects.....	25
VI. References.....	26
VII. Appendixes.....	26



## Music Festival: Excalibur

### I. Introduction:

#### A. Motivation and Background Information

1. Our motivation of creating a music festival aimed to provide stages for Taiwanese music bands to show their talent and increase their popularity.
2. People can more sense and information about the new growing bands in Taiwan, and even have interests in some of them.
3. We want to establish an interesting event created by ourselves concerning in many aspects such as fund raising and marketing strategies.
4. We would like to put the new software and application we've learned in class into our final project and organize them well.

#### B. Introduction

Nowadays, there are varieties of music festivals and events which invite famous music bands and talented singers to perform on stage such as EDM music festival. Nevertheless, the growing trend does not include many new music bands or singers in Taiwan. They do not have enough resources or accesses to promote themselves widely. Therefore, we decided to throw a music festival for the new growing music bands in Taiwan to perform in particular with respectively a small proportion of famous bands on stage to perform. Moreover, we would establish a workshop for the new music bands to learn how to make themselves more noticeable and impressive to the audience.

## II. Project Content Explanations:

### A. Group Focus:

Our group came up with the idea of music festival from music festivals held in other countries such as EDM music festival. Moreover, since our team also have great interest in music, we decided to hold the music festival on our own and divide our duties into different sections. For the abstract idea and plan, we conducted Cacoo to organize our ideas of creating a music festival. We listed several possible elements which should be included in the music festival to make it perfect. For instance, mapping information, advertising strategies, and music editing parts. Everyone in the group owns his or her part for the music festival project. And it goes without saying that every part in the project needs to collaborate well with great quality.

### B. My Main Focus:

As for my main focus in the music festival project, I proposed myself as the designer of the mapping information. Since I have already experienced using Holobuilder as my project before, I decided to put the knowledge I've learned before into the final project. What's more. Kevin and I have discussed about the possibility of combing Sketch Up software with Holobuilder which I'm in charge of. We quickly presented our software to each other and fortunately found out that the saved files of Sketchup can be placed inside the Holobuilder software without any barrier. The 3D icons he makes can actually be viewed inside the 3D map of Holobuilder. Aside from this, Joe, who was in charge of Scratch, also decided to use some of my pictures taken in the school to make instructions

of the mapping information by accessing Scratch to provide an interesting application.

### C. Self-evaluation of My Group Project:

To begin with, I first took some 2D pictures in the school with Joe as our possible locations. for mapping information. However, much to my surprise, the 2D photos could barely fit into the system of Holobuilder, and that the photos became heavily distorted when I tried to put them into the mapping page for many times. Since I encountered the difficulties, I made some researches for the use of Holobuilder and discovered that the photos which are available to put inside the system should be 3D panorama pictures. After making several researches, I determined to take new photos in the school with the function of panorama photographing. This time, I successfully imported the photos into Holobuilder system but encountered another difficulty when I was checking the quality of the pictures. The system seemed to crop out the edge of the 3D panorama photos as it was folded as a 3D map location and looked distorted again. Therefore, I made researches to solve the problem from many websites and realized that the only way to renovate the picture was to access the premium version which was very expensive. Because of the limit, I compromised the slight problem and tried to make it as clear as possible to be viewed by others by adding tools on it.

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

#### A. My Role in the Project And Coordination

The role which I played in the project is the designer of the map which provides clear mapping information. With the help of Holobuilder, I am able

to design a 3D map to guide the participants of the music festival to the directions they want to head to. For Kevin and Joe, they play the role of information assistance and instructors of the map, Because of the great efficiency and communication between us, we cooperate well when building up each of our part and at the end combine the works together in harmony.

B. The Reason of choosing the application:

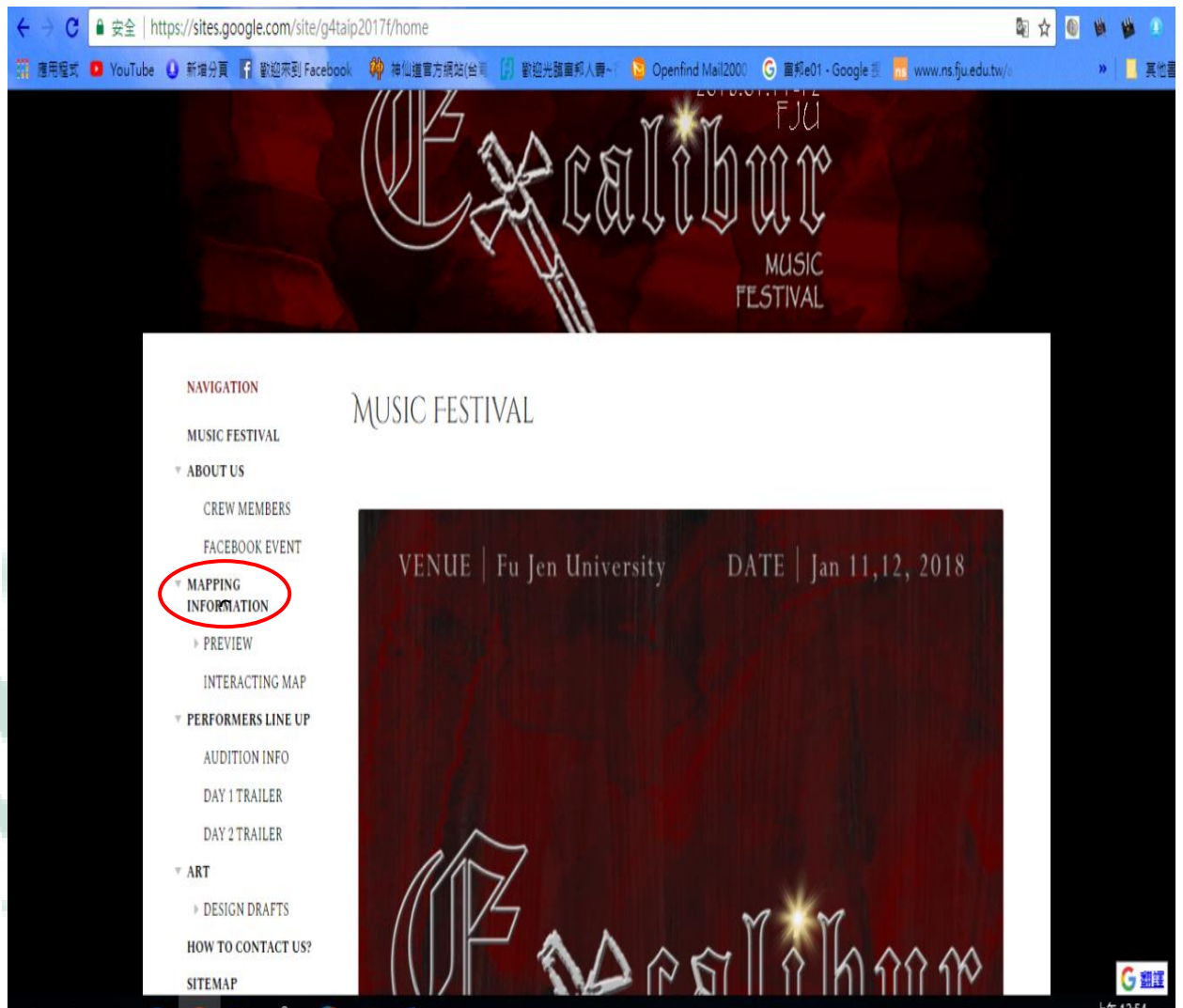
The reason for me to choose Holobuilder as my working part is because the experience I had before and the elasticity of the application function. There are many big international companies around the world conducting Holobuilder to design the map of their factories and firms. Without using too many sophisticated functions, you can definitely get used to the functions of Holobuilder and create a decent map on your own.

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

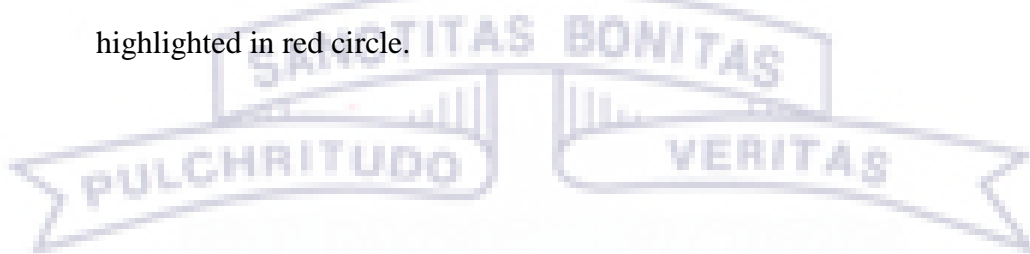
Apps/Software	Links to My Google Site Production of the Apps/Software
Google Site	<a href="https://sites.google.com/site/g4taip2017f/sketchup">https://sites.google.com/site/g4taip2017f/sketchup</a>
Sketch Up	<a href="https://sites.google.com/site/g4taip2017f/sketchup/preview">https://sites.google.com/site/g4taip2017f/sketchup/preview</a>
Holobuilder	<a href="https://sites.google.com/site/g4taip2017f/sketchup">https://sites.google.com/site/g4taip2017f/sketchup</a>
Cacoo	<a href="https://cacoo.com/diagrams/P1GE6qjoW4GKikT7">https://cacoo.com/diagrams/P1GE6qjoW4GKikT7</a>

Figure 1. Google Site

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



This is the home page of our music festival and we have made four sections as our divided working section. As for my section, MAPPING INFORMATION, you can see it from the picture above that it was highlighted in red circle.



