

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  
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**Excalibur: Application of *Google Site*, *Cacoo*, *Audacity*,  
*Easel.ly*, *Keynote*, and *iMovie* in Organizing a Music Festival  
for Local or New Generation Bands**

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Technology Assisted Instruction and Presentation

Final Project

Excalibur:

*Application of Google Site, Cacao, Audacity, Easel.ly, Keynote, and iMovie in*

*Organizing a Music Festival for Local or New Generation Bands*

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Google Site Links ----

1. Group Site Homepage:

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

2. My self-created subpages:

<https://sites.google.com/site/g4taip2017f/change-the-banner>

<https://sites.google.com/site/g4taip2017f/change-the-banner/audition-info>

<https://sites.google.com/site/g4taip2017f/change-the-banner/trailer>

Project Oral Presentation Link --- <https://drive.google.com/open?id=16gKB-plXI3FJJzt2e53z040qkZF2iQw3>

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## 2017 Music Festival: Excalibur

### I. Introduction

#### A. Motivation and Background Information

1. Promoting more local bands and musicians, giving them a chance to be seen on the stage, and their music to be heard.
2. Providing the bands which have little experience on performing or composing a chance to interact with the famous bands for some advice or some experience sharing.
3. Making money.

#### B. Introduction

In the online article “The hardship that haters don't understand: How hard it is to hold a music festival,” Guan stated that holding a music festival is harder than it appears to be; especially, the security part of the event really needs to be well prepared. Furthermore, the budget of the festival is another big issue, so sponsorship is a really important part which needs lots of effort to organize and negotiate with the enterprises. So after starting working on our project, we carefully distribute the preparation to everyone in the group. But, we found out that our festival did not have a core idea like other festivals have, such as promoting EDM music. So we came up with the idea of promoting local musician and give them chances to do some experience sharing with the famous performers from other countries.



## II. Project Content Explanations:

### A. Group Focus: Creating a big music festival in Taiwan

We notice that music festival started to get more and more popular in Taiwan, so we thought holding a meaningful music festival would be a good idea. Furthermore, we wanted to promote local musician and give them more chances on stages and interact with other famous musicians. After deciding what project we were going to do, we look for advice online and grasp a rough idea of how to manage a big event like this.

### B. My Main Focus: Promoting local musician and provide them a stage to shine.

I am in charge of arranging the audition for the local musicians to get into the music festival, the performance line-up, and promoting different stages. My works are mostly the performance part of the festival. For the audition for the local musicians, I need a really basic promotion like a poster, so I use the application *Easel.ly* to show the information about the show and the opportunity of experience sharing with many famous musicians. For the line-up sheet showing the timetable of different stages and different artists, I created the timetable form in *Keynote* and make the two-day performance neat and easy to see. Last but not least, promoting different stages' performance is accomplished with the help of *iMovie* and *Audacity*.

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

In the beginning, I tried to find lots of famous bands from all over the world; however, I think we might not have that much money and communication might also be a problem, so I changed many of the artists from overseas to local. In that case, the experience sharing would have its

best result. The audition poster originally is a poster hiring some workers, so I did not take too much time on modifying the poster on *Easel.ly*, and it saved me some time to work on the trailer for different stages. First, I edit the artists' music with the help of *Audacity*, after that I found some pictures of the artists and create a video trailer by combining the sound and the image together.

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

#### A. My Role and Coordination

As a performance coordinator, I am in charge of the arrangement of the performance and the experience sharing conference. The conference would be held in the morning and the performance would start in the afternoon. With the help of *Keynote*, I can create a schedule for everyone in the festival to see what is the next activity. The trailer I made is to let the audience know which artists would be in our festival; at the same time, show them who has been chosen in the audition.

#### B. Reason of Choosing the Application

*Audacity* is probably the most commonly used music editing application, and no matter your computer has windows system or OS system, it will work just the same; furthermore, it is free. In the beginning, we consider many music editing software; for example, *GarageBand*, *Ableton Live*, and *Pro Tools*. But, after trying all the software, we decided to focus on the basic, and easy to understand features that *Audacity* has. The toolbar of *Audacity* is very clear on the top line of the screen, so it would be easy to do the demonstration for our classmate as well.

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	<a href="https://sites.google.com/site/g4taip2017f/change-the-banner">https://sites.google.com/site/g4taip2017f/change-the-banner</a>
Keynote	<a href="https://sites.google.com/site/g4taip2017f/change-the-banner">https://sites.google.com/site/g4taip2017f/change-the-banner</a>
Easel.ly	<a href="https://sites.google.com/site/g4taip2017f/change-the-banner/audition-info">https://sites.google.com/site/g4taip2017f/change-the-banner/audition-info</a>
Audacity	<a href="https://sites.google.com/site/g4taip2017f/change-the-banner/trailer">https://sites.google.com/site/g4taip2017f/change-the-banner/trailer</a>
iMovie	<a href="https://sites.google.com/site/g4taip2017f/change-the-banner/trailer">https://sites.google.com/site/g4taip2017f/change-the-banner/trailer</a>

Fig. 1: Google Site

<https://sites.google.com/site/g4taip2017f/change-the-banner>

**G4-TAIP 2017 F**  
**Excalibur**  
2018.01.11-12  
FJU  
MUSIC FESTIVAL

**NAVIGATION**  
MUSIC FESTIVAL  
▼ ABOUT US  
CREW MEMBERS  
FACEBOOK EVENT  
▼ ART  
DESIGN DRAFTS  
HOW TO CONTACT US?  
▼ MAPPING INFORMATION  
INTERACTING MAP  
MAPPING INFORMATION

**PERFORMERS LINE UP**

**DAY 1 LINE-UP**

Time	Merlin Stage	Round Table Stage	Excalibur Stage
10:00-11:00			
11:00-12:00			
12:00-13:00			
13:00-14:00			
14:00-15:00	Rex		
15:00-16:00	Arthur Shun	9m88	謝震廷
16:00-17:00	木曜鏡	Leo王	
17:00-18:00	柯智棠	Trash	Mary See The Future
19:00-20:00	李友廷	葉先生	SCANDAL

Figure 1.a

**NAVIGATION**

Figure 1.b

**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**

The sequence of our navigation bar of in Google site is based on what we think a proper official page of an event should be. The subpage called “performance Line up” is the main position that Rex and I put the information. Google Site enables us to insert text for the credits, schedules created by Keynote, and even video that we created by iMovie. The only thing we do is to upload them to Google Drive and insert them into the page that we want. However, in the beginning, all of us encountered some difficulties changing the margin and the pattern of our site because of we eager to create a decent official site of this festival, not just a storage room that we upload some information about the festival without arranging and proper design. After managing to resolve these problems, I still think Google Site can be a tool for someone who wants to create their own website because it is not difficult like program languages which need lots of time to learn.

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

Fig. 2: Keynote

<https://sites.google.com/site/g4taip2017f/change-the-banner>

**PERFORMERS LINE UP**

**DAY 1 LINE-UP**

Time	Merlin Stage	Round Table Stage	Excalibur Stage
10:00-11:00			
11:00-12:00			
12:00-13:00			
13:00-14:00			
14:00-15:00	Rex		
15:00-16:00	Arthur Shun	9m88	謝震廷
16:00-17:00	木眼鏡	Leo王	
17:00-18:00	柯智棠	Trash	Mary See The Future
19:00-20:00	李友廷	麋先生	SCANDAL
20:00-21:00		草東沒有派對	
21:00-22:00			

**DAY 2 LINE-UP**

Time	Merlin Stage	Round Table Stage	Excalibur Stage
10:00-11:00			
11:00-12:00			
12:00-13:00			
13:00-14:00			
14:00-15:00	哈娜洛金	大象體操	
15:00-16:00	蘇文助	甜約翰	嘴哥樂團
16:00-17:00	Suvulu & Laway	落日飛車	艾怡良
	Sugar Cat	魏如萱	

Figure 2.a

**DAY 1 LINE-UP**

Time	Merlin Stage	Round Table Stage	Excalibur Stage
10:00-11:00			
11:00-12:00			
12:00-13:00			
13:00-14:00			
14:00-15:00	Rex		
15:00-16:00	Arthur Shun	9m88	謝震廷
16:00-17:00	木眼鏡	Leo王	
17:00-18:00	柯智棠	Trash	Mary See The Future
19:00-20:00	李友廷	麋先生	SCANDAL
20:00-21:00		草東沒有派對	
21:00-22:00			

Figure 2.b



Time	Merlin Stage	Round Table Stage	Excalibur Stage
10:00-11:00			
11:00-12:00			
12:00-13:00			
13:00-14:00			
14:00-15:00	哈娜洛金	大象體操	嘴哥樂團
15:00-16:00	蘇文劭	甜約翰	
16:00-17:00	Suvulu & Laway	落日飛車	艾怡良
17:00-18:00	Sugar Cat	魏如萱	Miwa
19:00-20:00	老王樂隊	Hush!	Acidman
20:00-21:00		宇宙人	
21:00-22:00			

Figure 2.c

As I mentioned above, the line-up schedule that we create by Keynote is another application that we use to show information about the performance. The reason I choose Keynote to make the schedule is that I am more used to the application from OS system, and I think it is a user-friendly application. Creating a schedule form like this only take about an hour. The bar on the left of the schedule form is to add more columns or delete them, so I can create a form without considering how many columns I would need, and start right away. However, Keynote is not available for windows system user.

