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

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Final Project

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for Local or New Generation Bands

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Google Site Links ----

1. Group Site Homepage:

<https://sites.google.com/site/g4taip2017f/home?pli=1>

2. My self-created subpages:

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

Project Oral Presentation Link ----

<https://drive.google.com/file/d/1bGemXc44jXw481cliK8f0t4dKrF7izcd/view>

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## 2017 Music Festival: Excalibur

### I. Introduction of the Group Project

#### A. Motivation and Background Information

1. Invite people who like music to come to our music festival, meet other music lovers, and exchange their music experience.
2. Provide a chance for Taiwanese local bands to interact with international super stars, and learn from them.
3. Learn how to organize, promote, and cooperate with group members to hold a music festival.
4. Make apps/software/platform which I learned from the class into practice

#### B. Introduction

After browsing the website, How to Organize a Mini-Festival (<https://www.addtoevent.co.uk/how-to-organise-a-mini-festival>), I realized what the important elements are for a music festival. There are different factors that we have to consider, such as venue, the concept of the music festival, planning, and promoting. We want to hold a music festival for the Taiwanese local bands to perform and interact with international super stars since we think if local bands can learn some experiences from the super stars, they will become better in the future. Also, we welcome music lovers to come to our music festival, so they can enjoy the performances and make more music friends. Our group read many articles about how to organize a music festival beforehand, and had several group meetings to discuss how we can make improvements for our festival since we wanted to make the music festival better and more attractive.

## II. Project Content Explanations: Content, Text explanations

### A. Group Focus: Holding a music festival like a small company

Some of our group members are music lovers, so they suggested that we could organize a music festival by ourselves. We all agreed with this idea since we could apply apps that we learned from the course. Each one of us choose the app that he/she is familiar with just like a small company. At first, we only wanted to hold a music festival and invited bands and super stars to perform, but we decided to make some changes after listening to our professor's suggestion. We changed our purpose into providing a chance for Taiwanese local bands to learn from other successful super stars and also welcome every music lover to come to our festival. We tried to find more apps that we can use to promote our music festival and make our website be more like an official website so that audience can see the information easily.

### B. My Main Focus: Promoting and Mapping Design

I am in charge of promotion, and mapping design in our project. I use *Easel.ly* to create a poster that promotes our event on Facebook. I changed the original icons and put some events information on the poster so that the audience will know they can find our information on other social media as well. I use the other app, *Scratch*, to create an interacting map for the audience to know more about the route arrangement of the place. At first, Alex and I took photos from the school gate to the sporting field since I had to use those photos as my backgrounds. *Scratch* is an app that can make a little game or short film which has to use blocks to make actions you want. I add a cute character as a tour guide to make the audience be familiar with

the route arrangement of the music festival. I not only made audience can operate the map by themselves, but also introduced the information, such as, where stages are, how to go, and ticket price, so that the audience can have better understand of the whole music festival.

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

I think I did my best on organizing our group and designing the program. I am a leader so I have to assign jobs to group members and supervise them if every was on the right track. Besides, I chose a difficult app, *Scratch*, for myself. I spent a lot of time on designing *Scratch* since it requires a very strong logic which confused me for a long time on revising the program. To be honest, I am not very satisfied with my *Scratch*'s program since I could not design functions that I want; however, I had no time to do deeper research on it, so I presented my program with other solutions. I also decided to use *Easel.ly* after I learnt the app from the class since it is very convenient for me to design a promoting poster for our project.

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

### A. My Role and How I Coordinate with My Group Members

I am mainly in charge of mapping design, so I cooperated with Kevin, and Alex during the process. Alex helped me taking photos so we could make the clear street view. Kevin used *Sketch up* to create buildings for me to put the image into *Scratch*. With their help, I could smoothly finish my interacting map through *Scratch*. For the *Easel.ly* part, I cooperated with Nicole since she created an event on the Facebook first, so I knew what information that I could add on the poster.

## B. Why I Choose these Apps

We chose *Cacoo* to do our work division and outline of the project since it is clear enough and easy to use. We also used *Google Site* since it is required for the project. For my personal part, I chose to use *Scratch* and *Easil.ly*. *Scratch* can make a small game or short film, so I used it to create an interacting map of our music festival. *Easil.ly* can make different posters and it provides many models to choose, so I chose one of the model and edited our information on it to made the poster for our project.

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
Cacoo	<a href="https://sites.google.com/site/g4taip2017f/home">https://sites.google.com/site/g4taip2017f/home</a>
Easil.ly	<a href="https://sites.google.com/site/g4taip2017f/about-us/facebook-event">https://sites.google.com/site/g4taip2017f/about-us/facebook-event</a>
Google Site	<a href="https://sites.google.com/site/g4taip2017f/home">https://sites.google.com/site/g4taip2017f/home</a>
Scratch	<a href="https://sites.google.com/site/g4taip2017f/sketchup/interacting-map">https://sites.google.com/site/g4taip2017f/sketchup/interacting-map</a>

Fig. 1: Navigation Bar

- 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**

The reason why we arrange our navigation bar in this order is that we wanted to make our Google Site be more like a formal official website. We started from “Music

Festival”, which is to show our poster and attract the audience. Then we put “About Us” since we could provide our information for those who are interested in our music festival. The third bar is “Mapping Information” so that the audience can find the mapping information easily if they want to participate in the music festival. The fourth navigation bar is “Performance Line Up” for the audience to know more about what activities will be held in the music festival so they can decide which day they want to go. The fifth bar is “Art” which is to show our art designs to the audience. The last one is “How to Contact Us?” that is a page for leaving our contact information to those who want to know more about us.