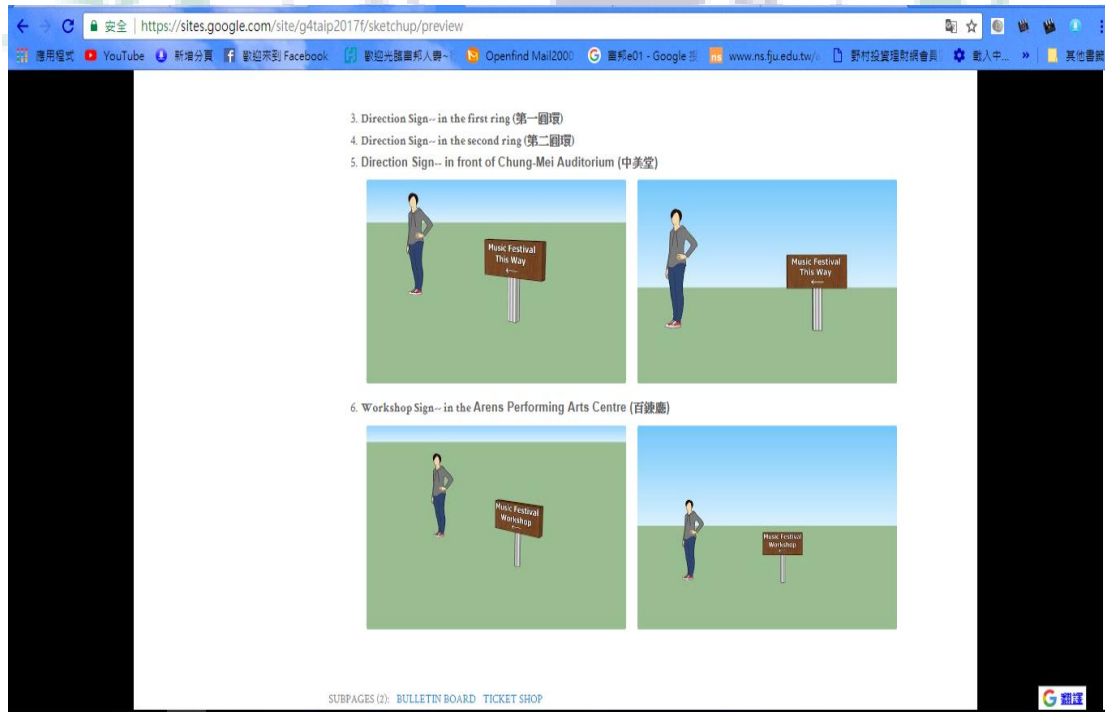




As you can see from the second picture, the mapping information is presented with Holobuilder link and a QR code which can be accessed via your portable devices. Moreover, since the Holobuilder function under the QR code is not explicit and large enough, you can simply copy and paste the URL line of the second red circle part to access to full screen experience of Holobuilder with a better vision of the map. Moreover, the map of Holobuilder was actually placed into the Google Site page with several steps. You have to copy the embed code of the map and insert it into the editing page of Google Site. There will be a function called <HTML> for you to place the code and presents the map on your page.

Figure 2. Sketch Up

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



For the part of Sketch Up up made by Kevin Ko, he opened a new subpage under the mapping information part of mine. As I mentioned before, Kevin and I decided to create some icons and items to assist the insufficiency of Holobuilder. Therefore, he

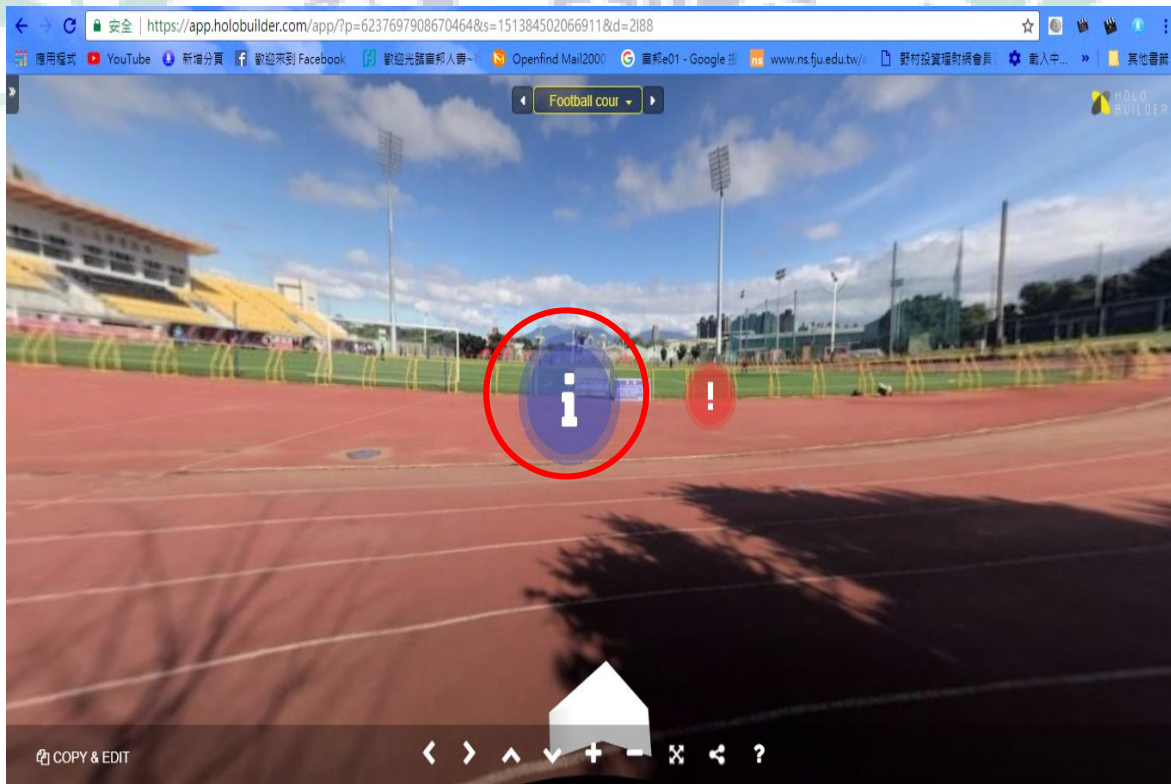
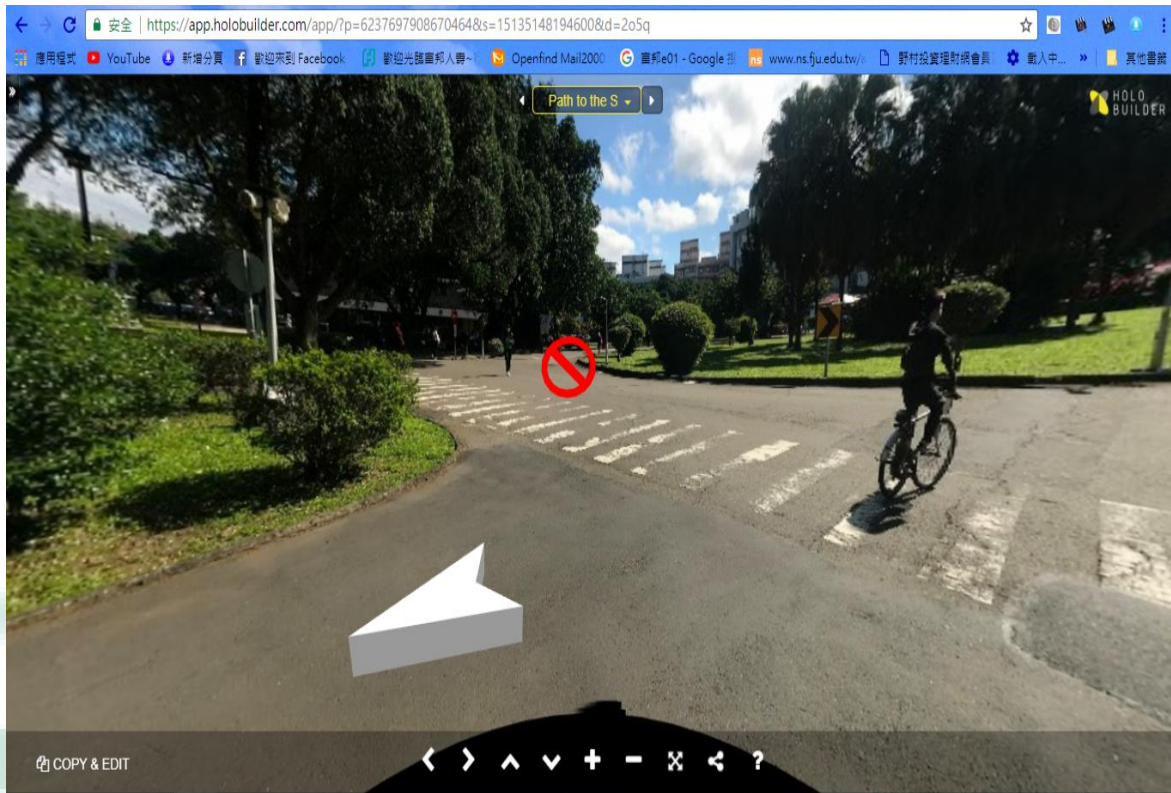
worked hard on creating 3D icons such as ticket shop and road signs. Moreover, he listed out the locations where the 3D objects will be placed in detail for me to design the map which meets his requests.