Download Link: <https://itunes.apple.com/tw/app/keynote/id409183694?mt=12>



Fig. 3: Easel.ly

<https://sites.google.com/site/g4taip2017f/change-the-banner/audition-info>

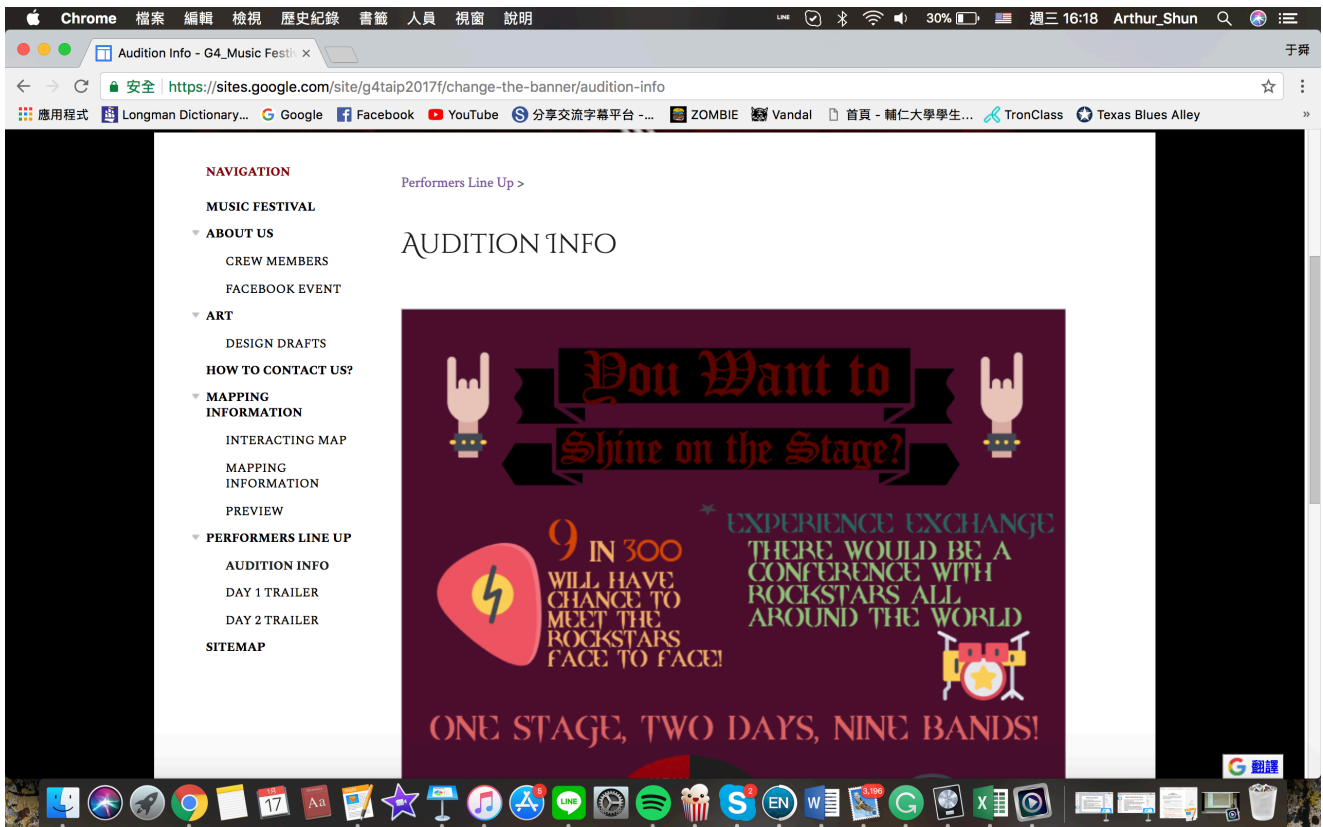


Figure 3.a

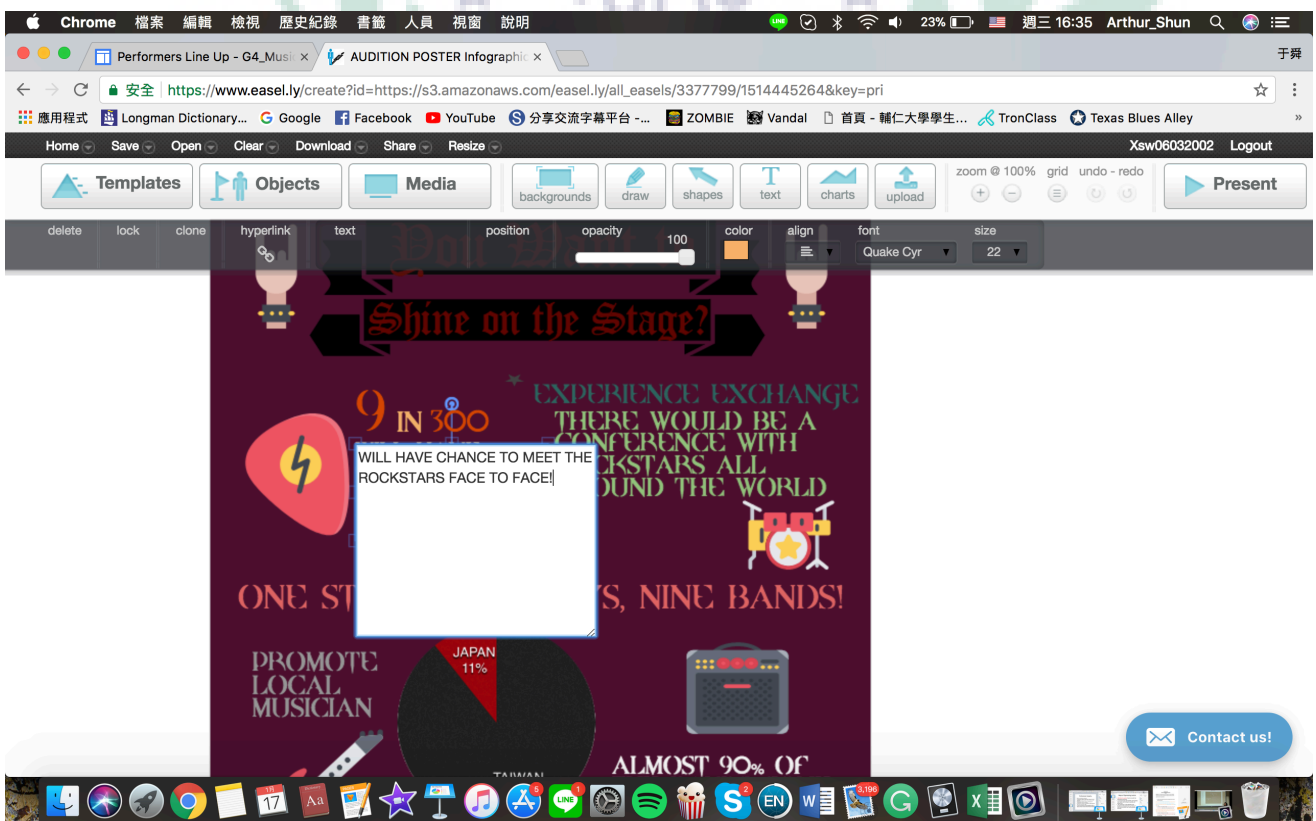


Figure 3.b

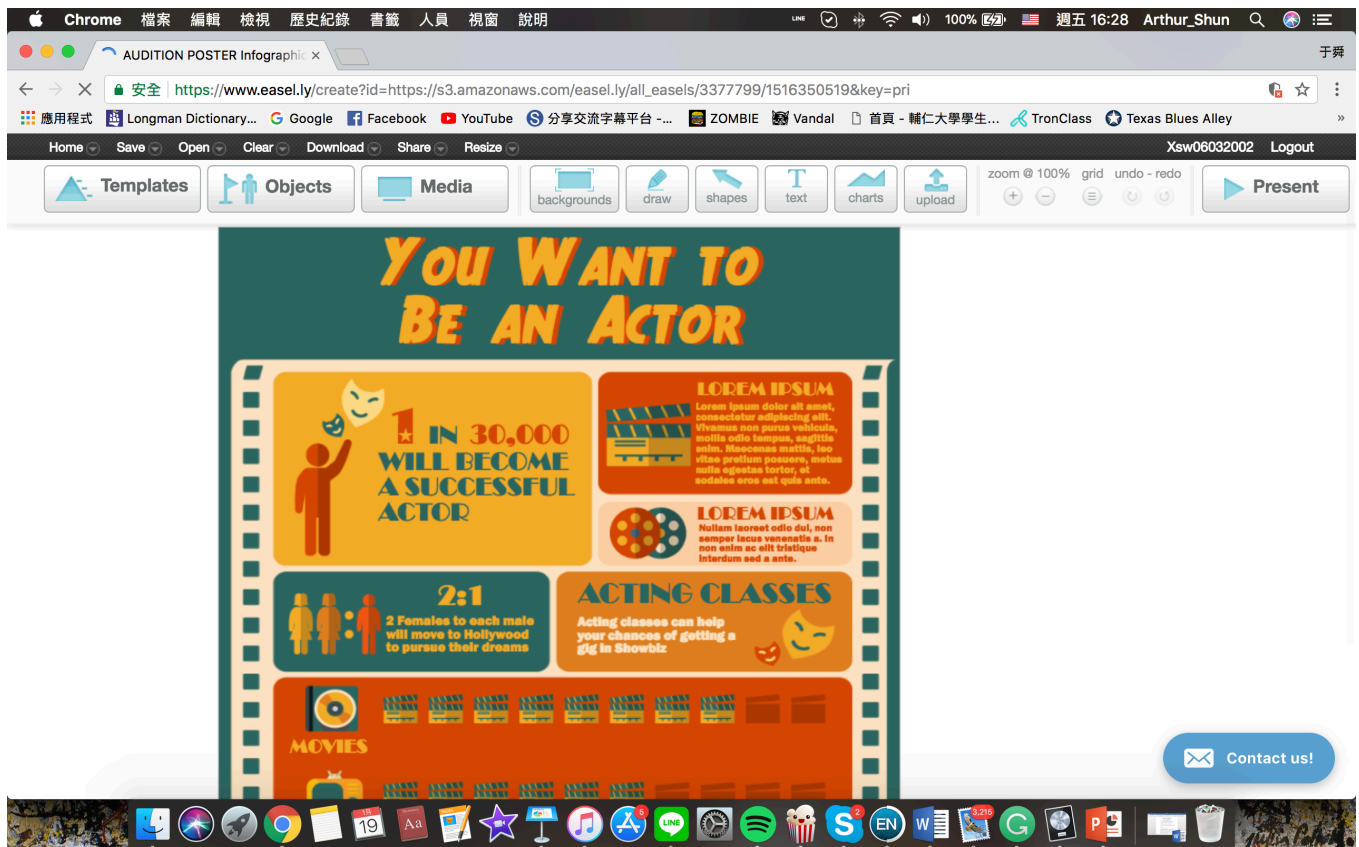


Figure 3.c

*Easel.ly* is the application that I use to create the audition poster, and it was easy to edit and provide users lots of infographics. In the beginning of the making process, I was looking for some example templates like hiring posters or commercials because I thought the format might be similar to an audition poster. After finding the template, I started to change the font and some background colors. The best feature of *Easel.ly* is that the application allows you to add the infographics from their website, so I can put some festival related images. Moreover, the fonts and infographic options are enough, and it is free.

Official Link: <https://www.easel.ly/home> (Free)