Fig. 2: Cacao

Fig 2.a



Fig 2.b



Fig 2.c

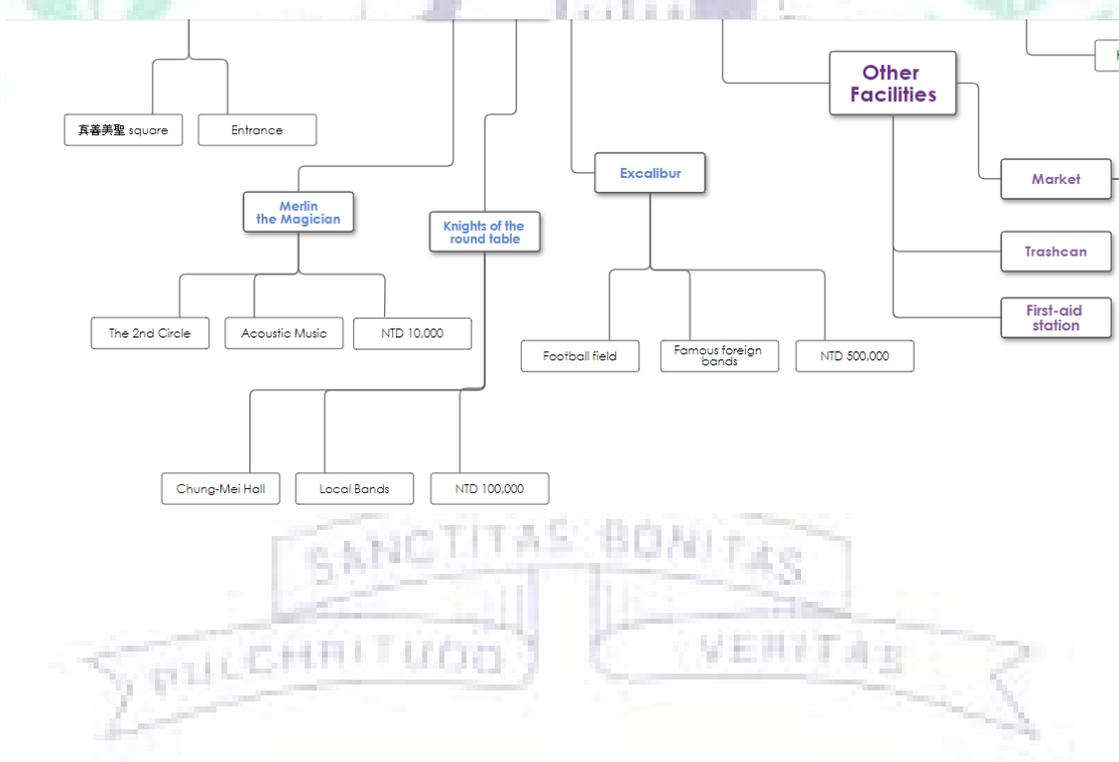
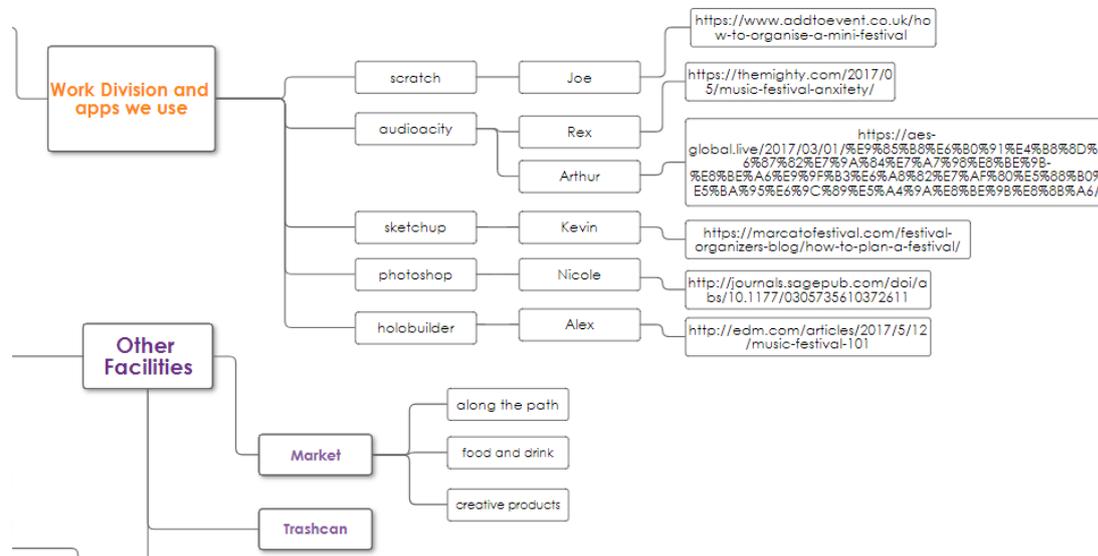


Fig 2.d



*Cacoo* is a useful and easy to use app since it can edit online and functions are easy to find and use. We use *Cacoo* to make the outline for our project and the work division for everyone. We also put the references so that we can see others' reference whenever we want. There are many layers since we divided our project into several categories and stretched them into more detailed parts. With the help of *Cacoo*, we can always check what we have to do and supervise others as well.