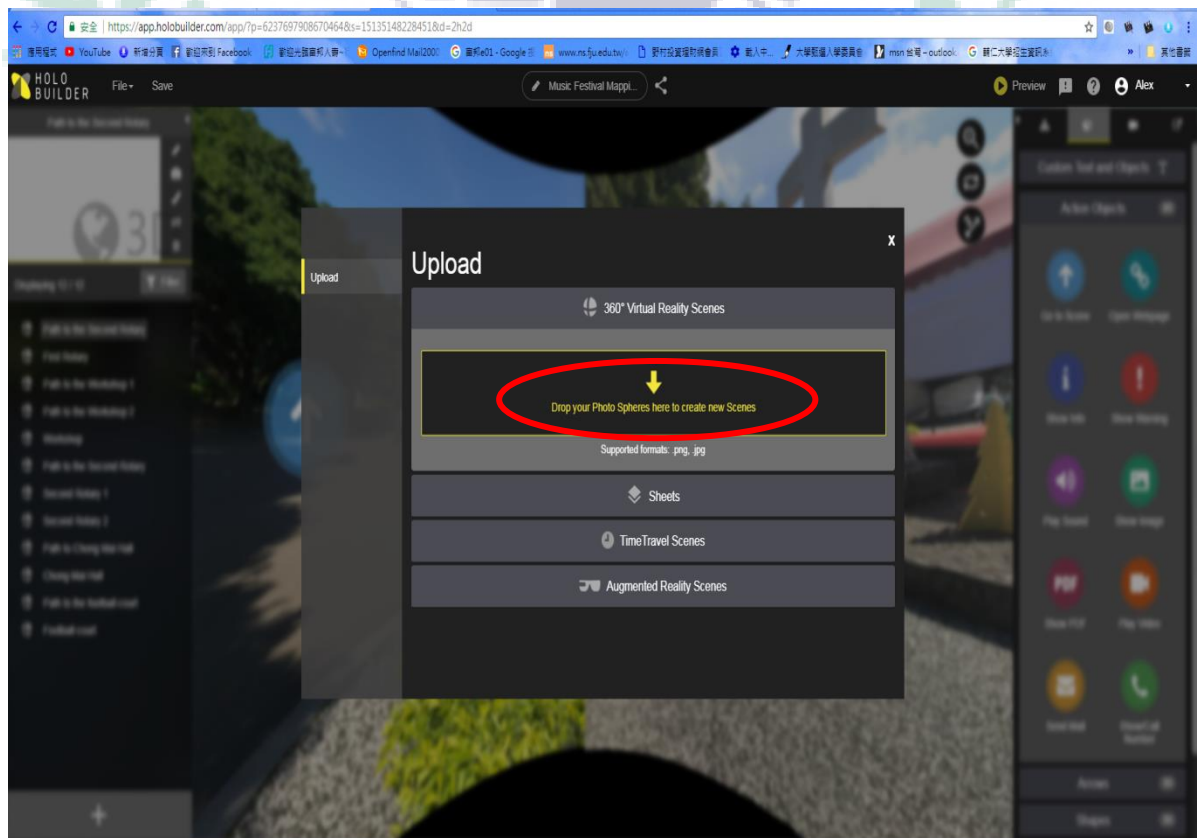
Figure 3. Holobuilder

<https://app.holobuilder.com/app/?p=6237697908670464>









Holobuilder is a widely used mapping software for companies or individuals to create a map. You can not only import 3D photos into the software, but also connect the photos one by one in order to be a free reversible map. The participants of the music festival can easily access to the map by clicking the 360 degree button and start to use the function. Moreover, the icons placed inside the photos all have their unique functions to make the map more clear and easy to use. For the first blue direction icon, you can move your mouse onto it and see the locations where you are about to move on.

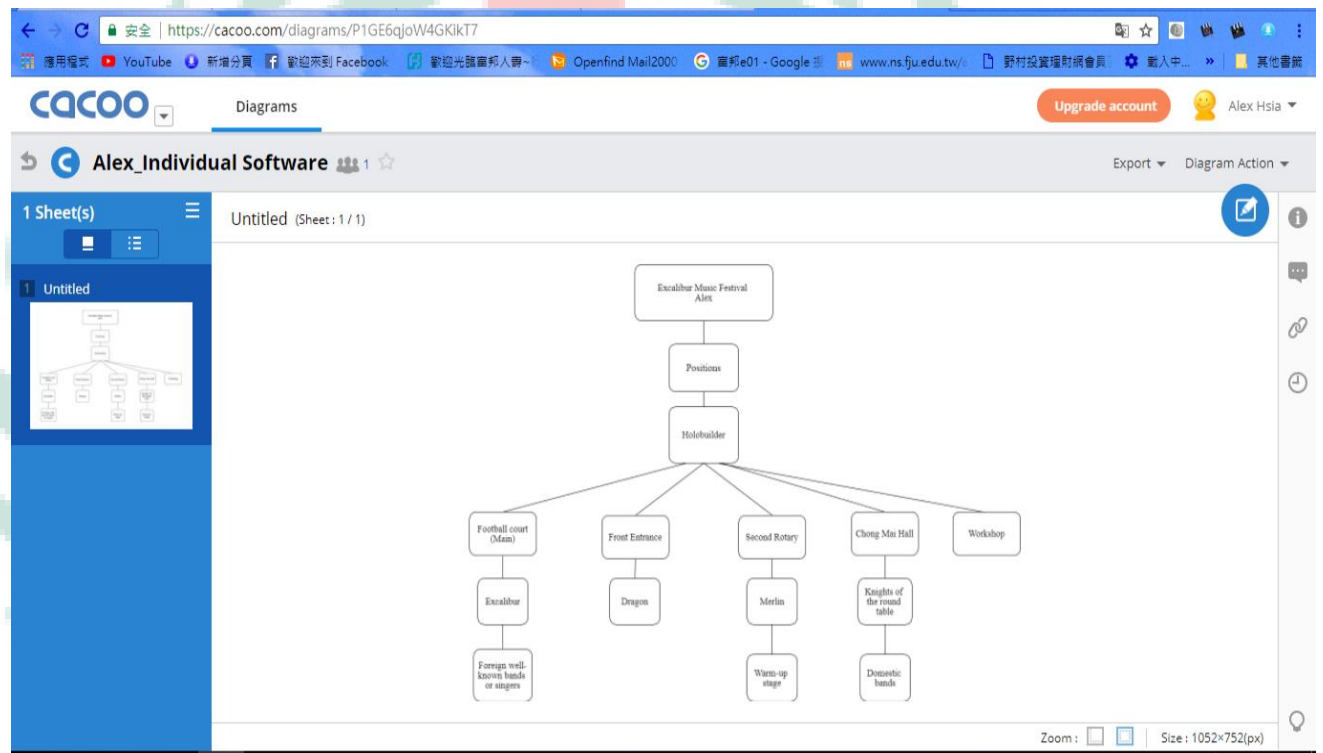
As you click it to the next location, there will be two or more directions for you to choose from, and there must be a direction for you to get back to the previous location you've gone through instead of the first and the last location. Second, as you can see from the pictures above, the red icon served as a warning sign to alert to you about some restricted information. Third, you might see some arrows and forbidden sign on the roads and wonder why would they even exist. Actually, they were created to lead you to the right direction of the places we want you to move on because of the stages we've set for the music festival. Last but not least, the blue sign with an letter "i" on it refers to the information of the location. For instance, you may want to find the Merlin stage or the Excalibur stage but has no idea where to find. At this point, you can click the blue icon to let it reveal the stage information.