Fig. 4: Audacity

<https://sites.google.com/site/g4taip2017f/change-the-banner/trailer>

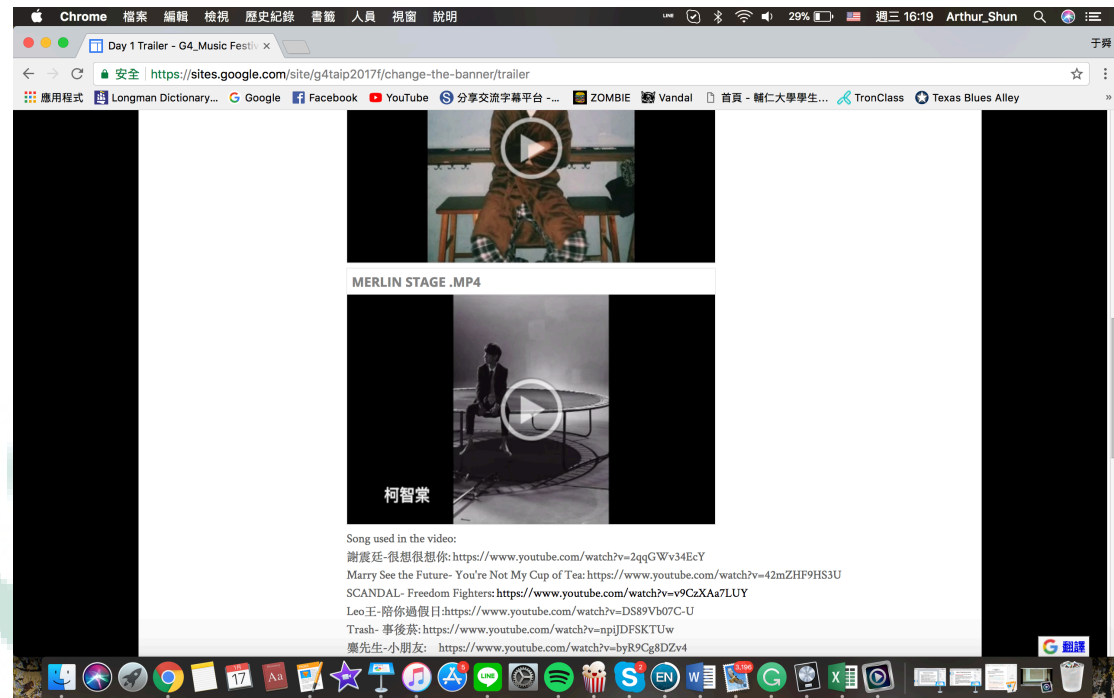


Figure 4.a

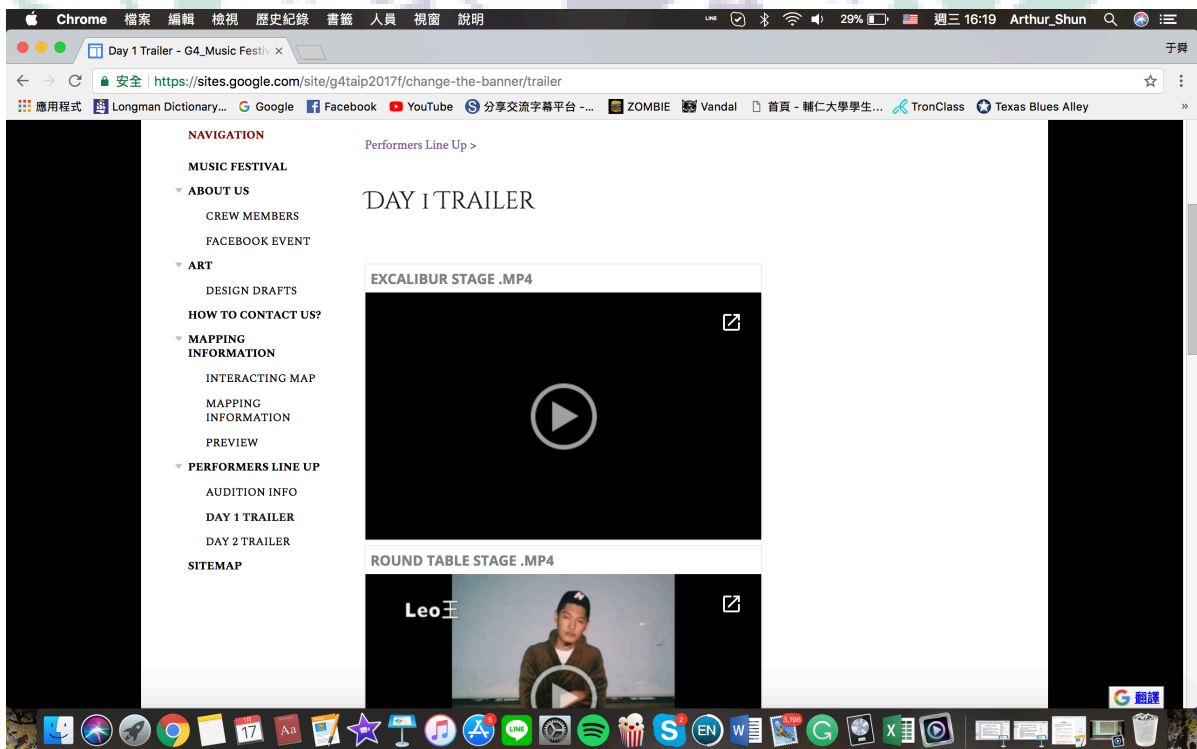


Figure 4.b

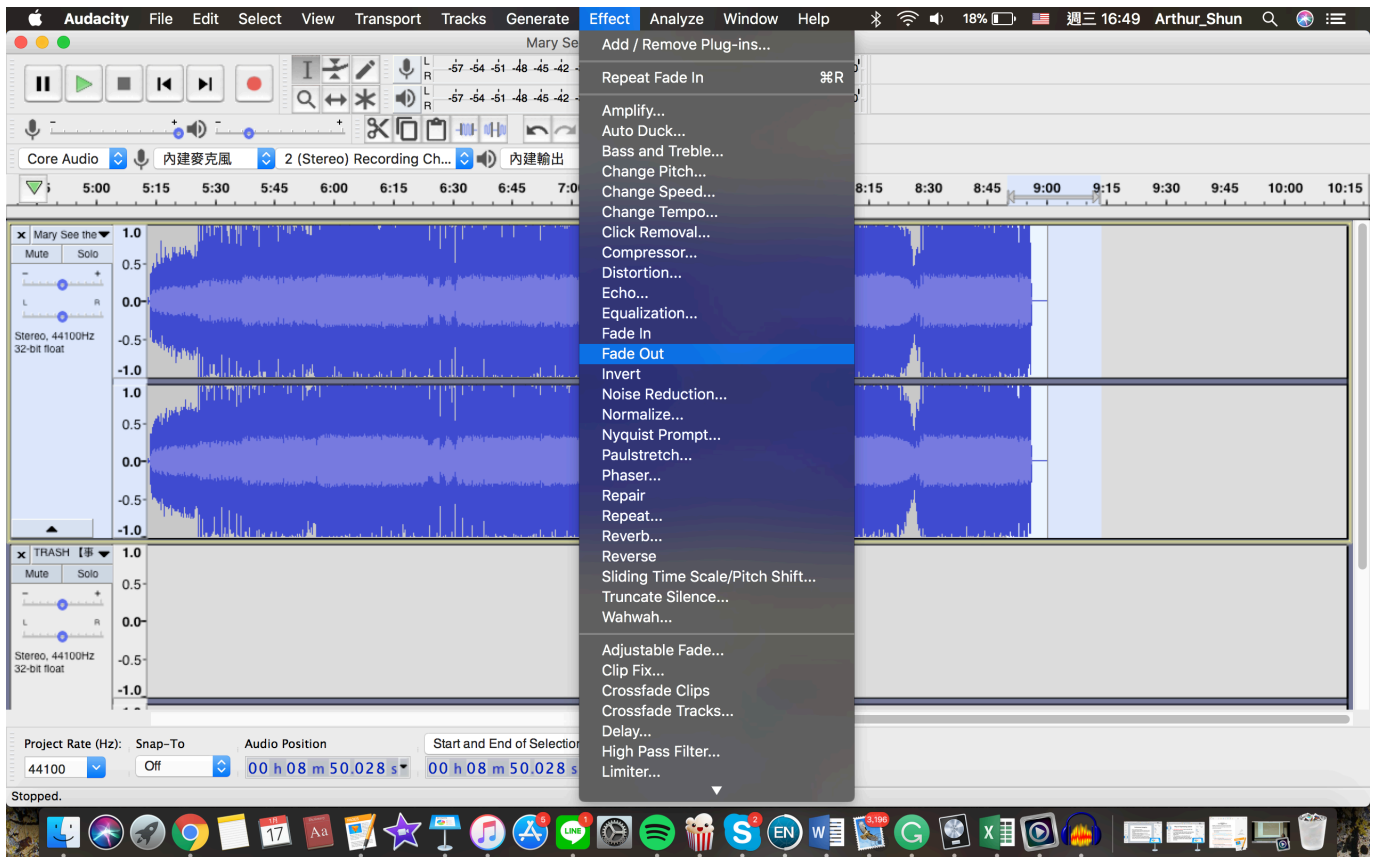


Figure 4.c

*Audacity* is a music editing application which enables users to edit some soundtracks.

I use *Audacity* to make the soundtrack of the trailer for different stages. The process of making the soundtrack is started with dragging the songs into the application. In order to make sound mellow in the beginning, so I use the “Fade in” effect. In the connection between two different songs, I use “Fade out” and “Fade in” effect to create a smooth connection. With this method, I can create the soundtrack of each trailer.

Link: <https://www.audacityteam.org/download/> (Free)