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



Fig. 3: Easil.ly

Fig 3.a



Fig 3.b

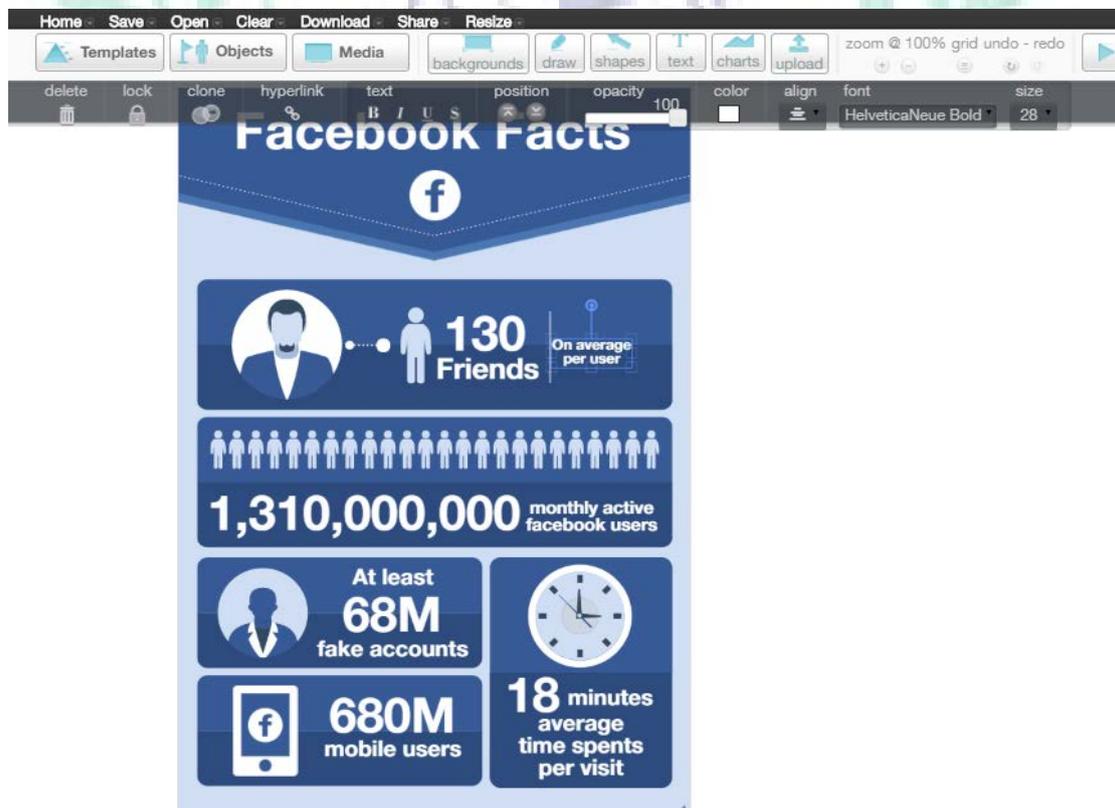


Fig 3.c

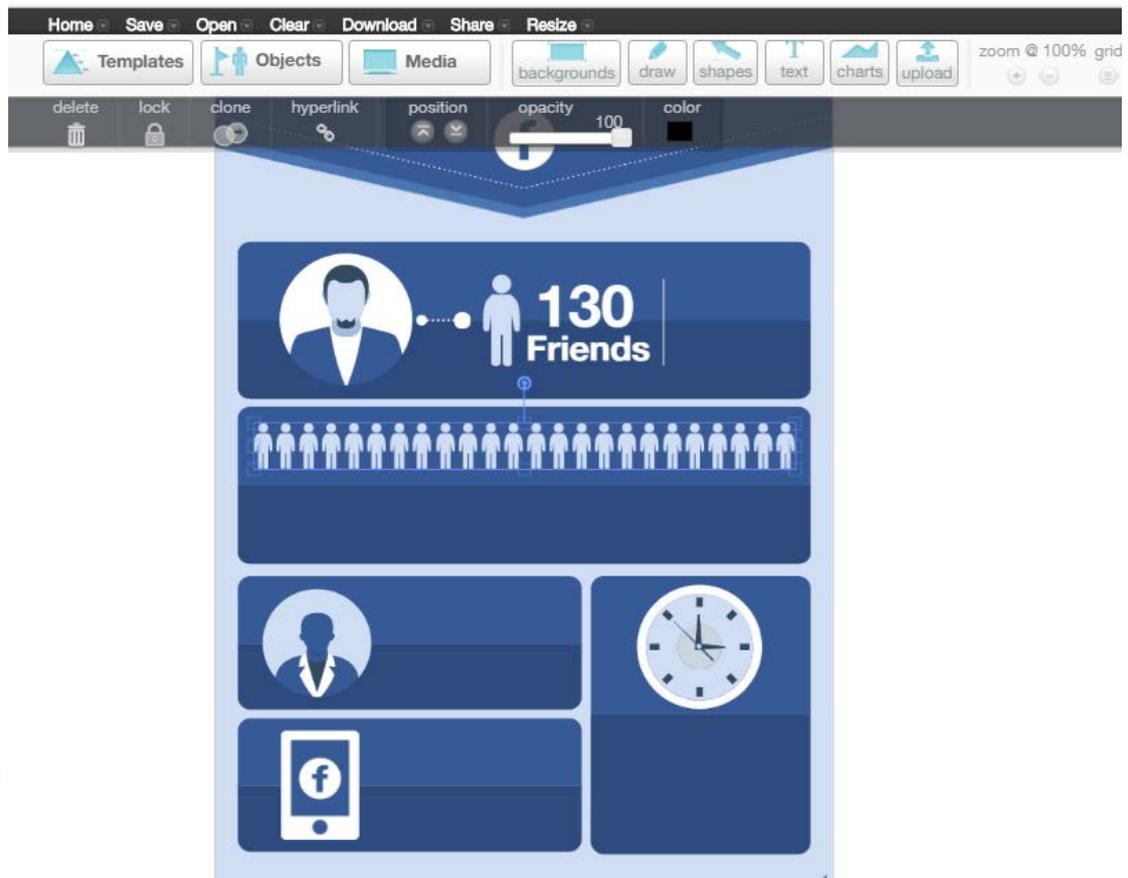
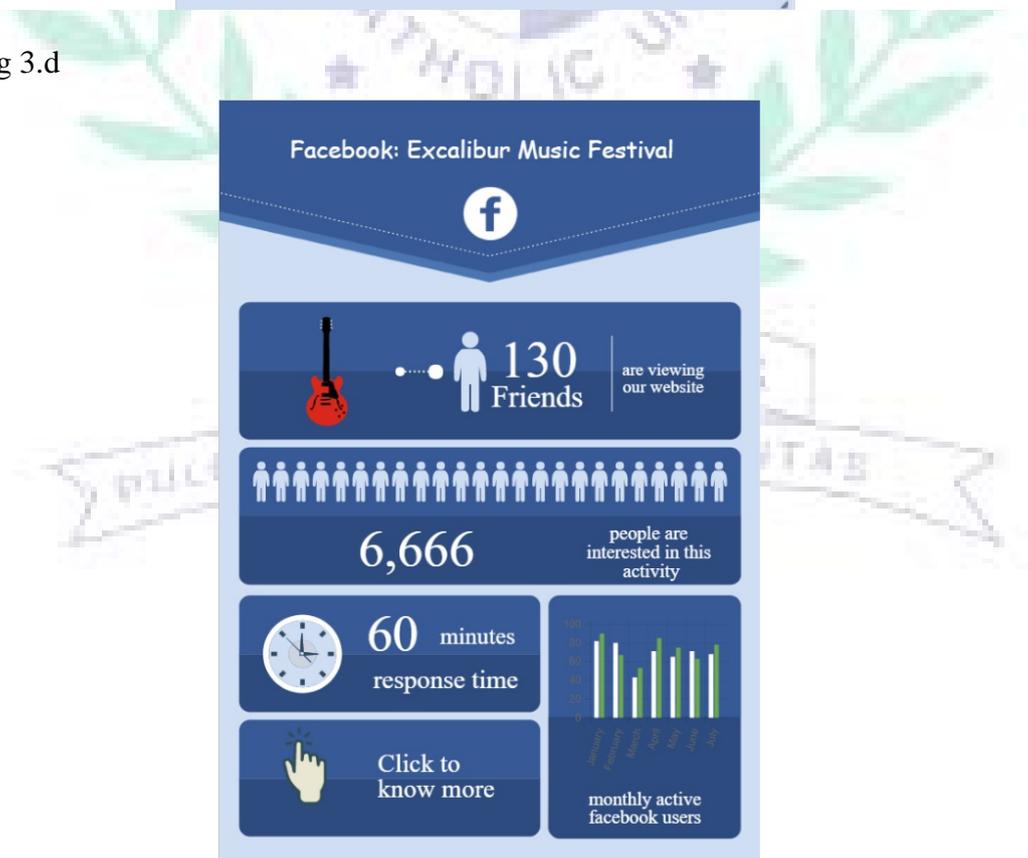