For one of the difficulties I encountered when operating Holobuilder was the function of importing the 3D panorama photos into the mapping software. When I was importing my 3D panorama photos into the software, it turned out that the pictures were distorted and had a clear edge line after it is folded into 360 degrees view. Although I have done researches of using Holobuilder, I found that the only way to import them well is to upgrade my Holobuilder to premium version. Therefore, I

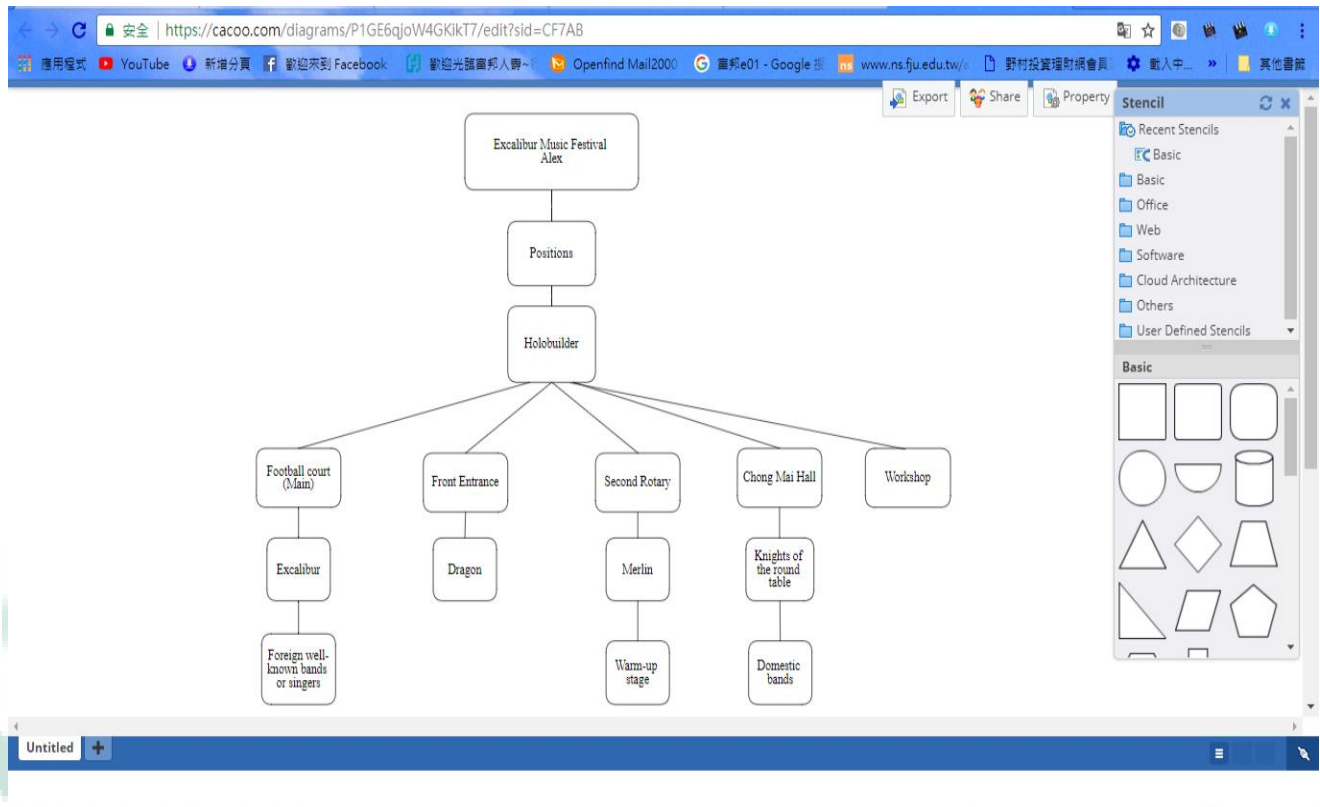
decided to use arrows and forbidden signs to guide the participants in order not to miss the direction of the heading to stages or workshop.

Figure 4. Cacao

<https://cacao.com/diagrams/P1GE6qjoW4GKikT7>







Cacoo is an organizing software for people to organize their ideas into a mind map and make plans on it. In order to plan the mapping information, I discussed about the possible locations with my group several times and finally ended up with a clear structure of location and stage planning. We decided to put the main stage Excalibur stage at the end of Fu Jen University and start with Merlin stage at the first rotary. For the middle part between Excalibur stage and Merlin stage, there is a round table stage which is located at the center of Chong Mei Hall.

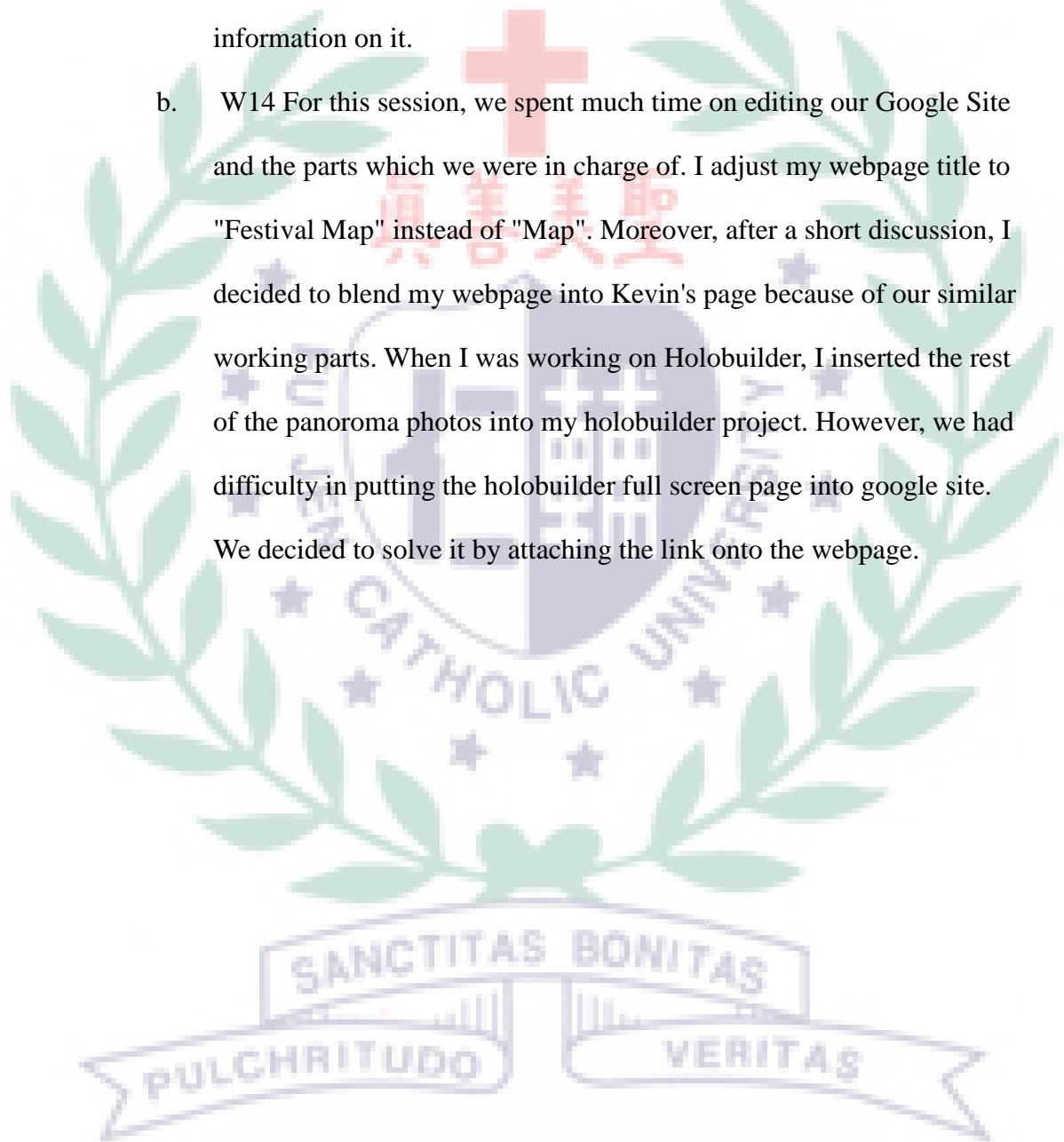
#### IV. When I First Learned the App/Software/Platform:

##### 1. Google Site (1<sup>st</sup> Group Tutorial)

- a. W7 This week, B.C provided us with the knowledge of brainstorming categorize the game into different sections and discussed about the features and differences between them. For the 2 groups of the presentation, I think both of them are beneficial to our lives. From

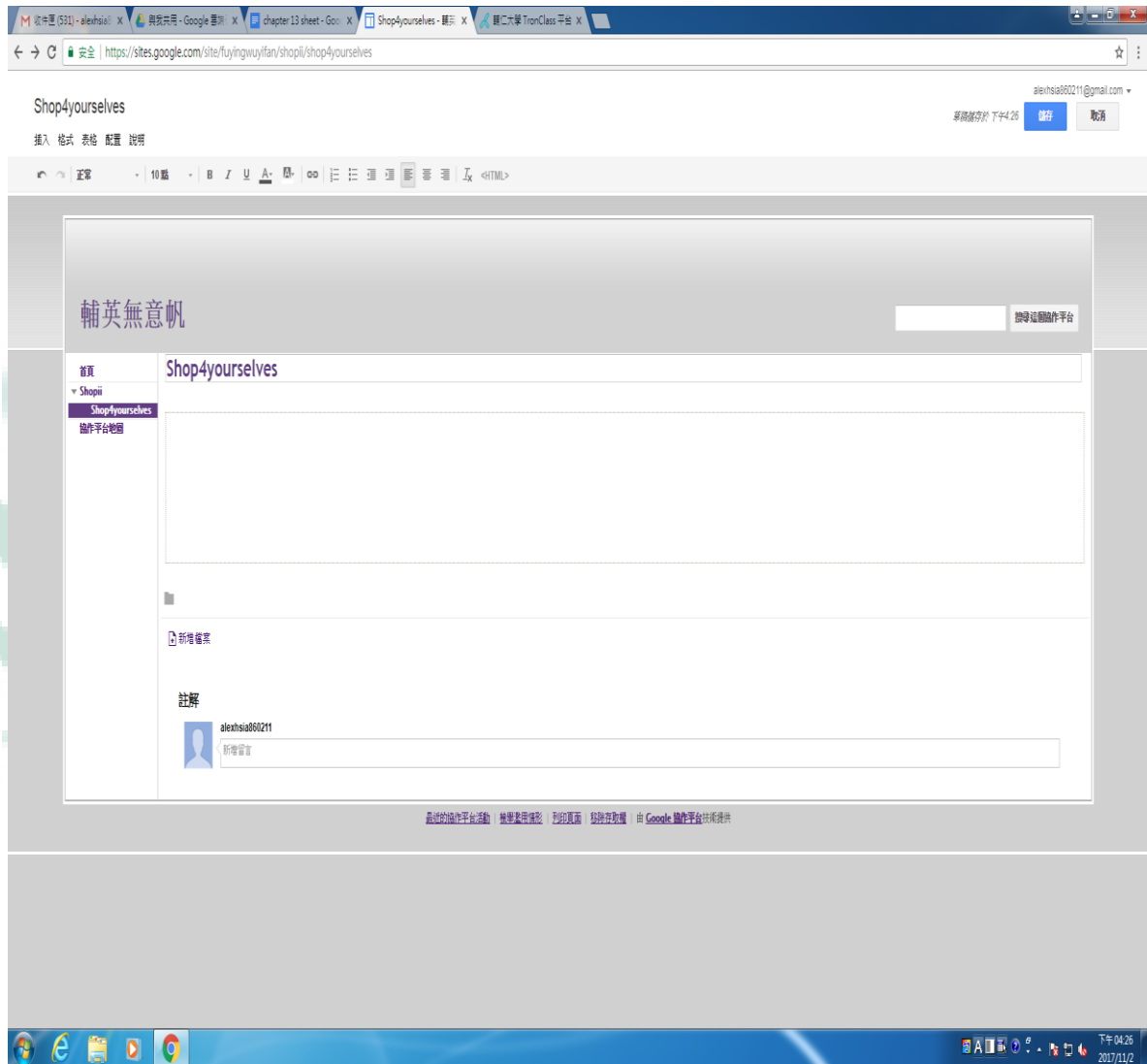
Google Site which taught us how to establish our own sites to Evernote that keeps our lives scheduled. It was such a great experience of learning these two great software. Google Site was the first website creating software I used and I learned to create my own page with information on it.

- b. W14 For this session, we spent much time on editing our Google Site and the parts which we were in charge of. I adjust my webpage title to "Festival Map" instead of "Map". Moreover, after a short discussion, I decided to blend my webpage into Kevin's page because of our similar working parts. When I was working on Holobuilder, I inserted the rest of the panorama photos into my holobuilder project. However, we had difficulty in putting the holobuilder full screen page into google site. We decided to solve it by attaching the link onto the webpage.