Fig. 5: iMovie

<https://sites.google.com/site/g4taip2017f/change-the-banner/trailer>

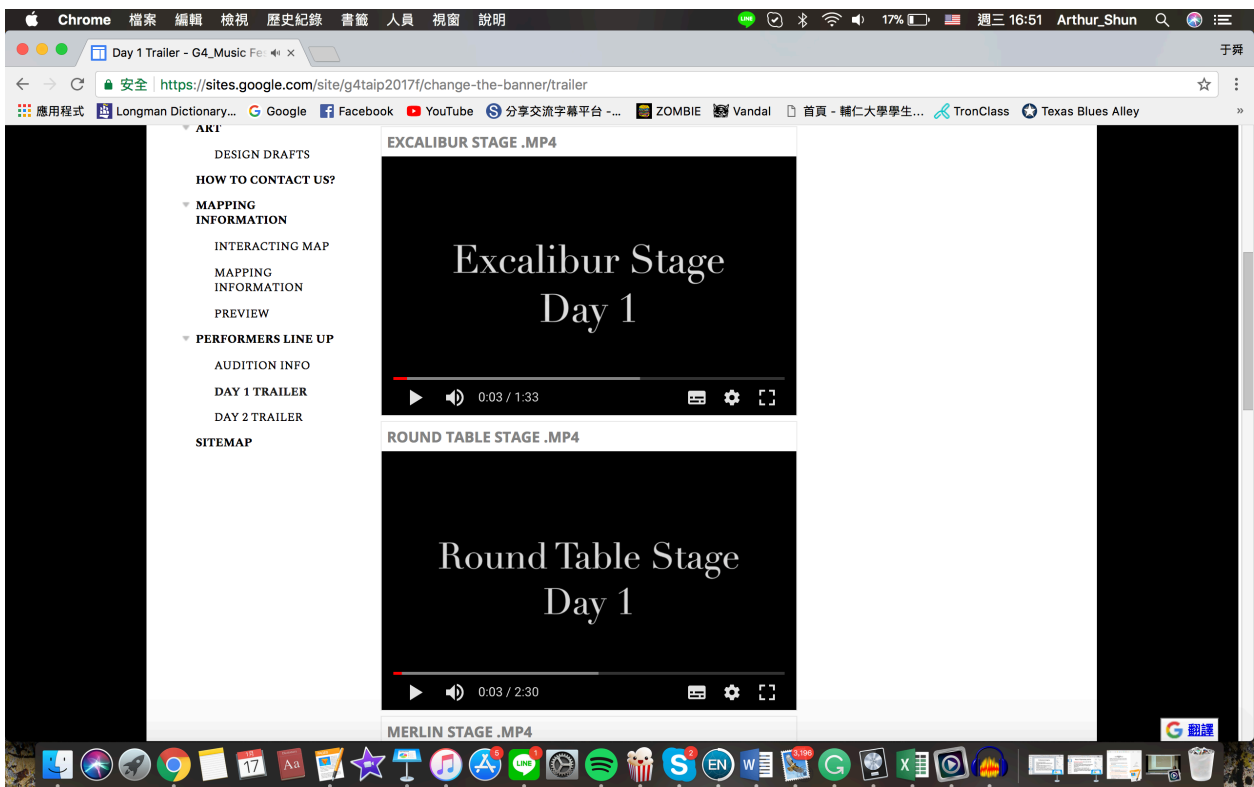


Figure 5.a

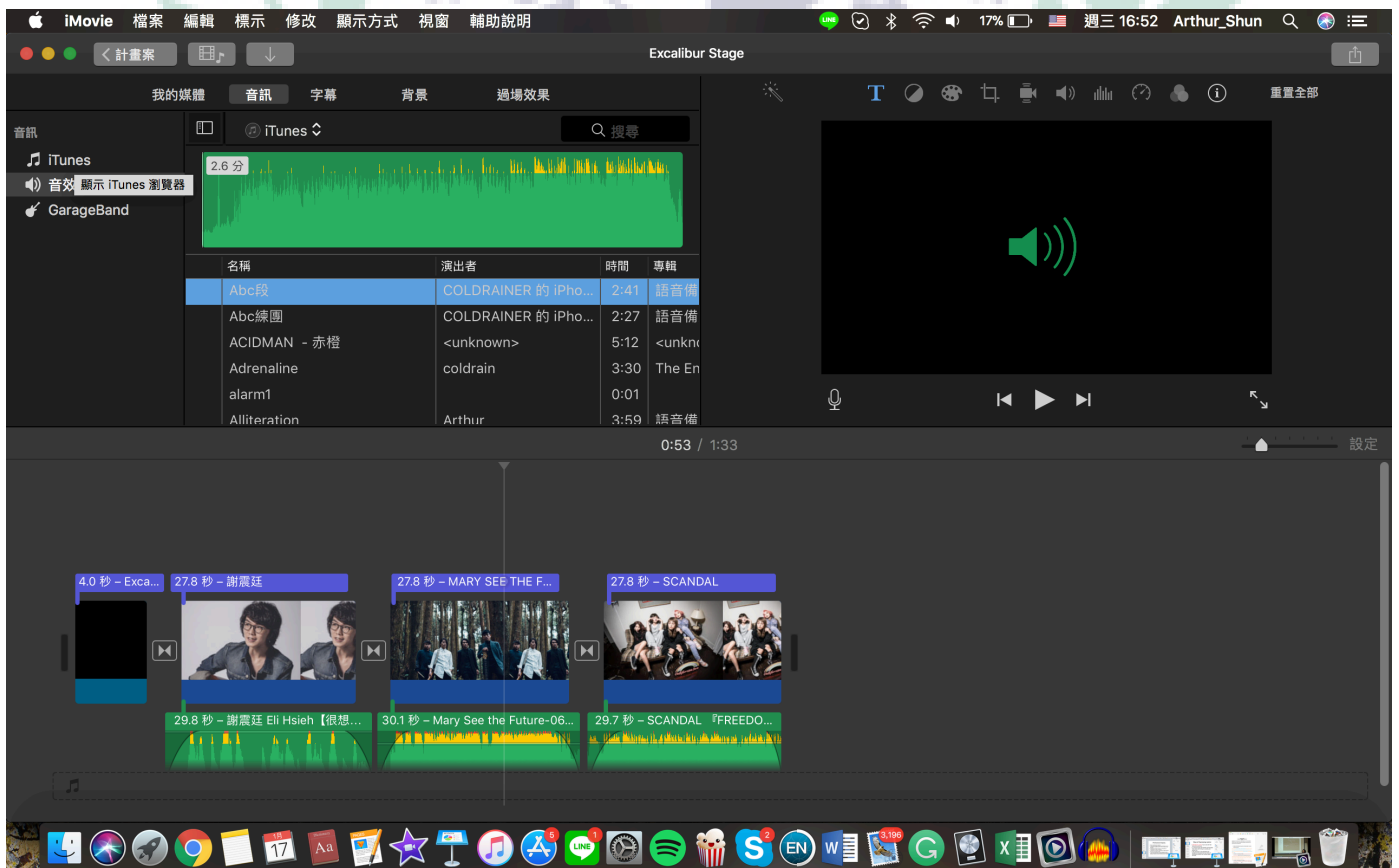


Figure 5.b



Figure 5.c

*iMovie* is the application that I mainly use to create the trailer. After finishing the soundtrack of the trailer, I found pictures of the artist that will participate in the festival and put it in *iMovie*. Then I manage to make each image last for thirty seconds and insert the soundtrack I have created with *Audacity*. The difficulties that I encountered was trying to stop the image from moving up and down the screen. Because I was not familiar with the feature called “Ken Burns.”

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

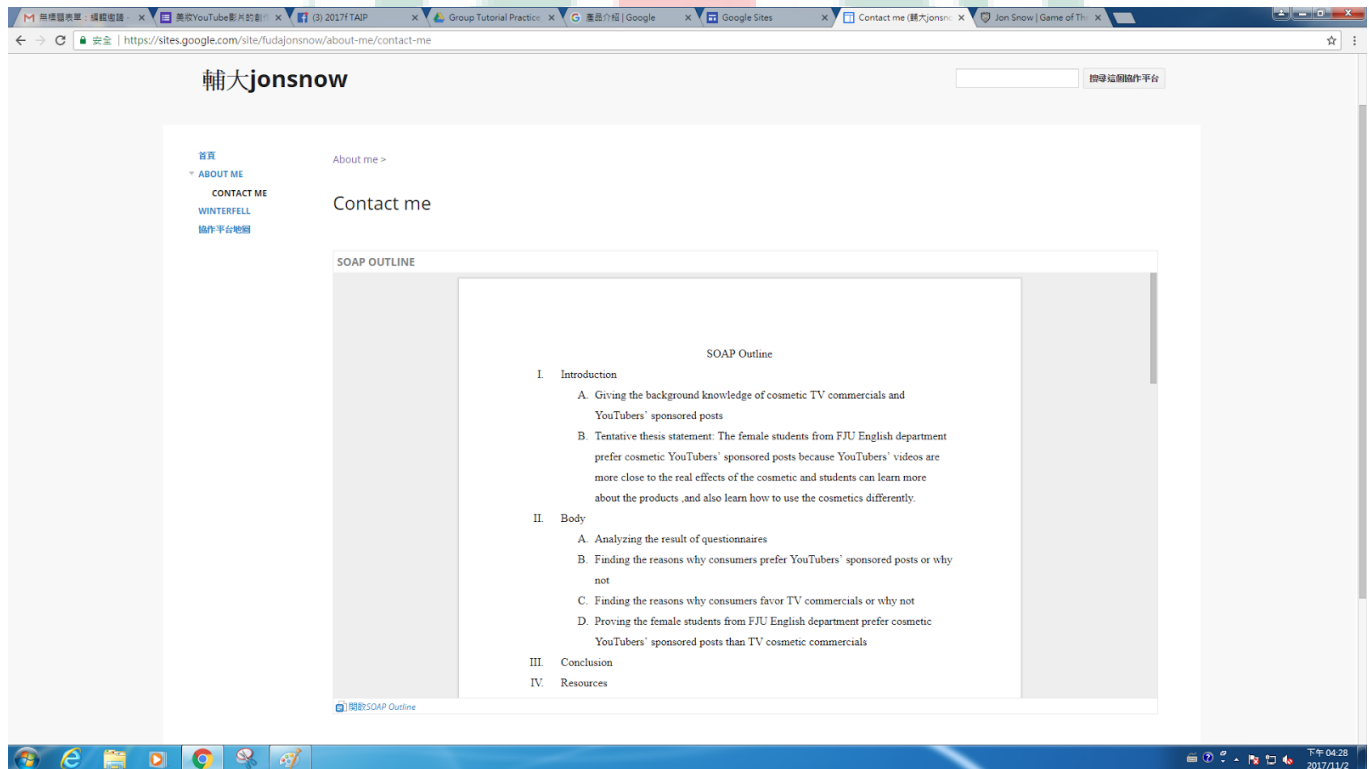
##### A. Google Site (1<sup>st</sup> Group Tutorial)

1. W7: Today I learn how to create a website by using Google Site and the first thing that comes to my mind is using it for business purposes. The first thing that I think would be some kinds of marketing or promoting webpage,

so I come up with the idea of making a fan page.

## 2. Exercise

(1) This is the first step of making a Google site, and I made three subpages under the topic of FJU Jon Sown, one is about me, and the other is Winterfell. Furthermore, I learned how to insert a document in the subpage.



(2) This screenshot showed the other kinds of document that I insert by the HTML.

## B. Audacity (Individual part of Our Group Tutorial)

1. W8: After listening to the second round of the presentation, it was about time that our group started to prepare our tutorial presentation
2. W11: Today, it is our time to do the tutorial of the audacity. The difficulties that we have encountered is that we didn't pay attention of the language version of the application, so many of our classmates couldn't follow the tutorial smoothly.