Fig 3.d



*Easel.ly* is an app that provides models for users to create their own posters. After logging in my account, I can open a new file and choose the model I want to edit it (Fig 3.a). I chose the model with Facebook icon because I wanted to designed a poster to promote our event on the Facebook (Fig 3.b). Then I started to edit words and search photos (Fig 3.c). I typed the information about our Facebook event so that the audience can notice our music festival from other social media as well (Fig 3.d).

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

Fig. 4: Google Site

Fig 4.a



Fig 4.b



Fig 4.c



Do you want to know more about the whole surroundings?  
Come to see this interacting map!  
It can guide you and show you the information of our music festival.

*Google Site* is the app that we are required to use for the final project. We tried to make it be more like a formal official website since we aim to promote our music festival to all music lovers. Fig 4.b (*Easil.ly*) and Fig 4.c (*Scratch*) are the sub-pages that I created for my works. *Google Site* will provide the website models for you to edit; however, we encountered a problem was that the original model did not fit to our music festival, so we changed a new model after our discussion. The second problem was that the order of the navigation bar was in alphabetical order, but we wanted to rearrange the order so it would be more like an official website. We asked professor for help, and used professor's account to change the order of navigation bar to solve the problem.

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

Fig. 5: Scratch

Fig 5.a

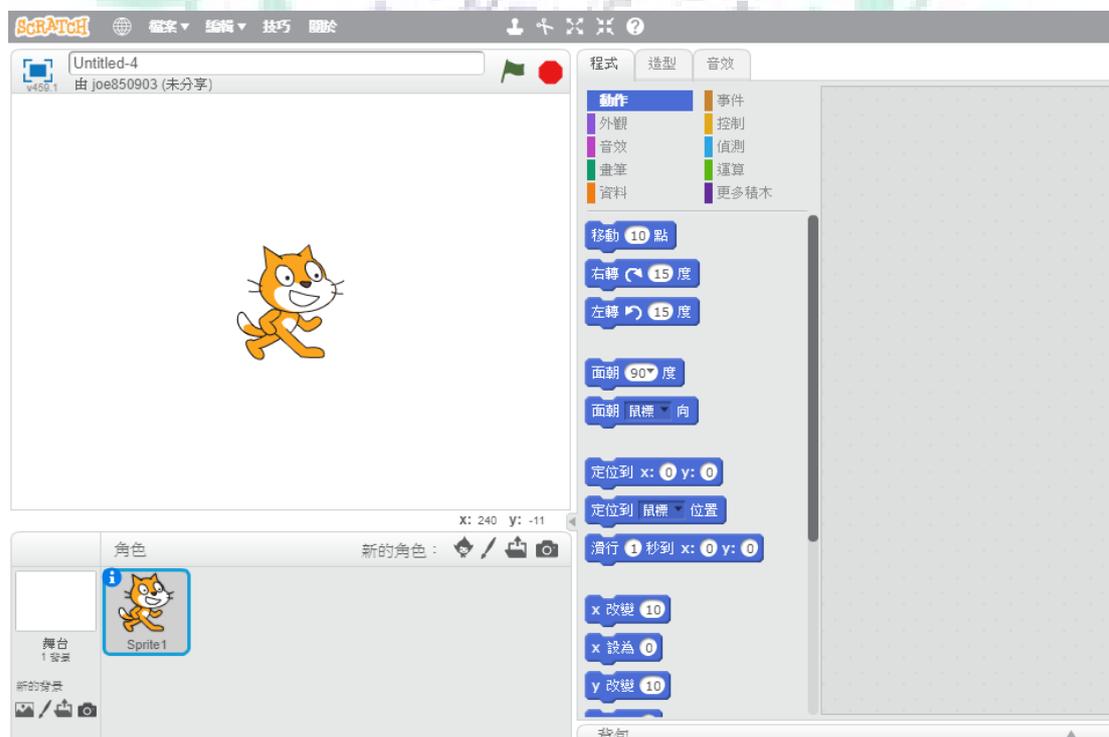


Fig 5.b

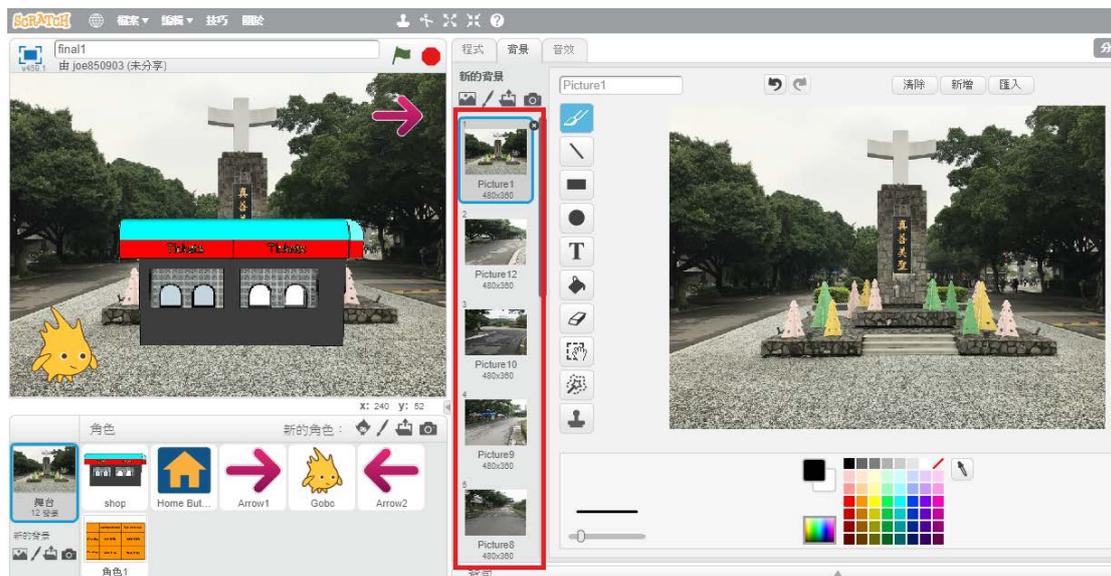


Fig 5.c



Fig 5.d

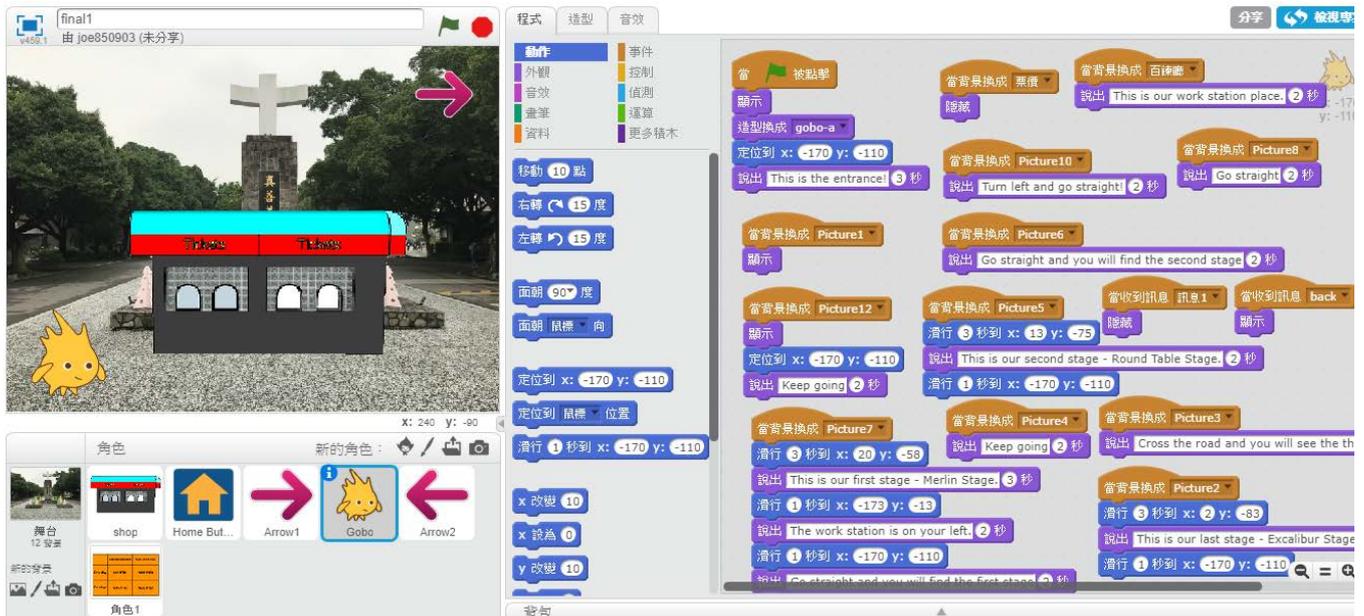
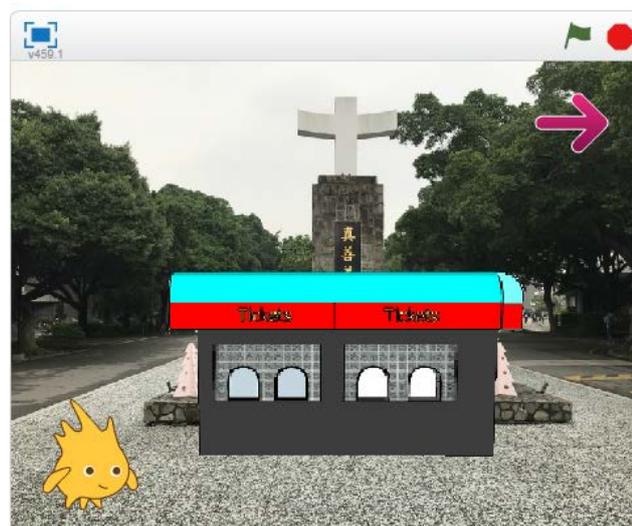


Fig 5.e

- ▼ 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

## INTERACTING MAP



Do you want to know more about the whole surroundings?  
Come to see this interacting map!  
It can guide you and show you the information of our music festival.  
Read what the character says carefully and click arrows to view our place and stages.

*Scratch* is an app that can create games or short films. You can create your own characters and backgrounds, and then use different “blocks” to give comments to characters. I wanted to use *Scratch* to design an interacting map for the audience to know more about our surroundings and stages’ information, so I took photos with Alex and added those photos as background as the street view (Fig 5.b). I also added some characters to help me to be the “tour guide” so the audience can know more about the music festival through its explanation (Fig 5.c). However, I encountered a serious problem that was about my logic. I could not exactly design the functions that I wanted. Even though I watched several teaching videos, I still could not figure out how to combine those “blocks”. At the end, I had no choice but to use more steps to achieve the function I wanted (Fig 5.d). After finishing the *Scratch*, I embedded its html into Google Site page (Fig 5.e).