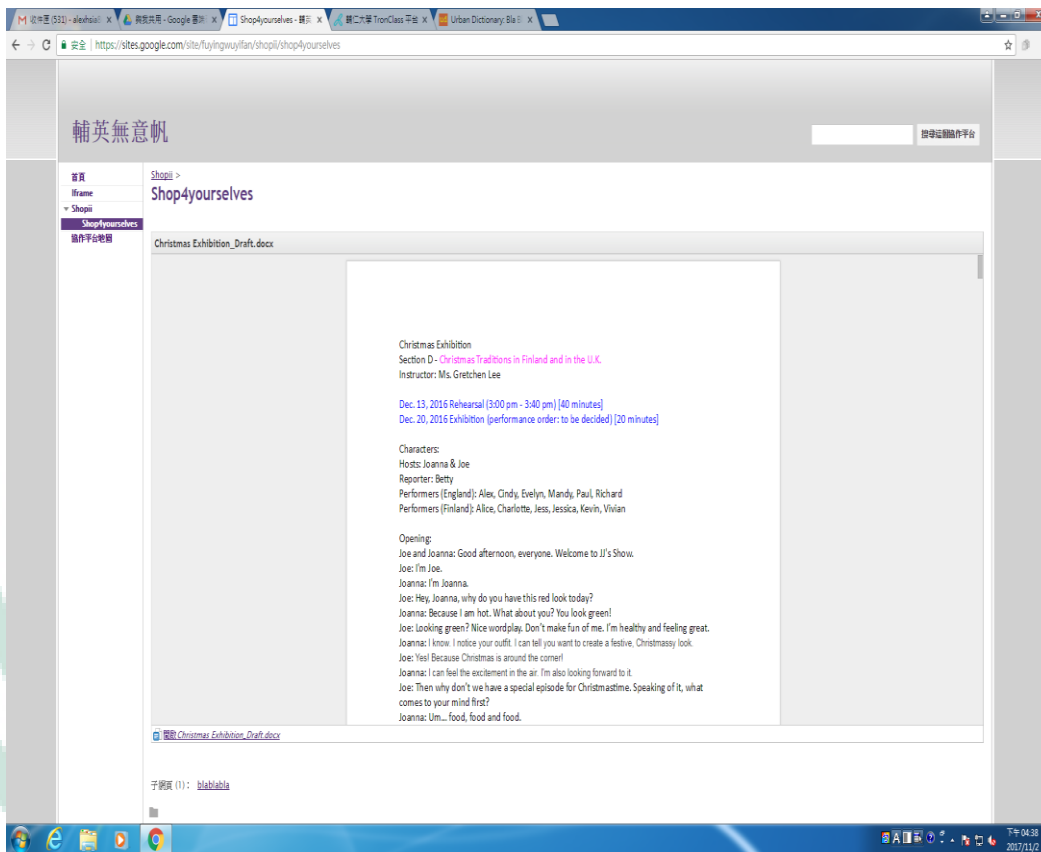


## c. Exercise:

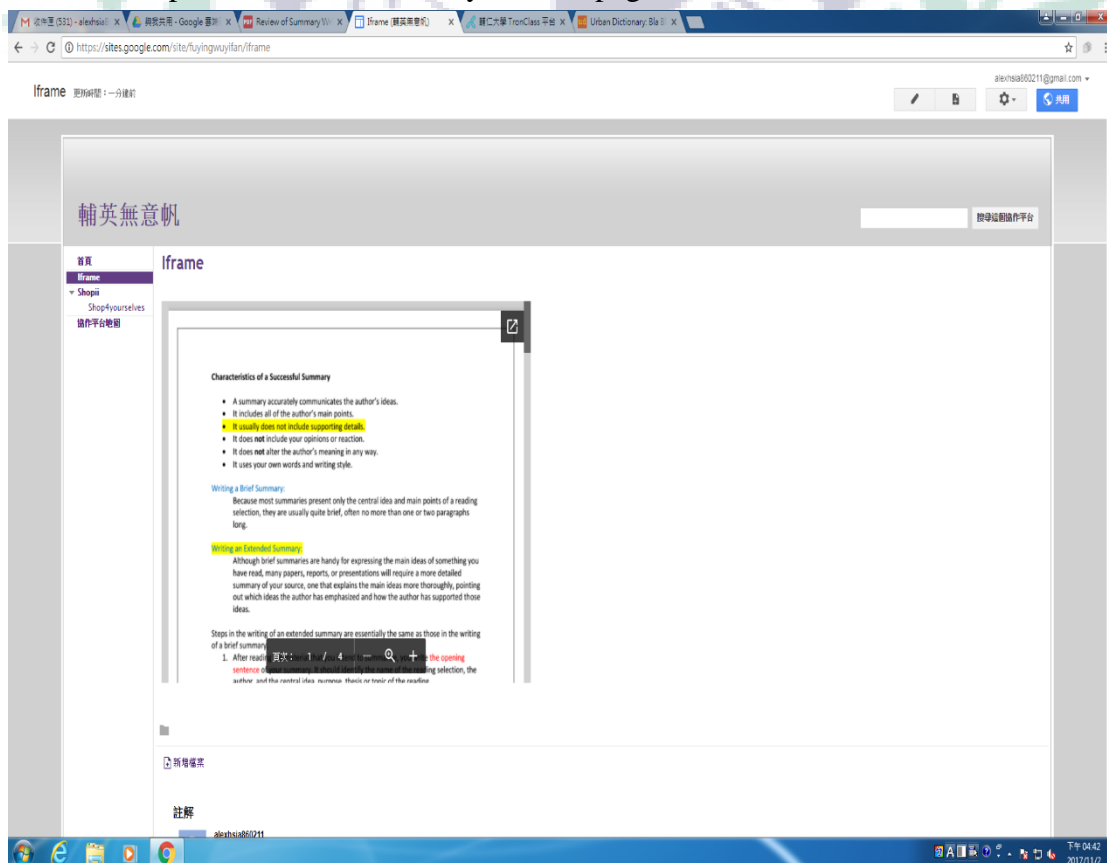
1. This screenshot shows how I opened a website page with a main page and a subpage beneath it.



2. I inserted two documents into the subpage "Shop4yourselves" for this screenshot.

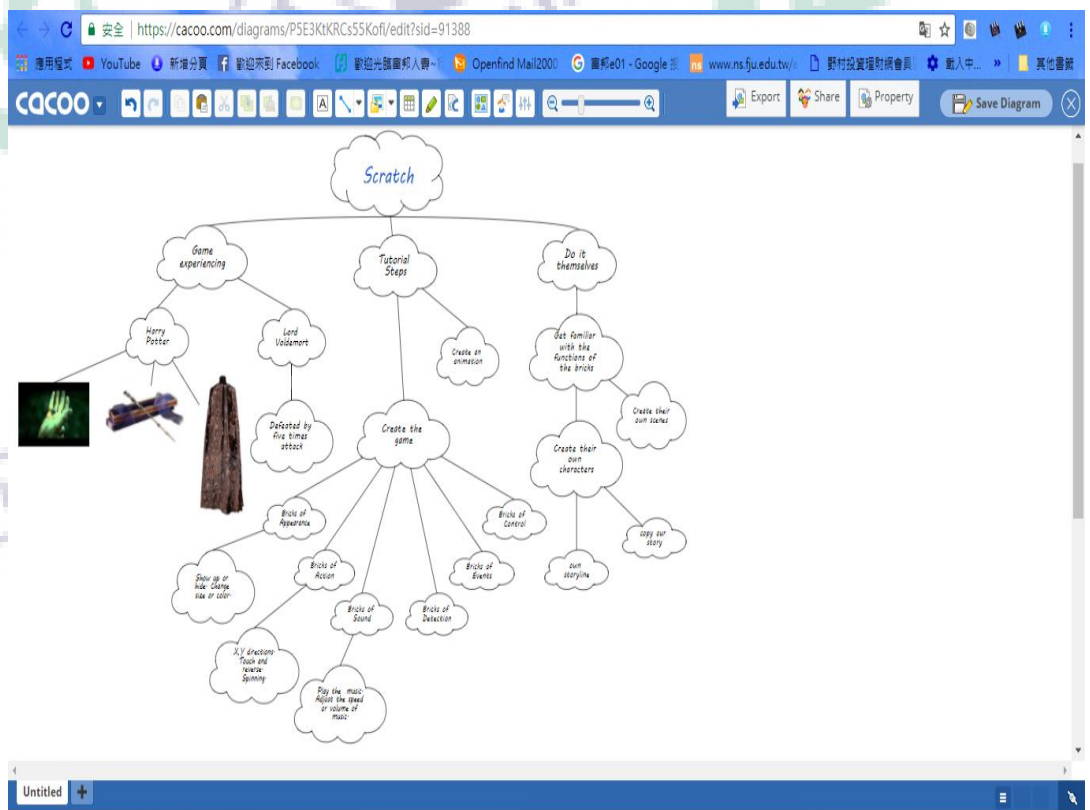


3. For the last screenshot, I inserted a <HTML> URL into subtitle “inframe” to place a document on my website page.



2. Cacao

- a. W5 In this session, we learned about the use Cacao and tried to make our own mind map of the project Scratch. We spent most of the time in class discussing how to plan the presentation sequence and the demonstration of Scratch by organizing ideas on Cacao. We had the great ideas thanked to the help from BC.
- b. W6 In the session, our group made a great outline by Cacao. What's more, we have put several pictures into our Cacao page to enrich our full outline. After that, we had a brief presentation and presented our ideas in good details. At the end of the class, we discussed about the progress of both individual work and team work. It is important for us start progressing our final presentation.
- c. Exercise:

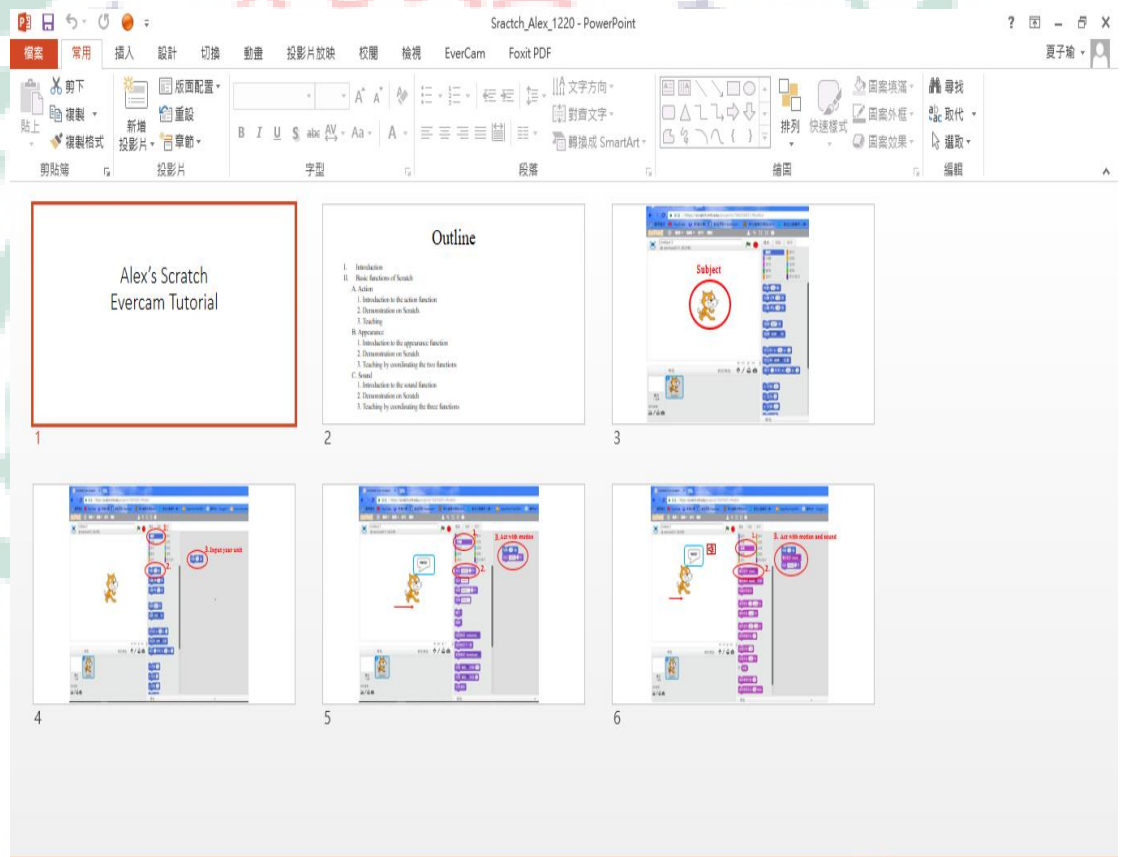


### 3. Scratch (Individual part of our group)

a. W8 It was a big day for my team and I because of the presentation in class. Since we have been making great efforts on our Scratch project, we turned out having a smooth and ideal presentation to the class. What's more, it was such a challenge for us to introduce all the sophisticated steps and tactics of Scratch to the class and tried to teach everyone the usage of it. Thank you for the generous help from B.C and the suggestions from you. If it had not been for your help, we couldn't have achieved such a success to a certain extent.