King in the North 更新時間：一分鐘前

輔大jonsnow

King in the North

Week	Date	Reflection	Yes or No
1		Name: Student No.	Yes or No
2	Feb. 22	TAIP Weekly Reflections (continue build on the same document) <b>Naming rule: Stu. NO. Name_ week NO. reflection</b>	Is this work on time? Worked!
3	Feb. 23	Today is our first class, I really looking forward to it. I think it is really useful that professor tried to relate some of the current issues for example OLED that SAMSUNG has worked on for a long time.	Yes
4	Feb. 24		
5	Feb. 25	Today we learn how to use freemind, but I am more interested in learning Xerial. Compress the ppt file I think is really useful for many course that needs presentation.	Yes

TAIP reflection Sheet2 Sheet3

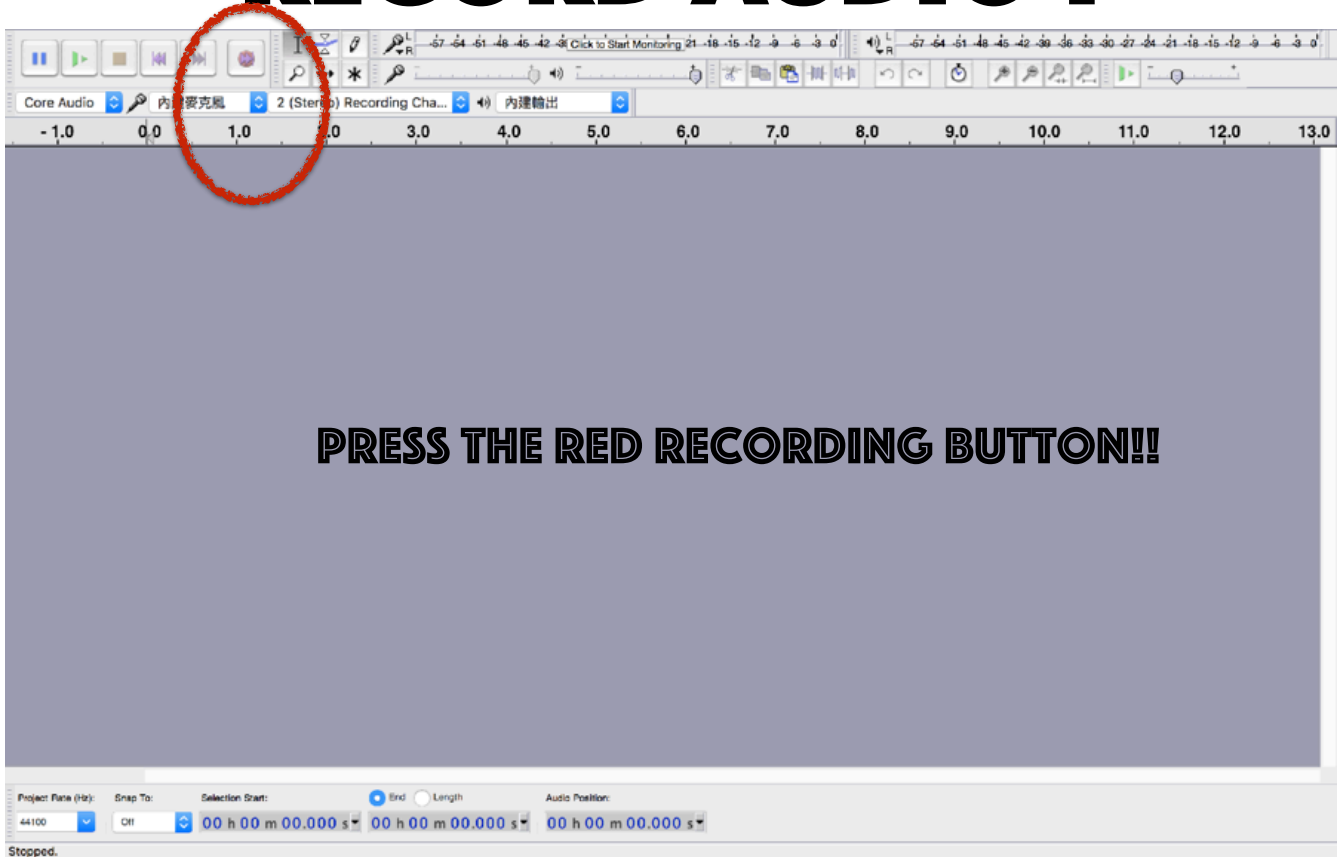
新傳檔案

詳解

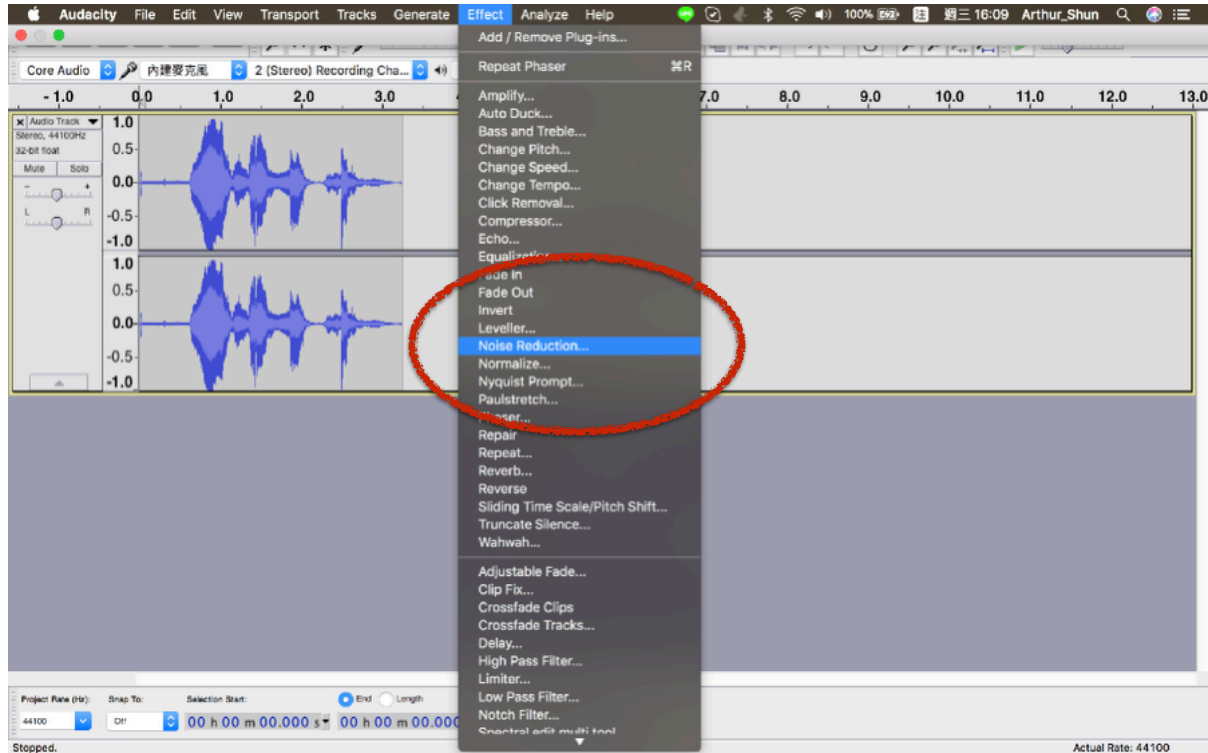
下午 04:40 2017/11/2

### 3. Individual PowerPoint:

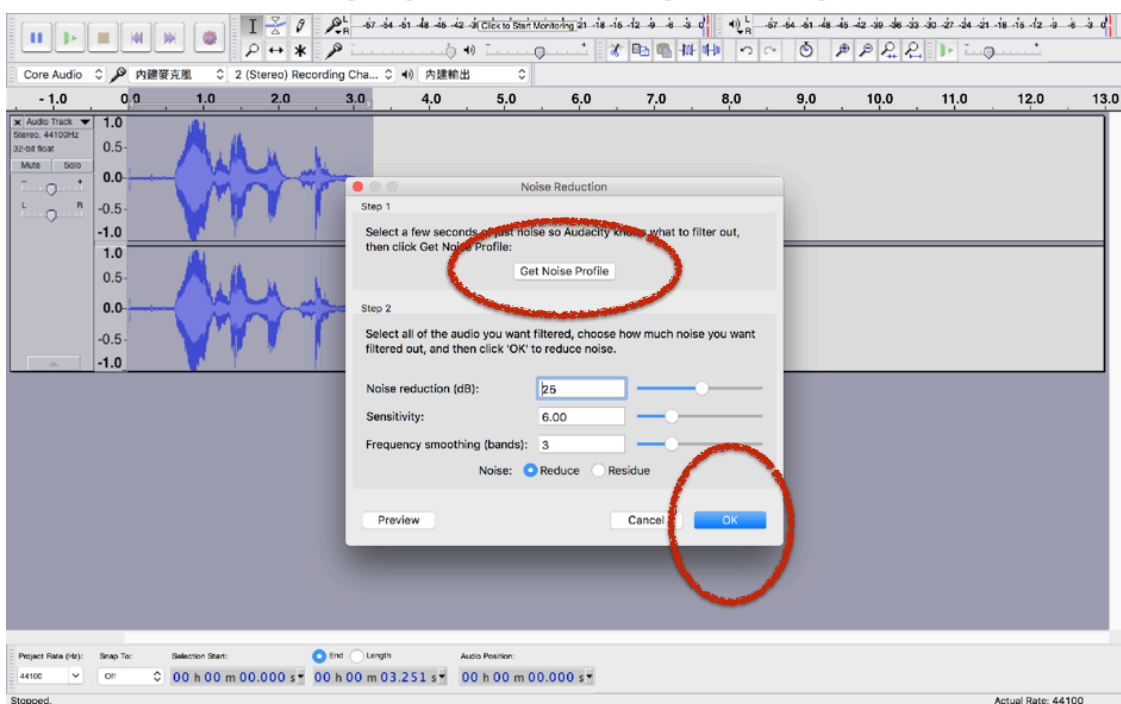
# RECORD AUDIO 1



# RECORD AUDIO 2

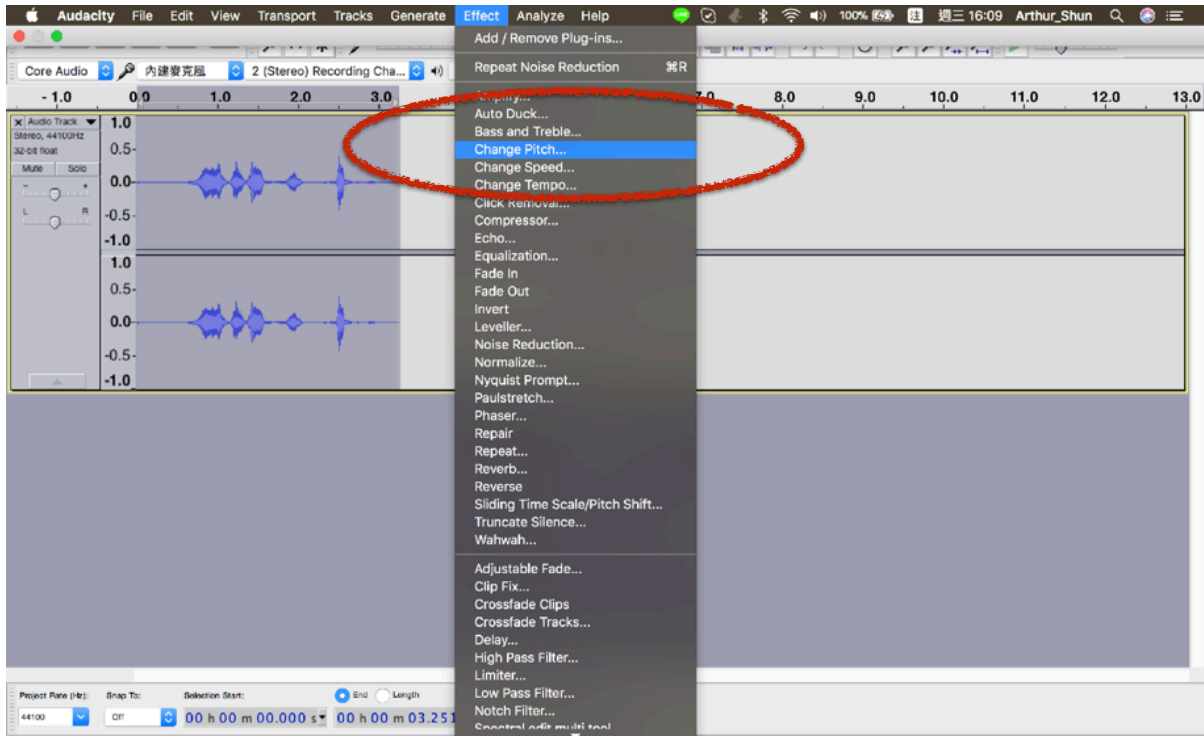