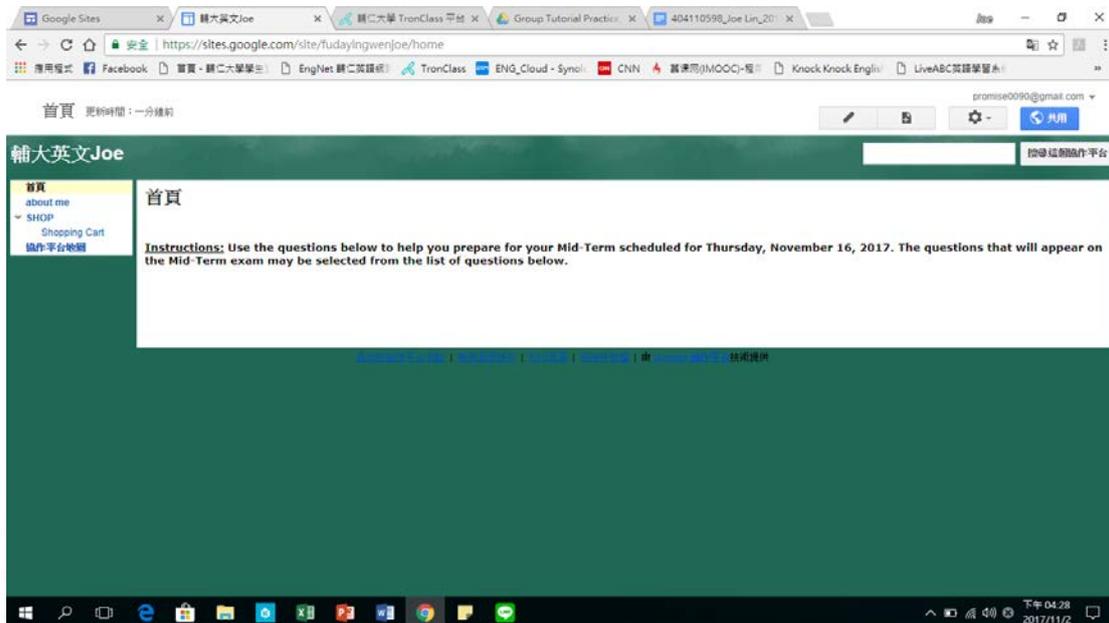
Link: <https://scratch.mit.edu/> (Free)

#### **IV. When I First Learned the Apps/Software/Platform**

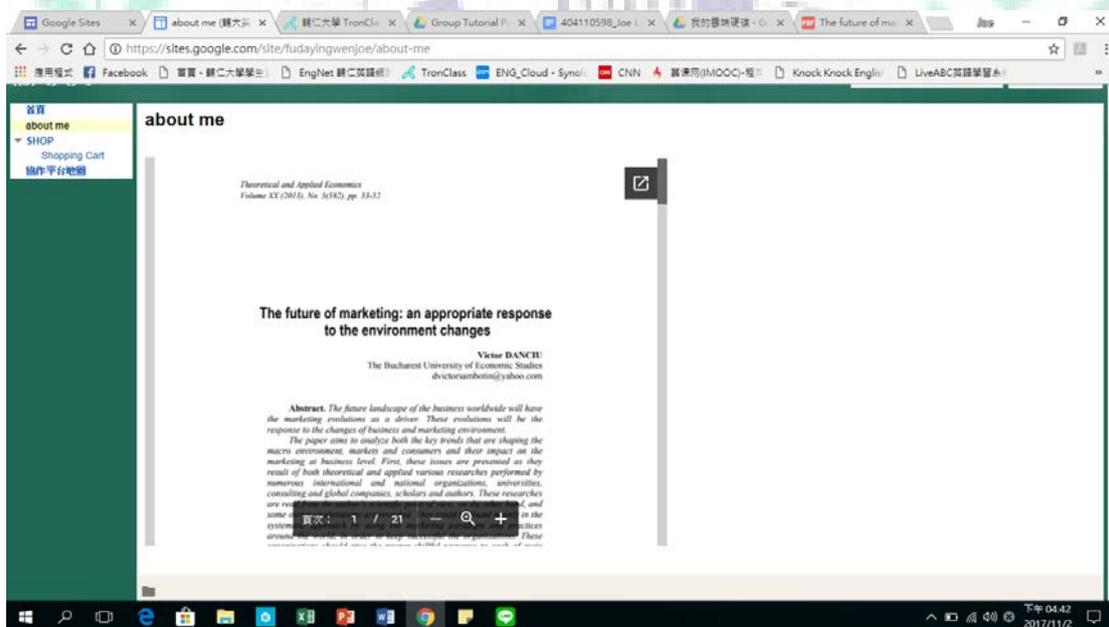
##### **A. Google Site**

1. Week 7: I learn how to create a google website and evernote from group 1 and 2. I think google website is really useful because it is difficult for me to compose a new webpage, but google website provide me a quick solution to make my own page.