#### b. Exercise:

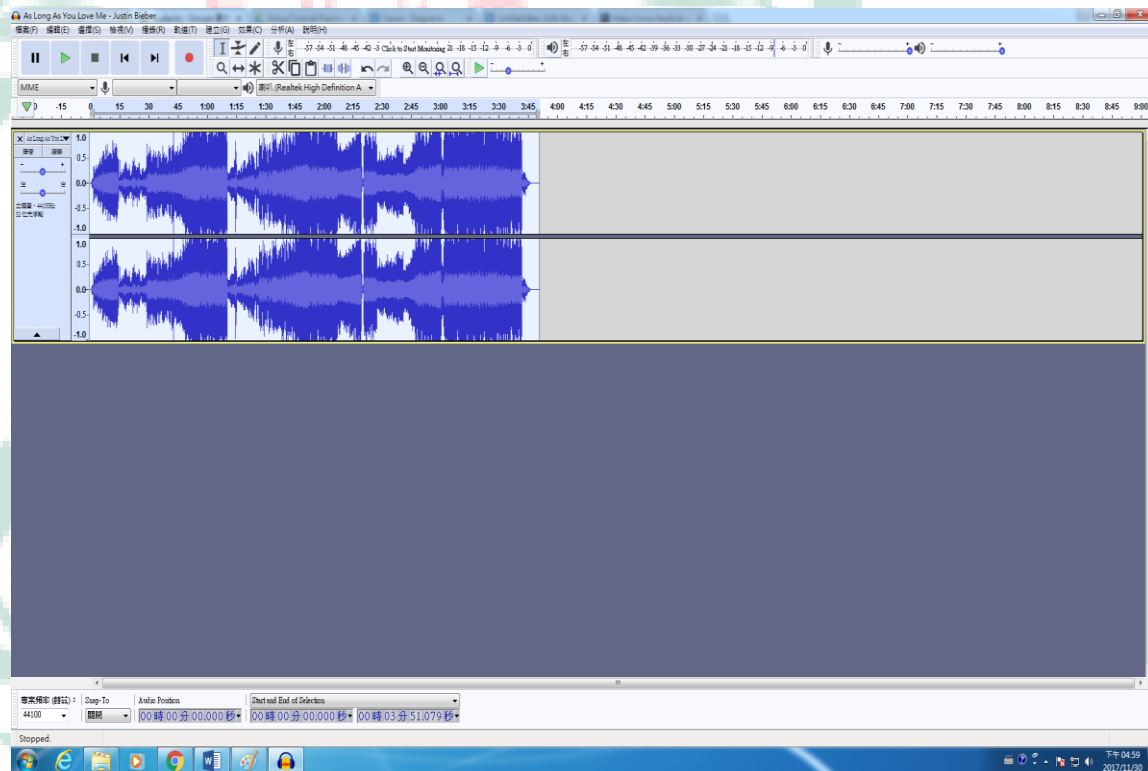
1. This is the screenshot of my individual part of Scratch presentation.



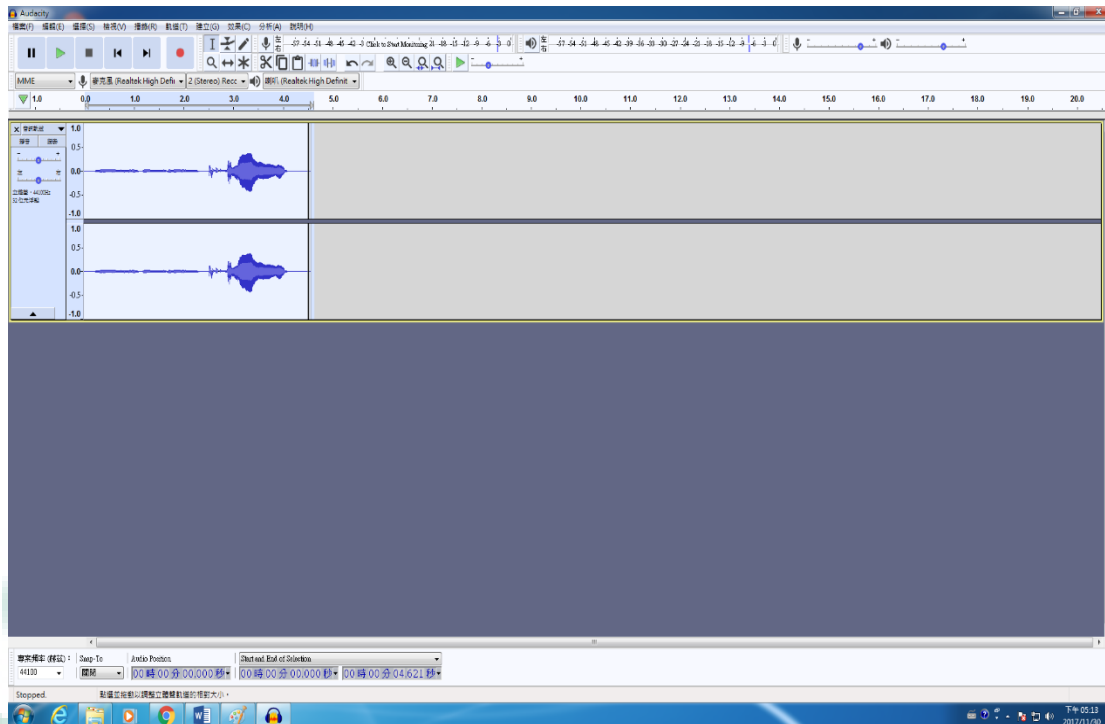
### 4. Audacity (6<sup>th</sup> Group Tutorial)

a. W11 This week, I was lucky to have the opportunities to learn Audacity. Audacity was a useful and elastic software which can make your own audio records and even edit a song in totally different ways. It provided many subtle functions that were able to change a song into a totally different piece of music.

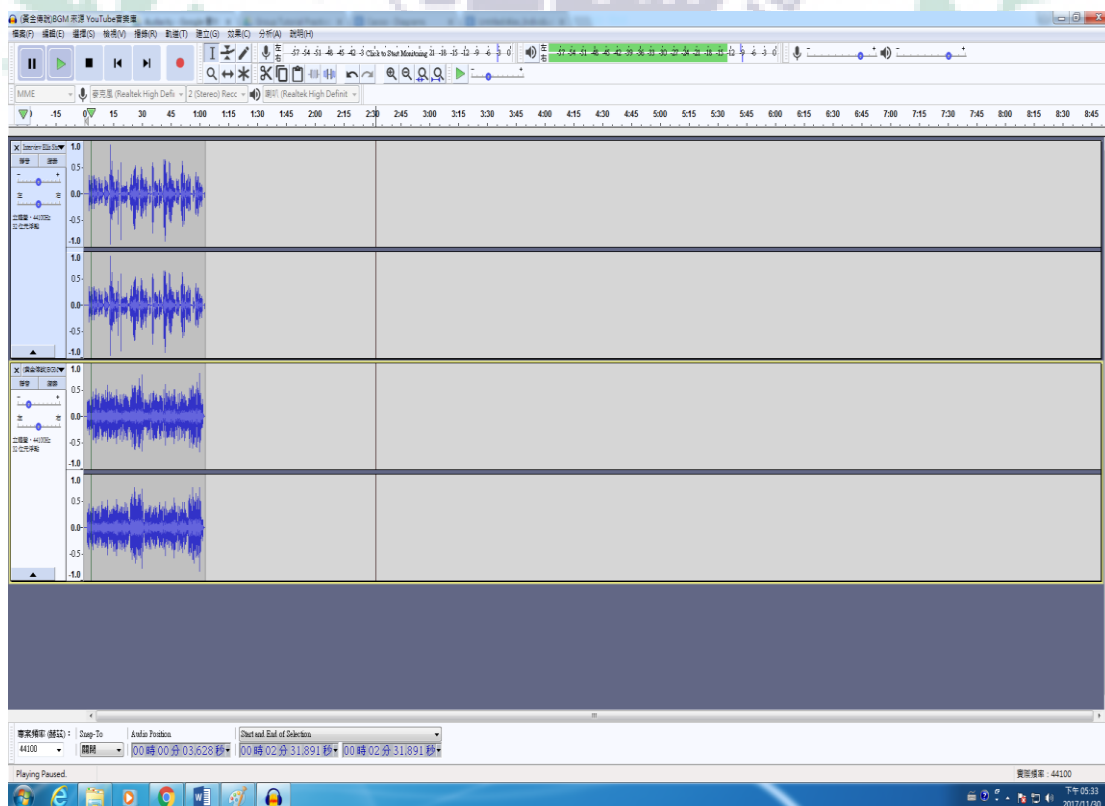
- b. W12 In this session, Rex and Ben continued their Audacity lecture. Ben talked about a function of narrowing or enlarging volume and was called "enveloped tool". Furthermore, Rex provided a interesting lecture of fusing two tracks of guitar and pop rock majors into a new piece of music. In my view, it was a great function of creating a piece of music designed by oneself.
- c. Exercise:
1. For the first screenshot, I created a new case of Audacity and removed the vocal of the music.