# RECORD AUDIO 3

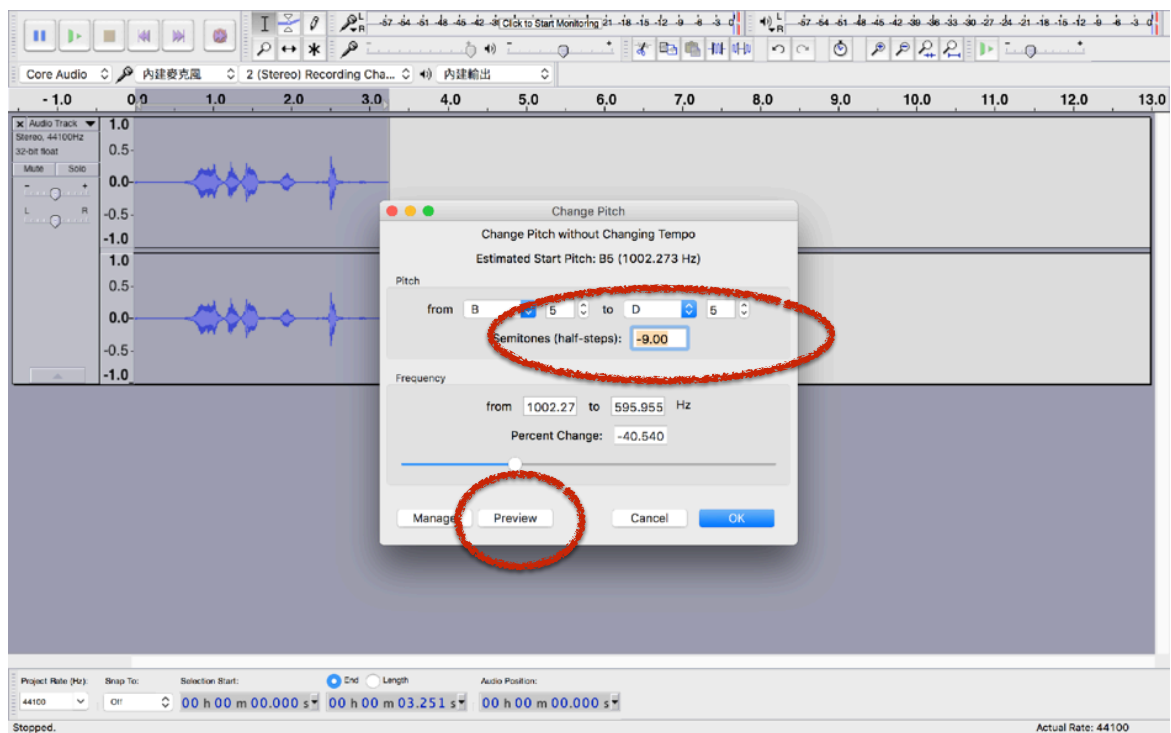




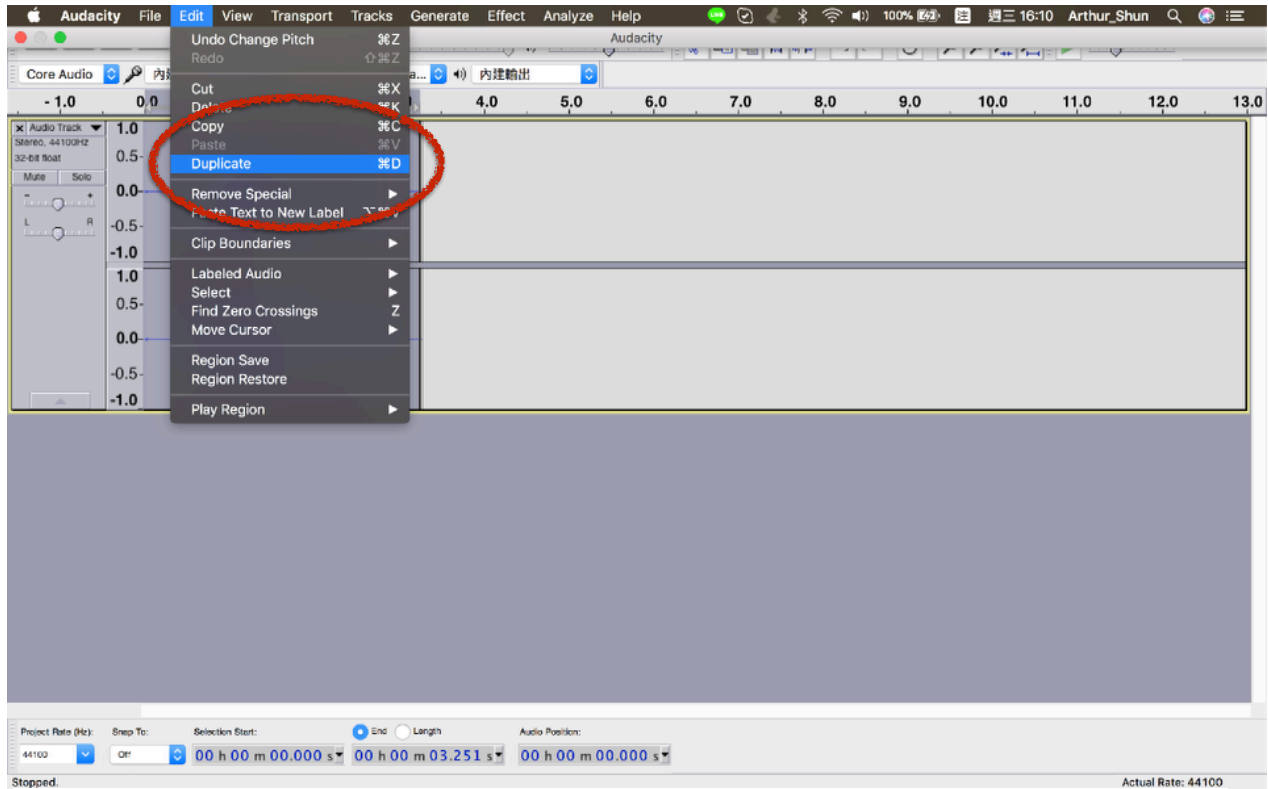
# RECORD AUDIO 4



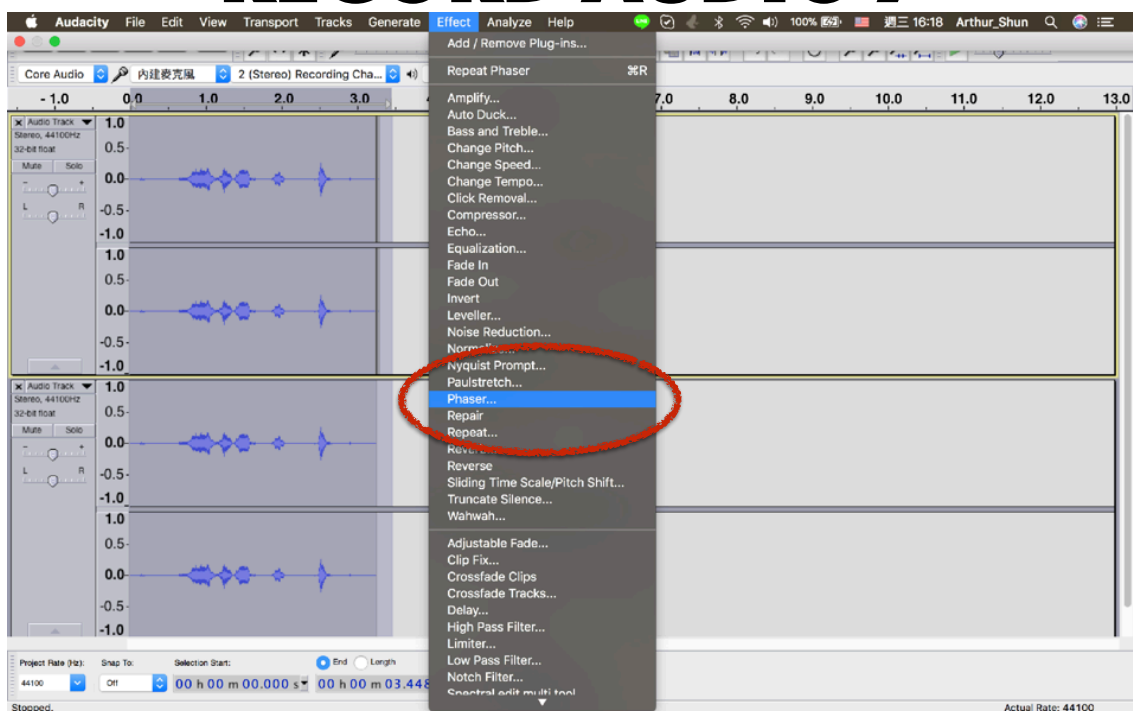
# RECORD AUDIO 5



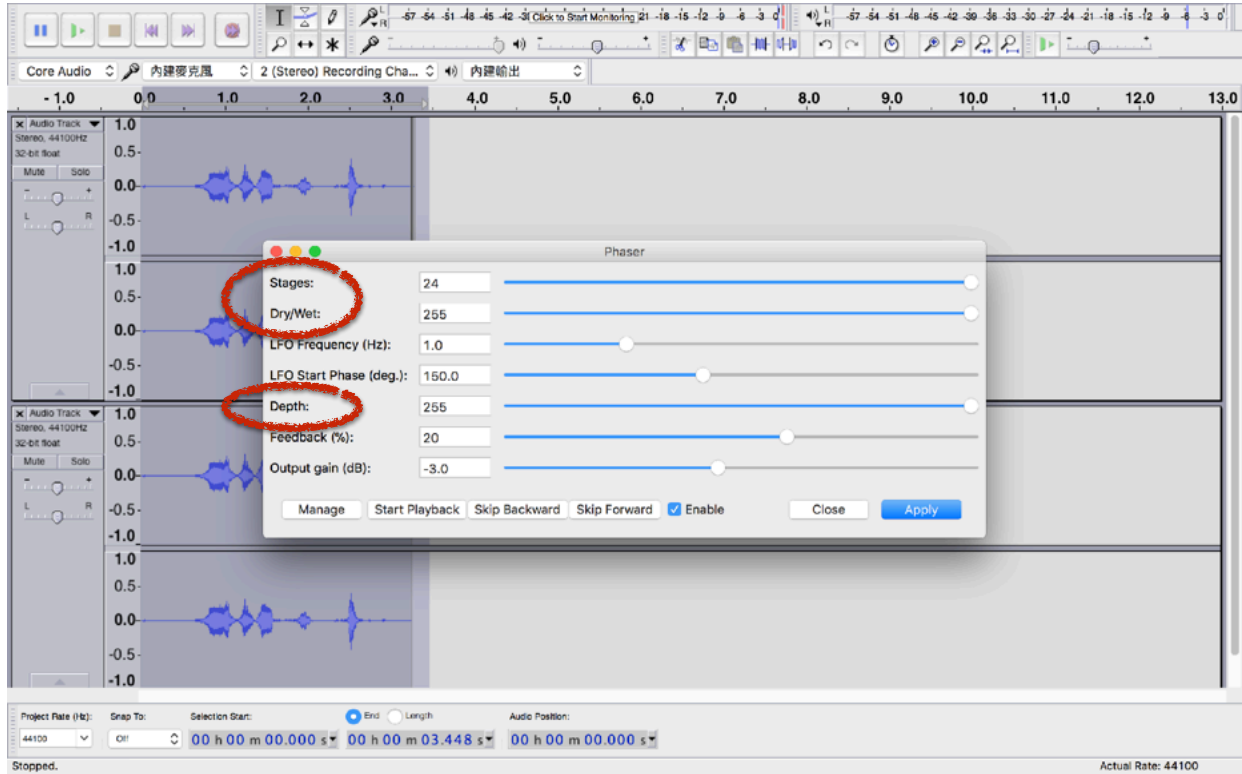
# RECORD AUDIO 6



# RECORD AUDIO 7



# RECORD AUDIO 8



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

My intention of signing up for this course in the beginning was for applying the result of the course for the Learning Outcome Demonstration, so I had already prepared myself for the complex and difficult process of making the final project. When it comes to deciding the topic of the final project, in fact, we did not have any idea what can we accomplish base on our abilities in different fields. As the result, after asking professor Bi-Chu for some advice, and collecting information about music festivals, we had decided our topic as Excalibur Music Festival. I was ecstatic about working on this project.

After the work division, I was in charge of the performance aspect of the festival,

which is actually a work that I enjoyed doing because I love going to a music festival; moreover, I can rewind my memory back for some ideas for our final project. But working with different applications and Google Site was quite an exhausted experience; however, I was really satisfied with the final result of the project, and really enjoyed the whole process, even though there were some difficulties and tiring process. What we have accomplished is great.

## VI. References

### A. Text sources

Griffo, Megan. "20 Tips for Going to a Music Festival or Concert If You Have Anxiety." *The Mighty*. Mighty Proud Media, Inc., 12 May 2017. Web. 10 Jan. 2018.

Hillier, Natasha. "How to Plan a Festival - Marcato Festival." *Marcato*. Marcato Digital Solutions, Inc, 23 Nov. 2016. Web. 10 Jan. 2018.

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.

### B. Photo/picture sources

### C. Other Multimedia sources & links

## VII. Appendixes

### 1. EDM 嗨翻 2017，世界百大 DJ 齊聚台灣！

<https://dailyview.tw/Popular/Detail/1284>