a. I create a page and put it in the second layer



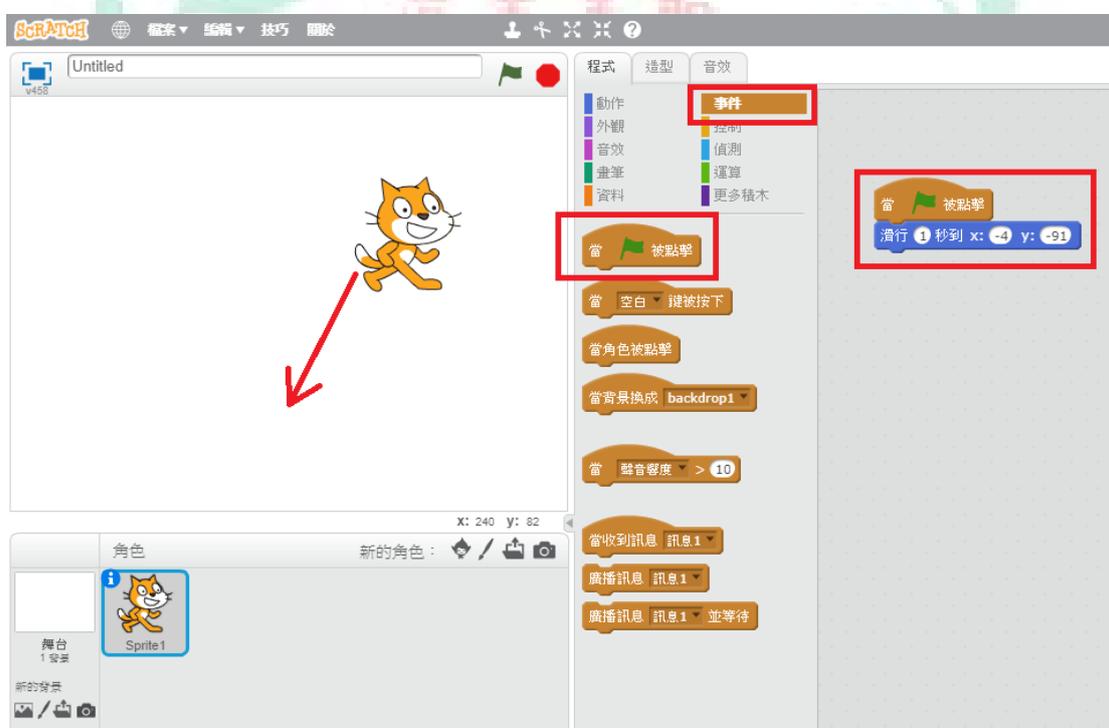
b. I insert the document through Iframe



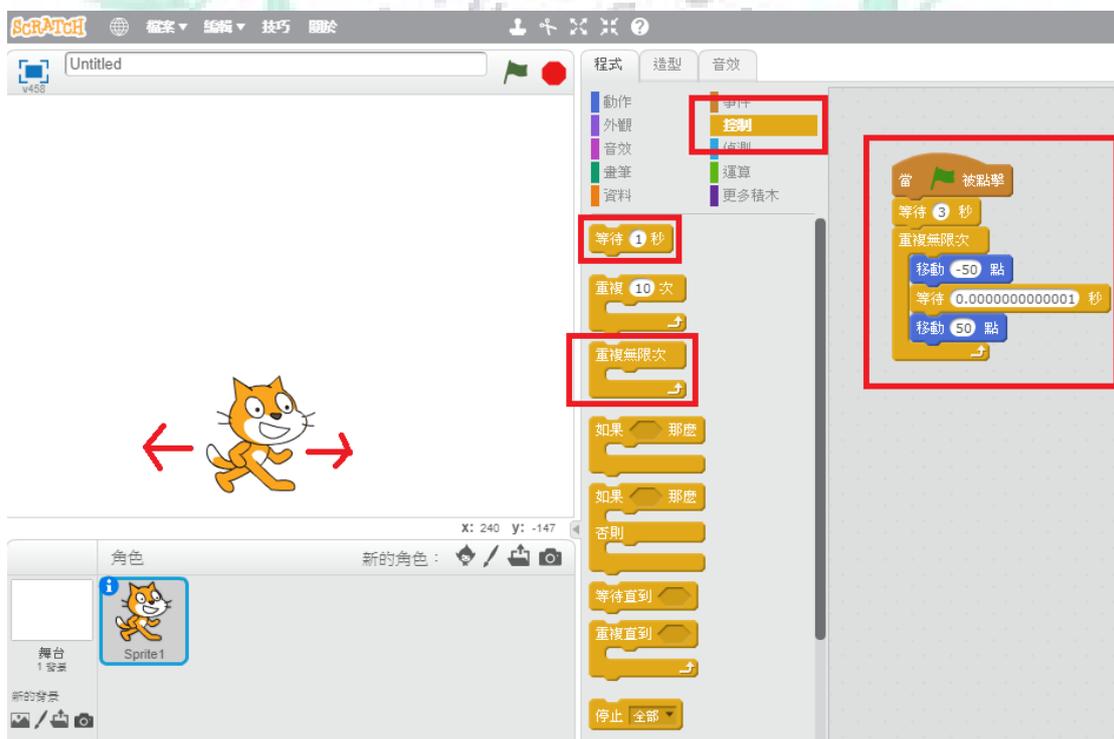
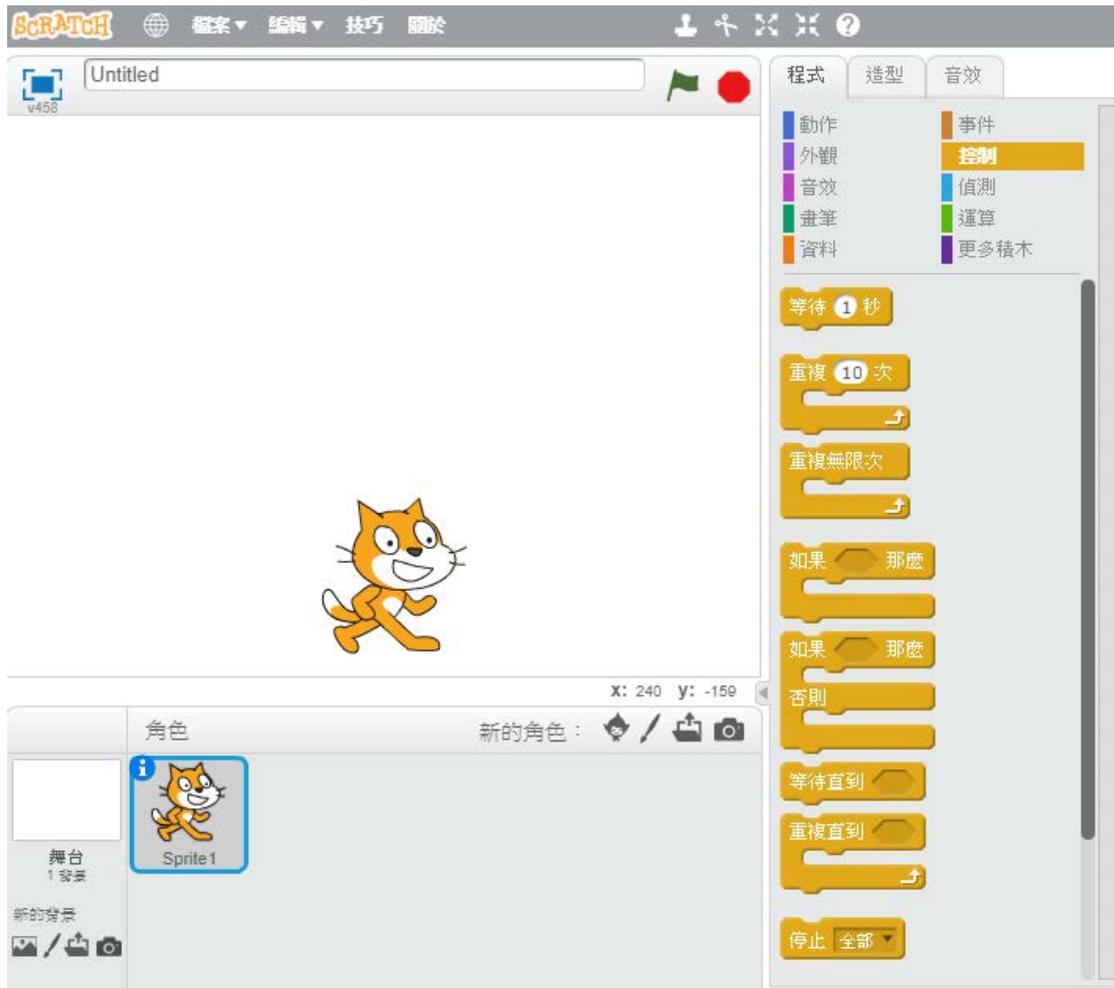
## B. Scratch

1. Week 8: We teach our group project - scratch for two hours today. I am so nervous because I do not really understand too many functions of scratch. However, it is glad to see my classmates are interested in Scratch, which makes me be willing to teach them more. I hope I can learn more about Scratch so I can use it on my final project.

### a. Individual Teaching Tutorial

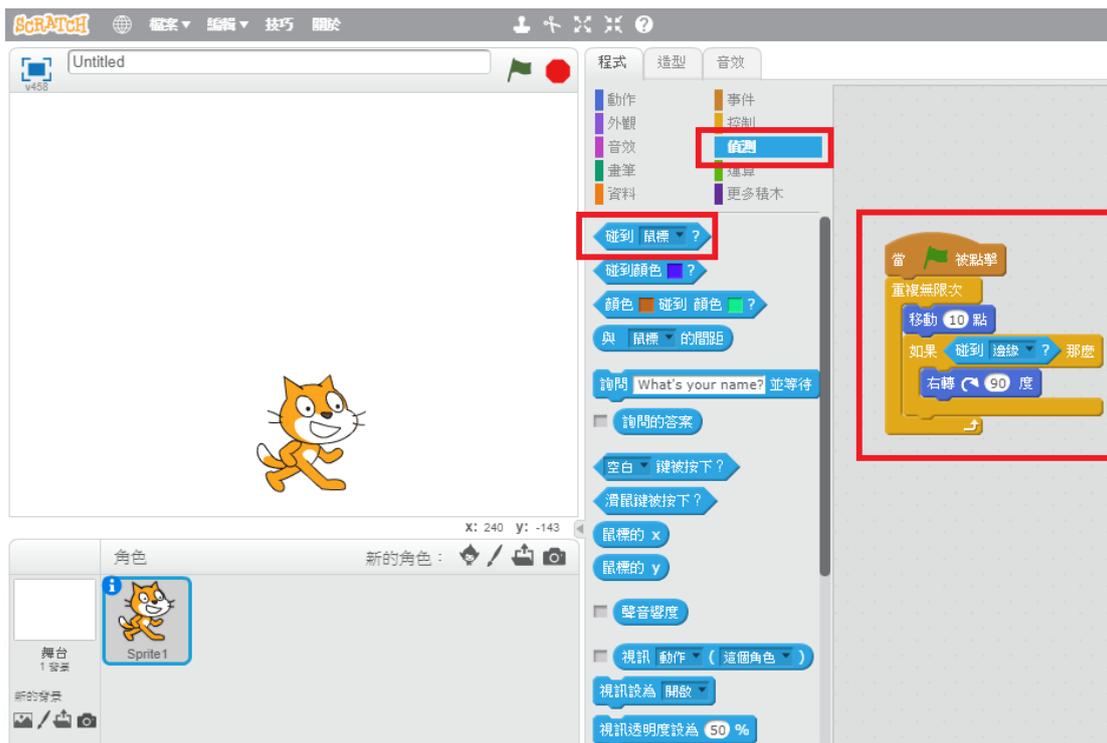






The image shows the Scratch web interface. The top bar includes the Scratch logo, a globe icon, and menu options: 檔案 (File), 編輯 (Edit), 技巧 (Help), and 關於 (About). The main workspace is titled 'Untitled' and contains a single orange cat sprite (Sprite 1) at coordinates (240, -168). The right-hand menu is open to the '偵測' (Sensing) category, which is highlighted in blue. Other categories visible include 動作 (Action), 外觀 (Appearance), 音效 (Sound), 畫筆 (Drawing), 資料 (Data), 事件 (Event), 控制 (Control), 偵測 (Sensing), 運算 (Math), and 更多積木 (More Blocks). The '偵測' category contains several blocks: 碰到 鼠標 (Clicked on mouse pointer?), 碰到顏色 (Clicked on color?), 顏色 碰到 顏色 (Clicked on color when color clicked?), 與 鼠標 的間距 (Distance from mouse pointer), 詢問 'What's your name?' 並等待 (Ask 'What's your name?' and wait), 詢問的答案 (Answer to question), 空白 鍵被按下? (Blank key pressed?), 滑鼠鍵被按下? (Mouse key pressed?), 鼠標的 x (Mouse x), 鼠標的 y (Mouse y), 聲音響度 (Sound volume), 視訊 動作 (Video action), 視訊設為 開啟 (Video on), and 視訊透明度設為 50% (Video transparency 50%).

The image shows the Scratch web interface with the '控制' (Control) category selected in the right-hand menu. The main workspace is titled 'Untitled' and contains the same orange cat sprite (Sprite 1) at coordinates (240, -85). The '控制' category is highlighted in yellow and contains several blocks: 等待 1 秒 (Wait 1 second), 重複 10 次 (Repeat 10 times), 重複無限次 (Repeat forever), 如果...那麼 (If...then), 否則 (Else), 等待直到 (Wait until), 重複直到 (Repeat until), and 停止 全部 (Stop all). The '如果...那麼' block is highlighted with a red rectangular border.



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

Actually, I have no idea about what a music festival is at first; however, I accepted my group members' suggestion since I wanted to try something new with what I have learned from the course. After doing research on the Internet, I found that it is not that easy to organize an attractive and successful music festival. The beginning was the most difficult since we had to decide the venue, bands, and promotion ways for our project. We had meeting several times, and kept asking professor for advices. Finally, we were gradually on the right track. I am so glad that I can cooperate with my group members since they are very responsible and cooperative. I also learned much from our final project since I solved problems that I encountered when I used different apps. I believe that my ability to problem solving and my creativity have great improvements in the project. Overall, I like our project since it brings me a sense of achievement.

## VI. References

- "How to Organize a Mini-Festival | Add to Event." *Add to Event | Find and book the best suppliers for your event..* Web. 10 Dec 2017.  
<<http://www.addtoevent.co.uk/how-to-organise-a-mini-festival>>.
- Rowley, Jennifer, and Catrin Williams. "The impact of brand sponsorship of music festivals." *Marketing Intelligence & Planning* 26.7 (2008): 781-792.
- Wikipedia contributors. "Scratch." *Wikipedia, The Free Encyclopedia*.
- Wikipedia, The Free Encyclopedia, 21 Jan. 2018. Web. 24 Jan. 2018.

## VII. Appendixes