2. Second, I recorded a short clip and change its pitch by the tools on the tool bar.

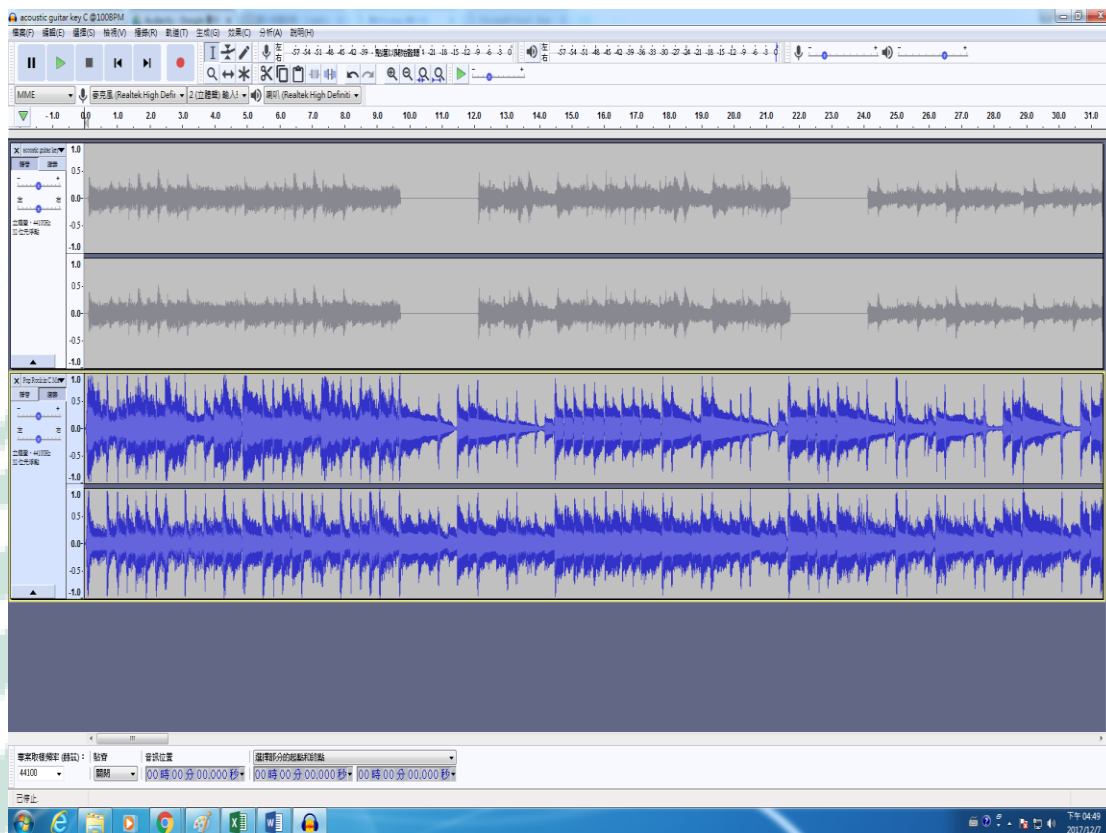


- Next, I added a song and a vocal into Audacity and select compressor to adjust the interview vocal. Moreover, clicked the boundaries of the interview at 1:00 and lower the volume of the song.



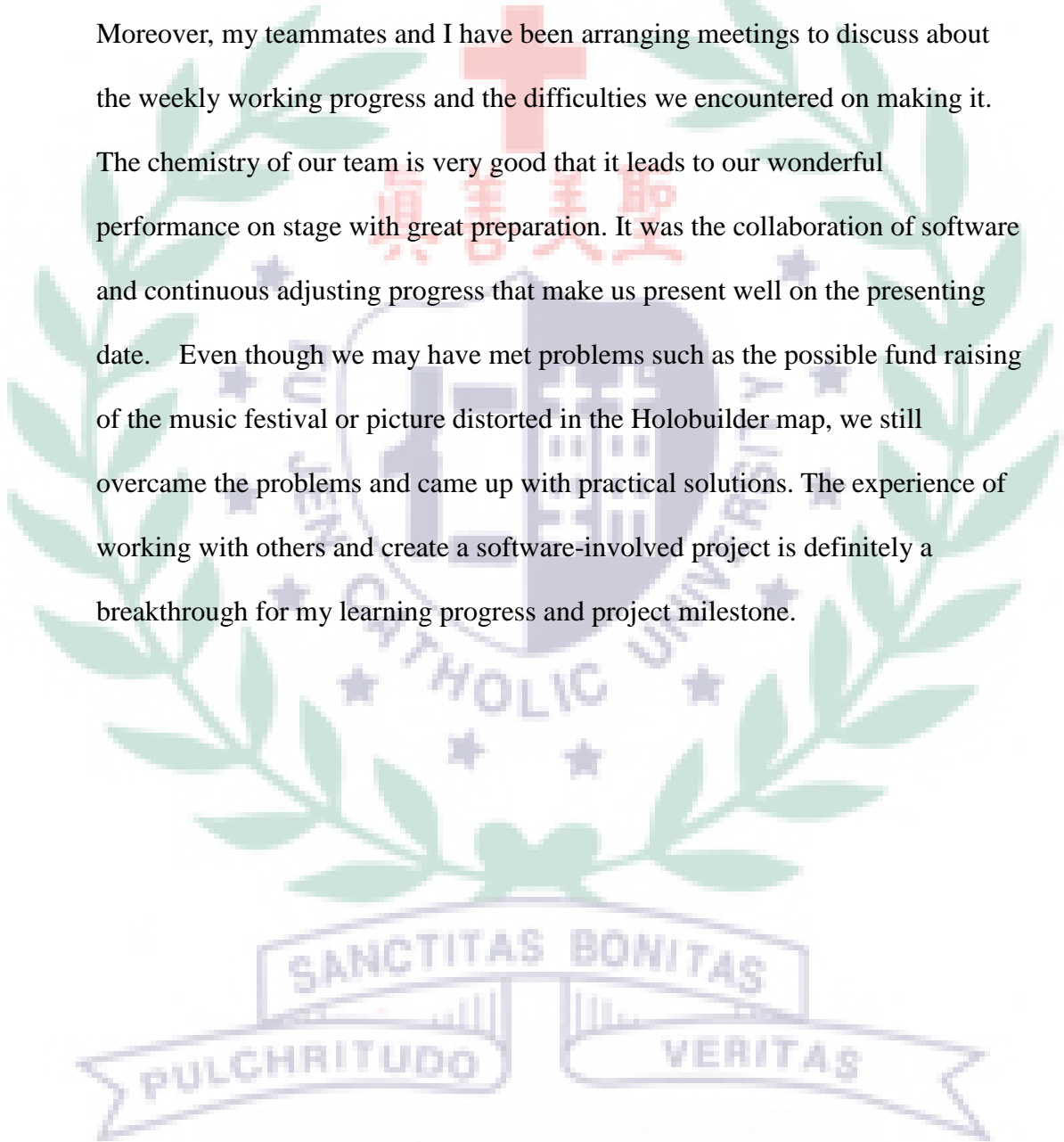


4. For the last screenshot, I added in two more tracks and muted the guitar track and cut the first 9.5 seconds of the rock pop C major.



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

As far as I'm concerned, this final project requires team work and the new knowledge from class. I have learned a lot of software and applications from class and even put them into practice by conducting them in the final project. Moreover, my teammates and I have been arranging meetings to discuss about the weekly working progress and the difficulties we encountered on making it. The chemistry of our team is very good that it leads to our wonderful performance on stage with great preparation. It was the collaboration of software and continuous adjusting progress that make us present well on the presenting date. Even though we may have met problems such as the possible fund raising of the music festival or picture distorted in the Holobuilder map, we still overcame the problems and came up with practical solutions. The experience of working with others and create a software-involved project is definitely a breakthrough for my learning progress and project milestone.



## VI. References:

### A. Text Sources:

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## VII. Appendixes:

