

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

**Excalibur: Music Festival: Application of *Google Site*,
Audacity, *iMovie* and *Cacoo* in Organizing a Music Festival
Serving as an Incubation for Local and New Generation
Artists in Taiwan**

學生：黃子睿 撰
Rex Tzu Jui Huang

Fu Jen Catholic University

Technology Assisted Instruction and Presentation

Final Project

Excalibur: Music Festival

Application of *Google Site*, *Audacity*, *iMovie* and *Cacoo* in Organizing a Music Festival Serving as an Incubation for Local and New Generation Artists in Taiwan

404110615 Rex Huang

Dr. Bi-Chu Chen

23 January 2018

Google Site Links –

1. Group Site Homepage:

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

2. Facebook Event Page:

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

3. Self-created subpage:

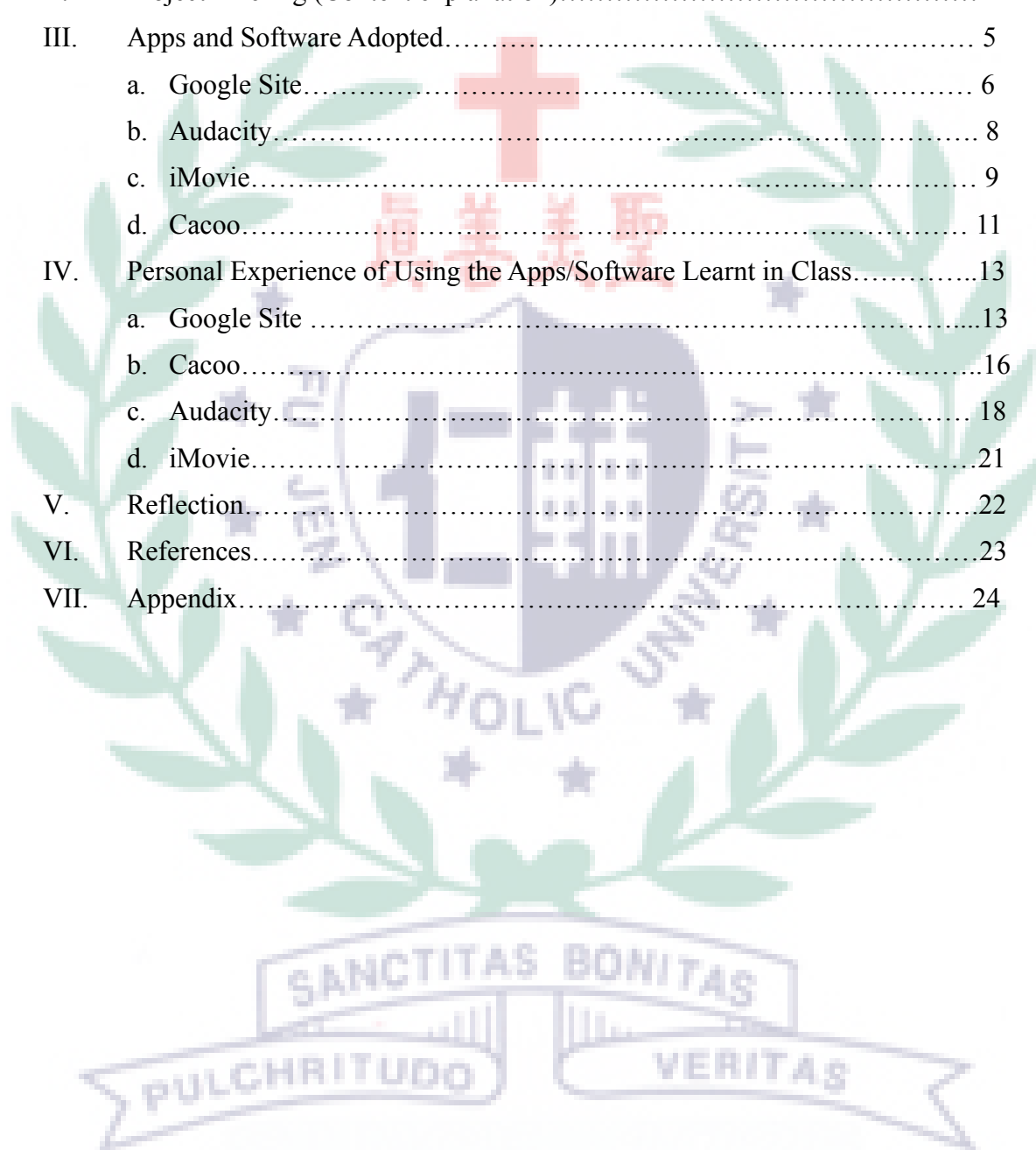
<https://sites.google.com/site/g4taip2017f/change-the-banner/day-2>

Project Oral Presentation Link –

<https://drive.google.com/open?id=1rdDd6ZLGrdYGQLBcQ3NOIR3zcudrkq2q>

Table of Contents

I.	Introduction.....	3
II.	Project Briefing (Content explanation).....	4
III.	Apps and Software Adopted.....	5
	a. Google Site.....	6
	b. Audacity.....	8
	c. iMovie.....	9
	d. Cacoo.....	11
IV.	Personal Experience of Using the Apps/Software Learnt in Class.....	13
	a. Google Site	13
	b. Cacoo.....	16
	c. Audacity.....	18
	d. iMovie.....	21
V.	Reflection.....	22
VI.	References.....	23
VII.	Appendix.....	24



Excalibur: Music Festival

I. About Us

Many of us have heard of EDM festivals that have been held in Taiwan. Not only do they attract many young audiences, but also pushes EDM into greater heights. As an important channel for musicians to share their creativity, music festivals serve as platforms that could help musicians engage with audiences who attend the festivals. Inspired, we want to create one musical festival on our own that could offer artists/bands to interact with each other and showcase their creations based on our capability and ability. Through workshops and live performances, we hope to promote Indie Music in Taiwan and help talented musicians in Taiwan to not only build up their fame but encourage them to continue making great musical contents. By grasping the ideas of how a festival works and how to promote it, we expect to learn how to hold a well-organized and decent activity. Furthermore, we'll further apply what we have learnt in class to help coordinate this event.

(Revised from the one we had on our website

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

Goals and objectives:

1. Provide a platform for local artists to share their music and help Taiwanese to learn and understand the culture of music festivals.
2. Local artists could exchange ideas and learn from more experienced musicians through the format of a workshop (in the day), and showcase their creation in the performances (afternoon to night).
3. Serves as an incubation event for experienced musicians to guide the newcomers.
4. Usage of what is learnt in class and experiment with what we could come up with.

II. Project Briefing (Content Explanation)

a. By using the apps and software learnt in class, we hope to design a music festival and publicize the event through internet; making the best out of each software. Using *Cacoo*, we were able to brainstorm ideas and allocate our jobs. We divided the mind map into major categories like stage themes and facilities, and then we continue to elaborate each category to make the project more well-rounded. Also, using *Cacoo* allows us to check on one another aside from doing our individual work.

b. Individual Part:

As an event coordinator, I am in charge of the audition for the artists as well as the lineup of performance. Also, I am responsible for the opening introduction for the showcasing of our project. To attract audiences, trailers would play an important role. By using *Audacity*, I was able to edit the tracks of the songs choose the desired segments put inside the different trailers. After editing the tracks, I used iMovie to mix songs together and add cover pictures so that the trailers will have “images” to support them. iMovie also provides simple functions that allows sounds to fade in or fade out, so I made sure of using these to cross fade songs.

c. Project self-valuation

Originally, I planned to record voice overs just like advertisements do and make short clips; but without skills of designing animation, I gave up and made the clips that is shown in my subpage instead. On the whole I am satisfied with the parts of the different songs I had selected to include in the trailers, and the tracks fades in and out to one another smoothly. iMovie is not easy to operate and provides few functions, but it is still a tool which can produce decent works and I had slowly gotten a hang of it through mixing of the tracks. Timewise, learning how to edit the tracks took a while but it became really fast once I start to understand how *Audacity* and iMovie works. Also, discussion among group members has always been sufficient and effective, I enjoyed working with them.

III. Apps or Software Adopted

a. Role

Being the event coordinator along with Arthur, we created a timetable so as to provide audiences information of who will be performing and when will their performances be. As the most required function of trailers is only fading in and out, *Audacity* would be enough (we are not mixing two or three songs together here). Arthur was responsible for creating trailers of the three stages for day one, while I took the role to do day two. We hope that the trailers will raise audience's interest and willingness in participating this event.

b. Reason for selection of Software

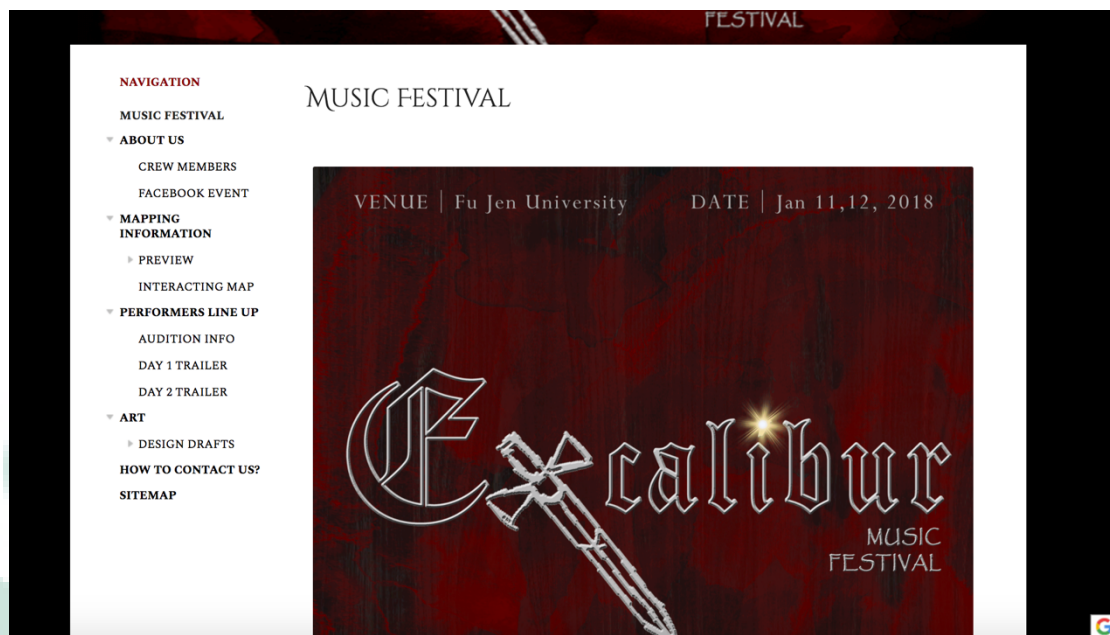
Audacity is an easy software that can edit tracks we imported into it, and all I needed to do with it was to select the parts of songs I want to include in my trailer. iMovie is the software that I can easily access as I'm using a MacBook with my work. It has easy to use functions which allows people to create simple works/clips.

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/change-the-banner/day-2
Audacity	https://sites.google.com/site/g4taip2017f/change-the-banner/day-2
iMovie	https://sites.google.com/site/g4taip2017f/change-the-banner/day-2
Cacoo	https://sites.google.com/site/g4taip2017f/system/app/pages/sitemap/hierarchy

Fig. 1 Group Site Homepage

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



This is the homepage of our group work. On the left is the navigation bar, divided into different categories for viewers to navigate easily. It is arranged according to works completed by each individual group members. My subpage would be under “Performers Line Up” – Day 2.

Fig. 2 and 3 Google Site Subpages.

<https://sites.google.com/site/g4taip2017f/change-the-banner/day-2>



As shown, the trailers are in .mp4 format and a textbox following respective trailers to credit the sources of music; as well as the pictures that are used to represent

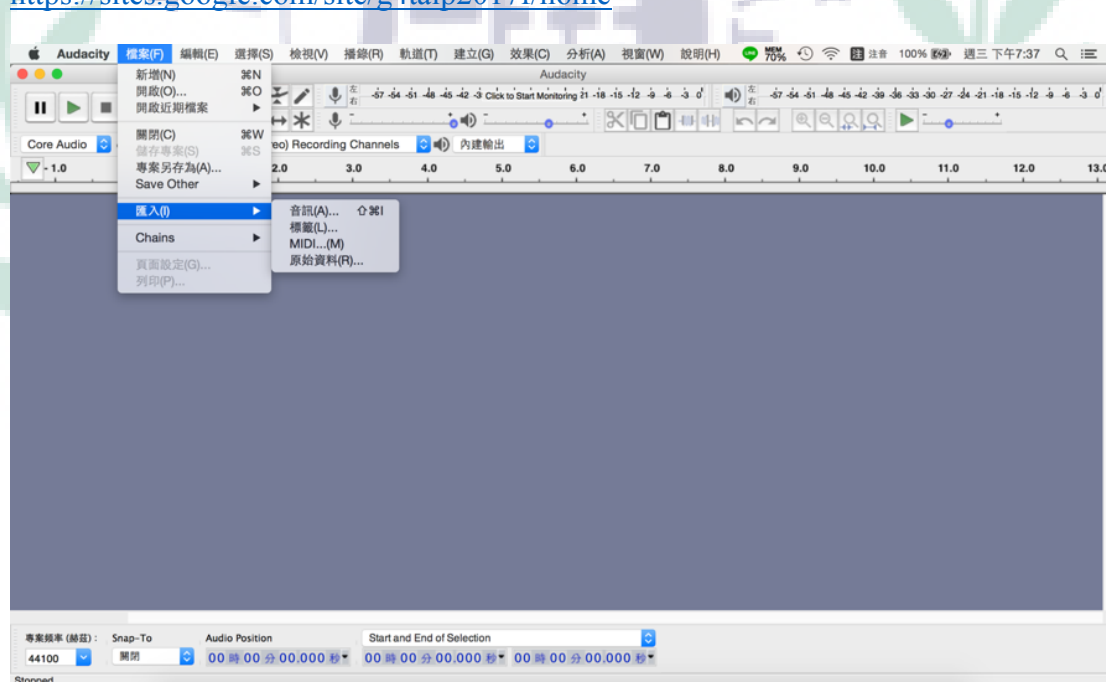
the artists. The videos are uploaded to Google Drive and then inserted into the subpage.

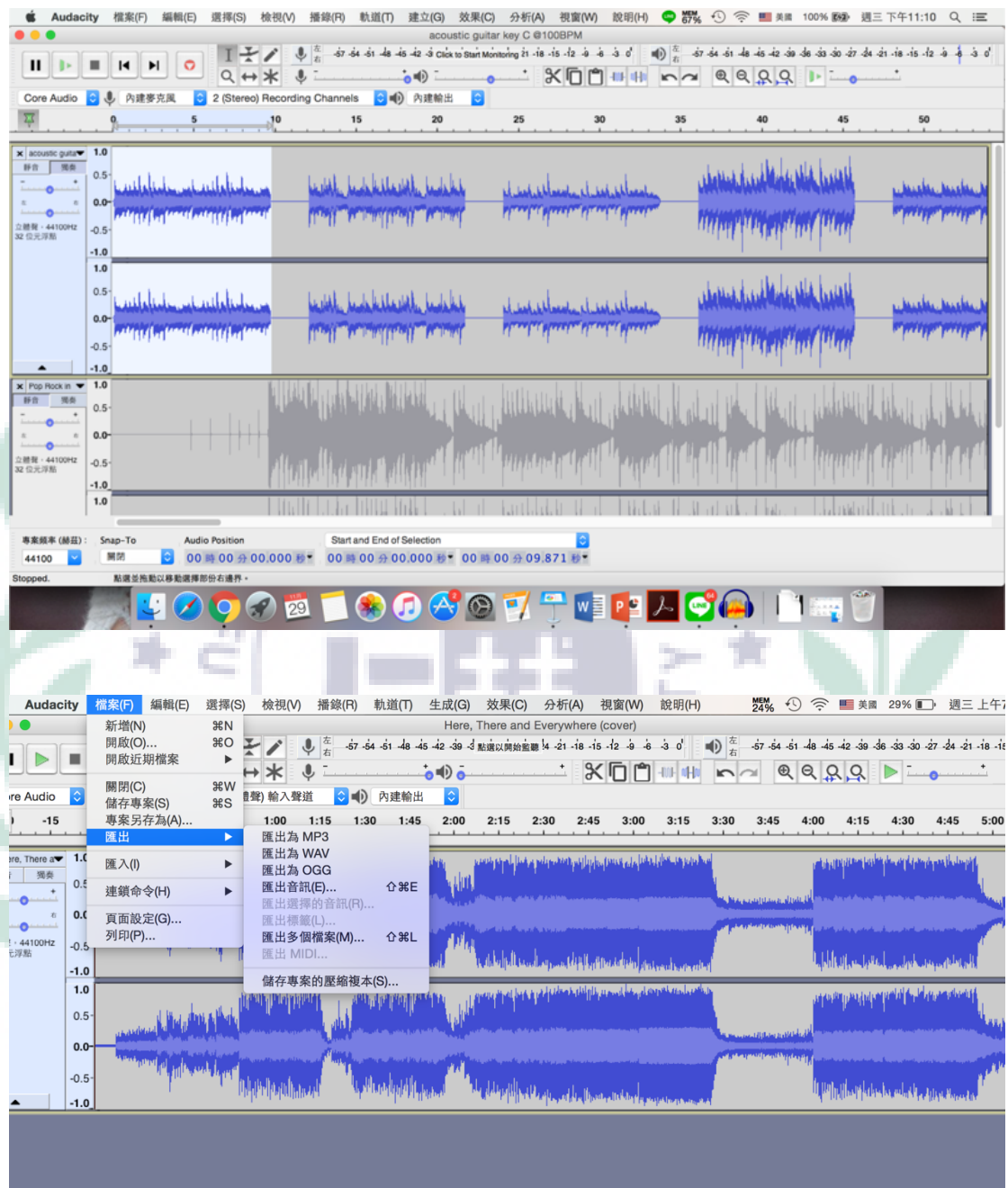
First, I used *Audacity* to select and cut the portions of the different songs that I would like to include in my trailer. Also, I chose corresponding pictures to use as cover artwork (links are all included in the description text box under each trailers). The next step I took was drag the pictures and sound tracks into iMovie. The artworks were aligned properly according to the duration of the edited tracks. Simple transitions were used between the songs, as well as fade in and fade out. Then, subtitles were inserted. Lastly, I exported the completed trailers for respective stages and uploaded to Google Drive.

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

Fig 4. 5. 6. Audacity

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





To edit the tracks, *Audacity* was used. We could select parts that we don't need (highlighted area) and by pressing the backspace button, it would be removed right away. The final step is to export the files into .mp3 format. An extension would be required to install into *Audacity* before it could offer the function to export.

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

Fig 7 and 8 iMovie

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

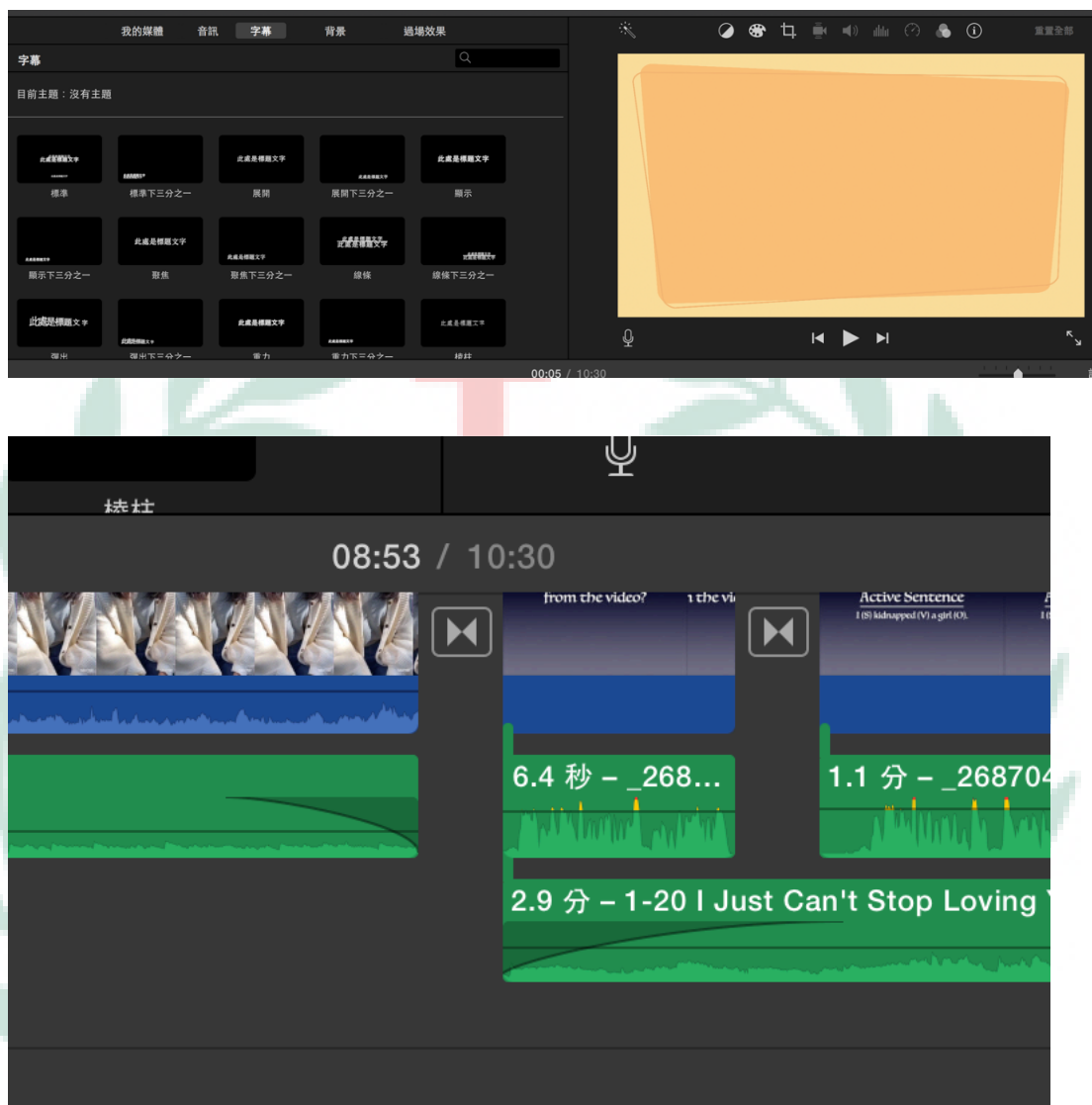


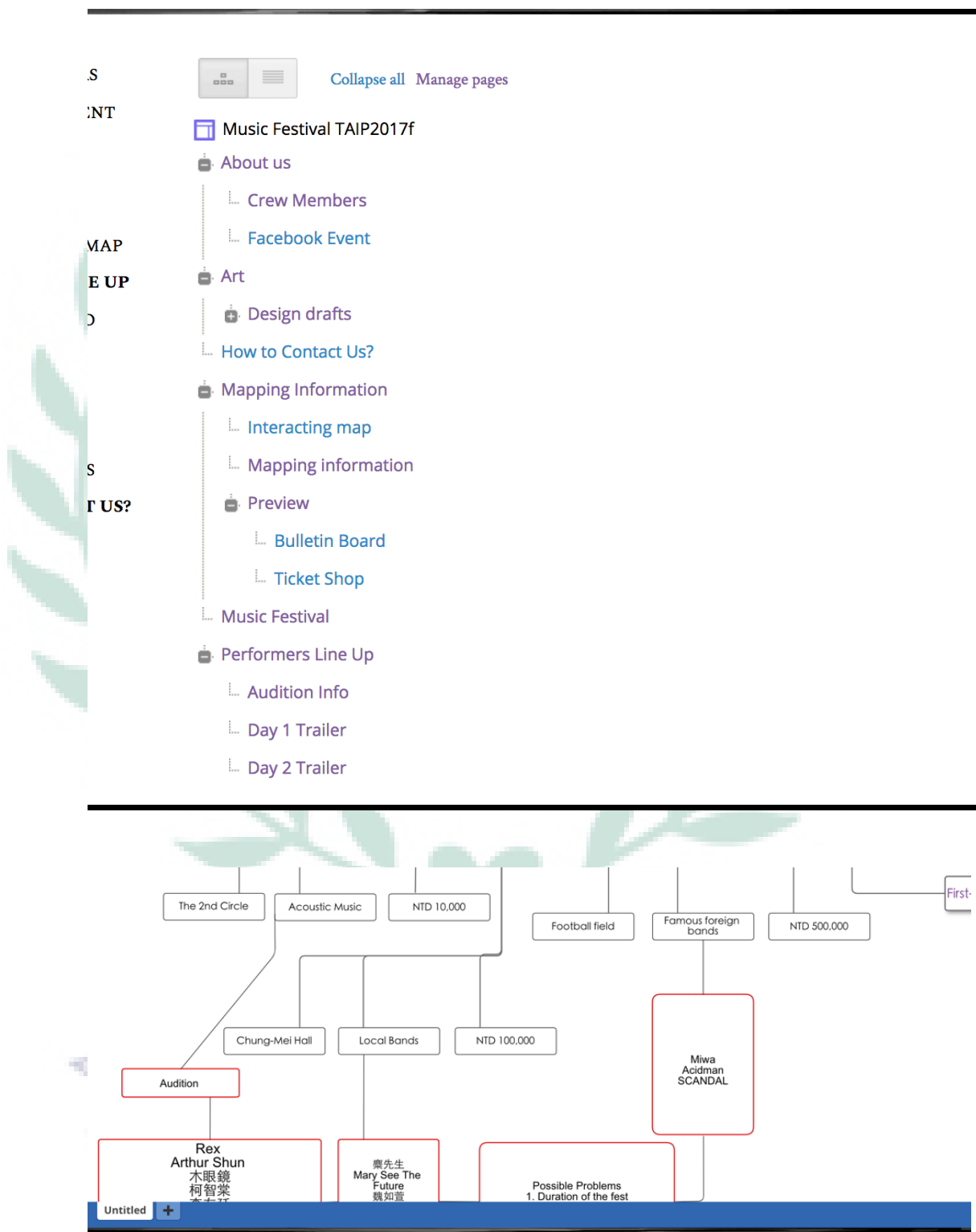
Fig 7 shows the main functions that *iMovie* could provide. We could drag the multimedia files into it to edit straightaway instead of using the tedious function of inserting from files. It also provides function like transition of scenes (the icon between three scenes shown in Fig 8), editing the sound/volume of music tracks to allow fade in or fade out and sounds could overlap each other as well. Also, subtitles could be included (popped up when the artist changes, please view the trailer video).

*Note: The file was too large so I deleted it before taking screenshots, thus I'm using an example from another project, but the functions I have used are the same in both projects. This is just to explain the functions of *iMovie*.

**iMovie* has no link to download, it comes with an Apple Computer.

Fig 9 and 10. Cacao

<https://sites.google.com/site/g4taip2017f/system/app/pages/sitemap/hierarchy>



The sitemap acts like a navigation bar to view contents by individual members. With the help of *Cacao*, our group was able to divide jobs among ourselves and each person continues brainstorm on assigned category. It has many functions such as

theme templates; straight/curved lines; auto-aligning of textboxes and lines; and many word font to choose from. It is easy to use and convenient in brainstorming on topics and helps arrange ideas in details.

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

Collaboration of *Audacity* and *iMovie* can be seen in this link of my subpage:

<https://sites.google.com/site/g4taip2017f/change-the-banner/day-2>

Cacoo

<https://cacoo.com/diagrams/wE00o7xDnoUE6yxk/simple#EDBC8>

Theme stages and the artists



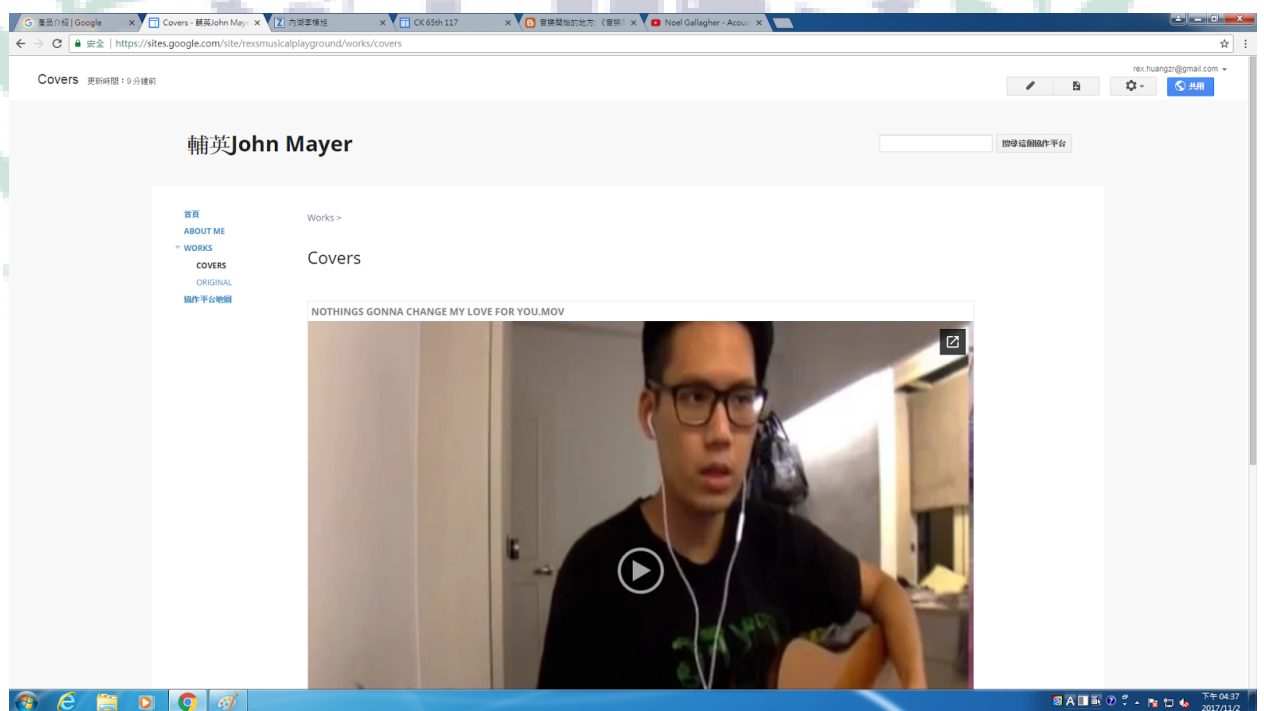
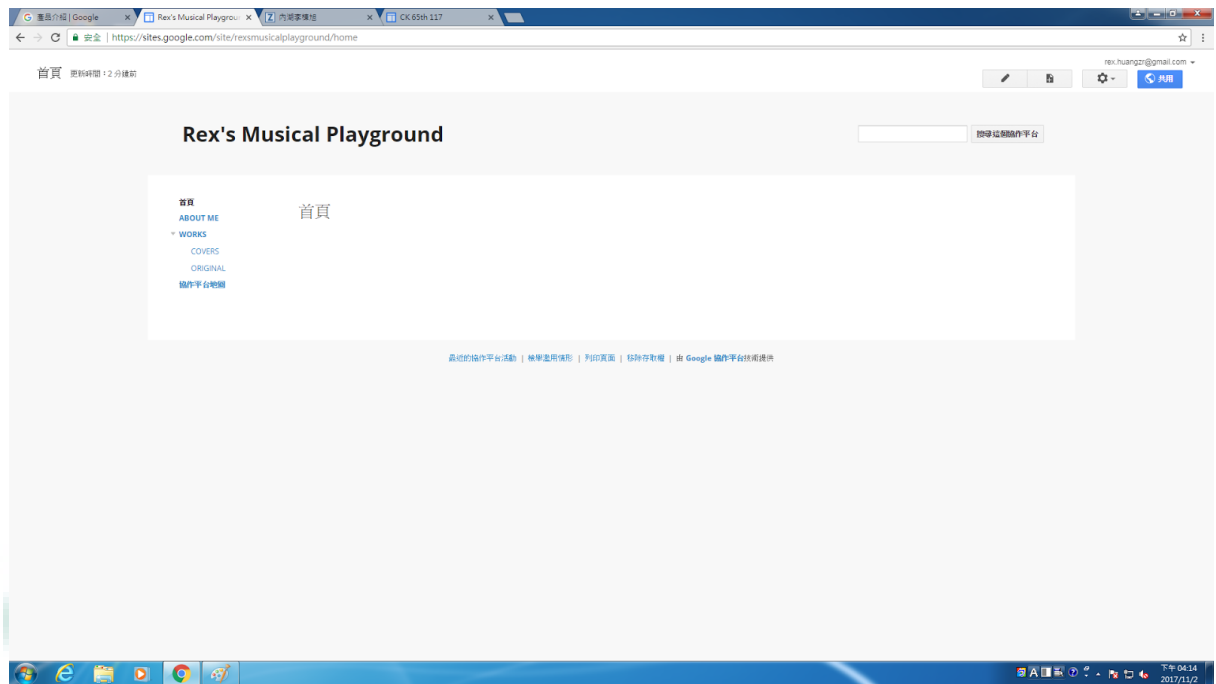
IV. When I First Learned the App/Software/Platform

Here I would include reflections from the first time using the app/software/platform to show what I think about them.

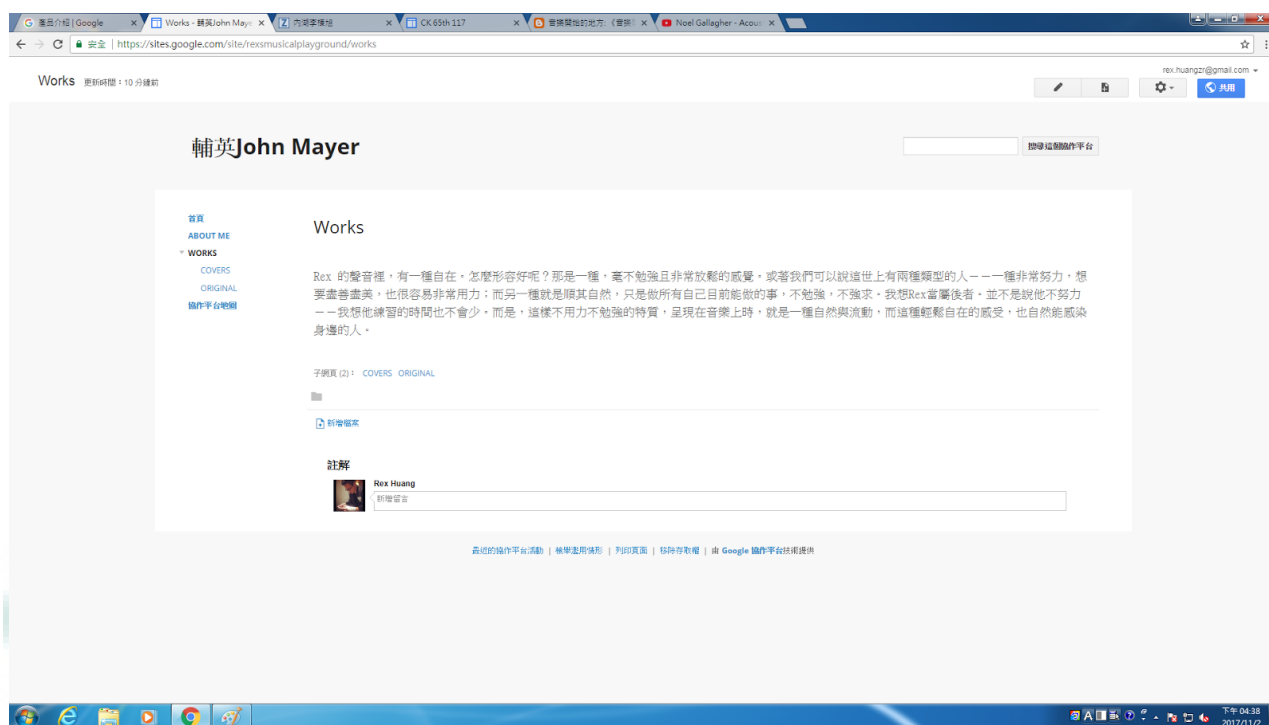
A. Google Site

On 2/11/2017: Google Site was much different from what I have thought. It provides the most basic function for users to create their own websites and also edit the subpages. As a person who used to use Blogger, it takes time to familiarize the functions of Google Site, but the idea of designing personal website still excites me a lot.

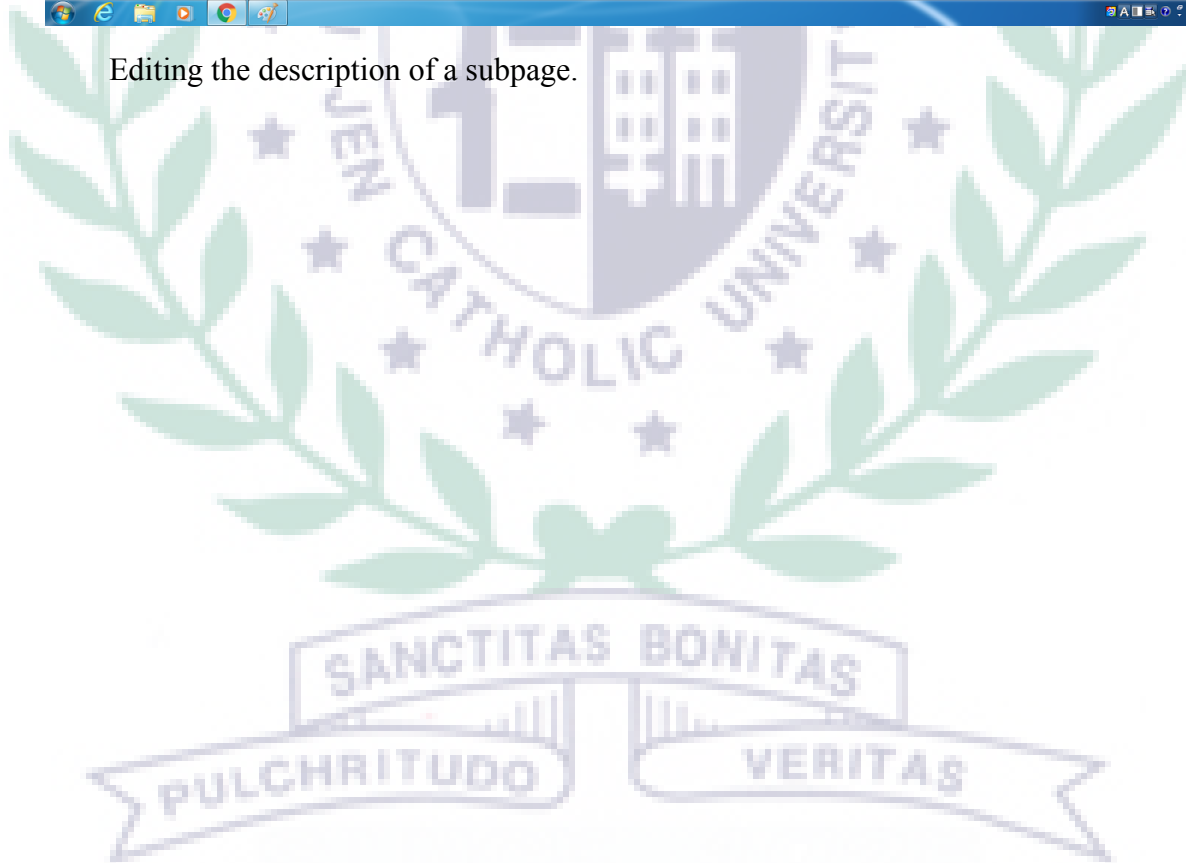




By doodling around with the configuration, I created a web called “Rex’s Music Playground.” I thought it would be a great place to use in the future if I decide to continue making music. I created subpages where I could share covers/original works. I inserted a short clip of a cover I recorded through Google Drive.



Editing the description of a subpage.

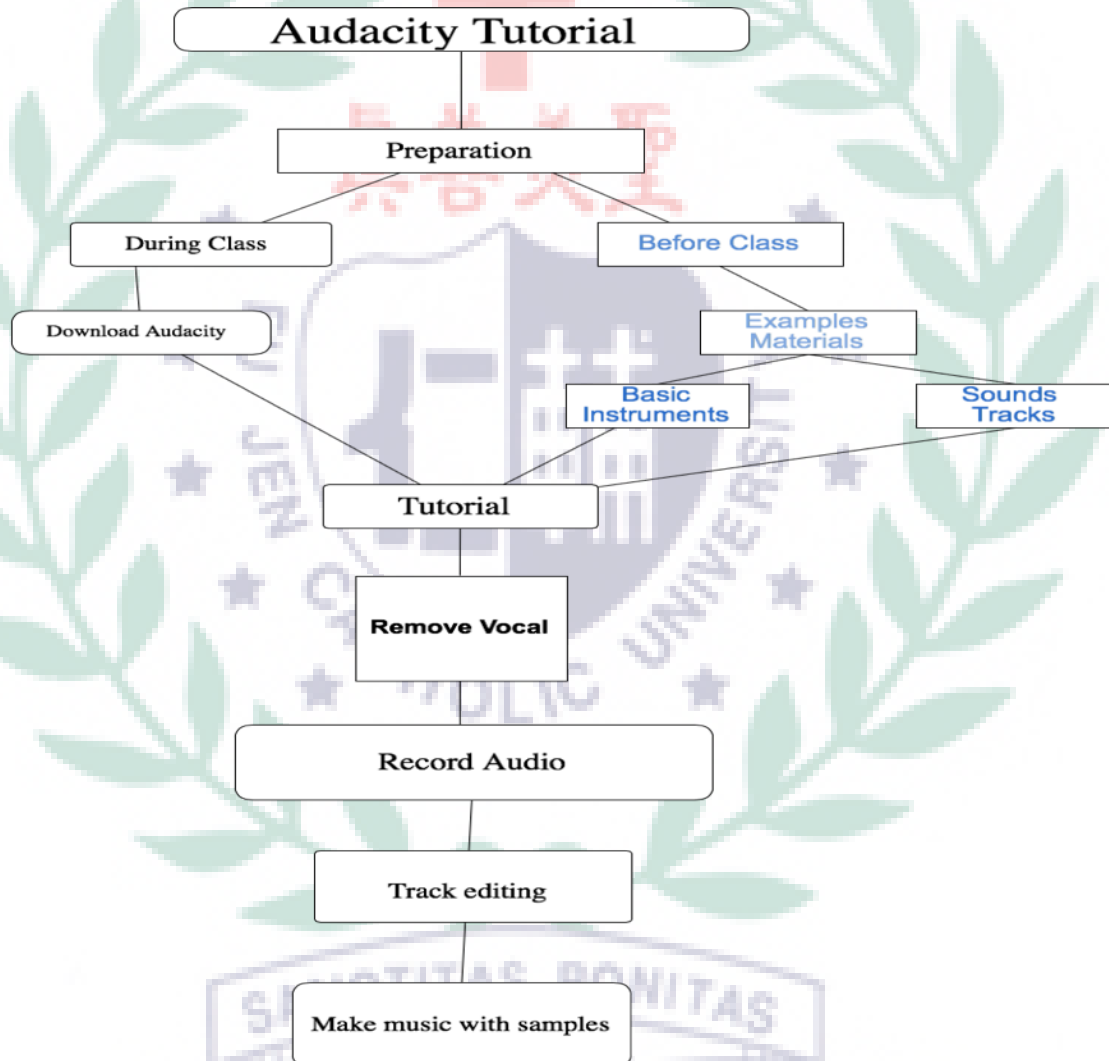


B. Cacoo

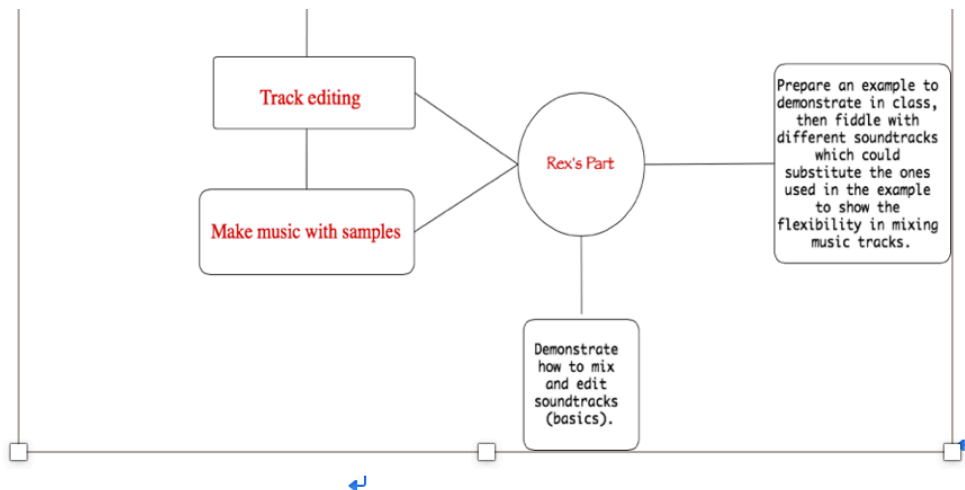
Week 6: Tried using Cacoo to design mindmaps and also add in other people to work on the same project together. Easy to use and simple design.

2/11/2017: Submission of Cacoo Assignment (Small group work division and brief outline).

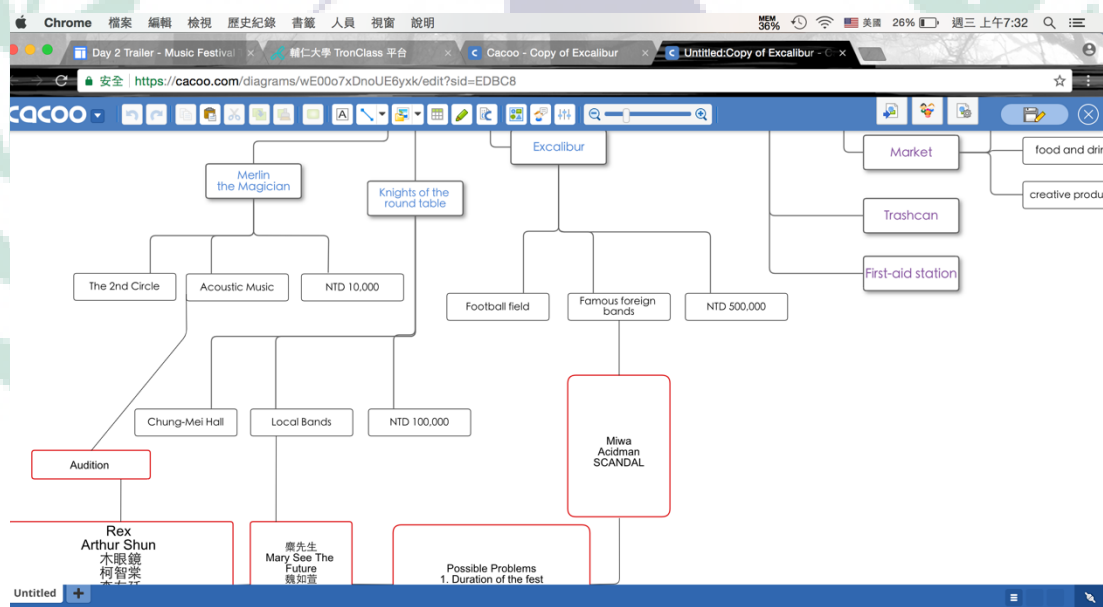
Later on, Cacoo was used in our final project to allocate jobs and brainstorming.



The first Cacoo map drawn for the group tutorial project – *Audacity*.



Individual part in the group tutorial project. I exported the mindmap into a .jpeg file to submit it as an assignment inside a Word File.



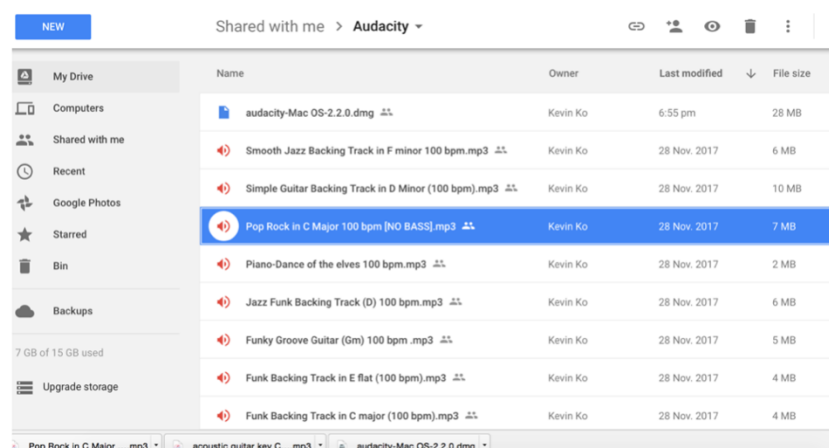
My part for our final group work – Excalibur: Music Festival

C. Audacity

Our group is in charge of the tutorial of Audacity, thus I did not include a reflection regarding this part. We figured out most of the function that was taught during the tutorial on our own. The music tracks used in tutorial was found and downloaded by Kevin; he later compiled it into a folder on Google Drive for everyone to use. As for the final project, only simple functions like cutting, fading in or out was used.

Tutorial: <https://drive.google.com/open?id=1gNxl1gWf36cINslexd9jZjGZFbH5-qce>

(Recorded using Quicktime Player)



Name	Owner	Last modified	File size
audacity-Mac OS-2.2.0.dmg	Kevin Ko	6:55 pm	28 MB
Smooth Jazz Backing Track in F minor 100 bpm.mp3	Kevin Ko	28 Nov. 2017	6 MB
Simple Guitar Backing Track in D Minor (100 bpm).mp3	Kevin Ko	28 Nov. 2017	10 MB
Pop Rock in C Major 100 bpm [NO BASS].mp3	Kevin Ko	28 Nov. 2017	7 MB
Piano-Dance of the elves 100 bpm.mp3	Kevin Ko	28 Nov. 2017	2 MB
Jazz Funk Backing Track (D) 100 bpm.mp3	Kevin Ko	28 Nov. 2017	6 MB
Funky Groove Guitar (Gm) 100 bpm .mp3	Kevin Ko	28 Nov. 2017	5 MB
Funk Backing Track in E flat (100 bpm).mp3	Kevin Ko	28 Nov. 2017	4 MB
Funk Backing Track in C major (100 bpm).mp3	Kevin Ko	28 Nov. 2017	4 MB

Download Tracks and Importing

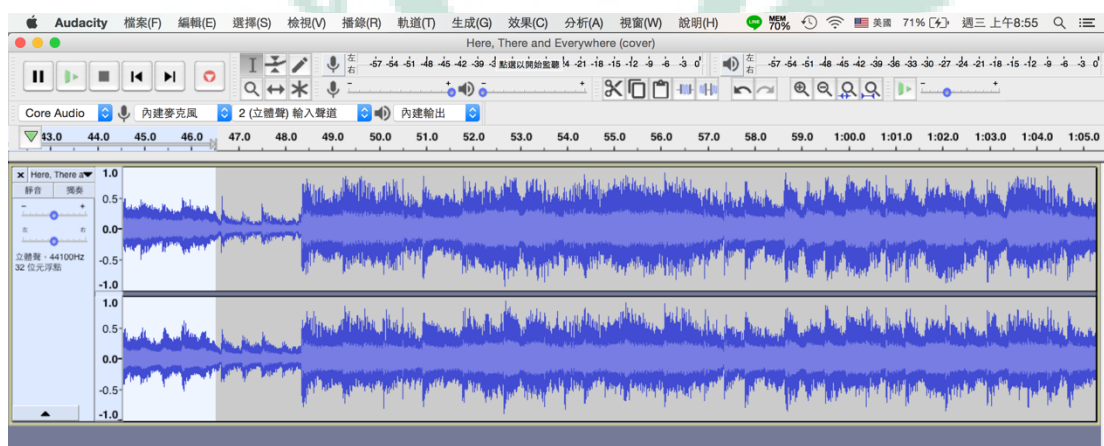
按兩下來編輯

Downloading the tracks and importing into Audacity.

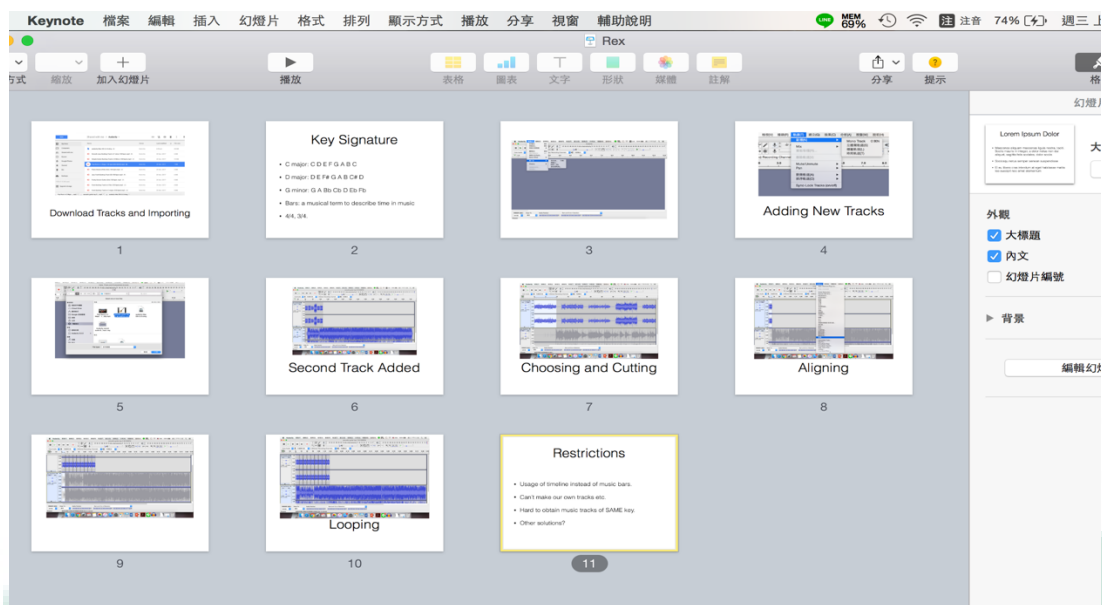
Key Signature

- C major: C D E F G A B C
- D major: D E F# G A B C# D
- G minor: G A Bb Cb D Eb Fb
- Bars: a musical term to describe time in music
- 4/4, 3/4.

Here I explained the importance of putting tracks of the same key signature if we want to mix them together, and also explained the downsides of Audacity – which is editing tracks according to timeline instead of music bars. Also, Audacity does not offer the function for us to record or make our own tracks, which means that we can only use samples that already existed.



Excalibur: Music Festival – Magnifying glass to zoom in, and then returning to the normal cursor to select unwanted parts.



Slides I used for individual/group tutorial.

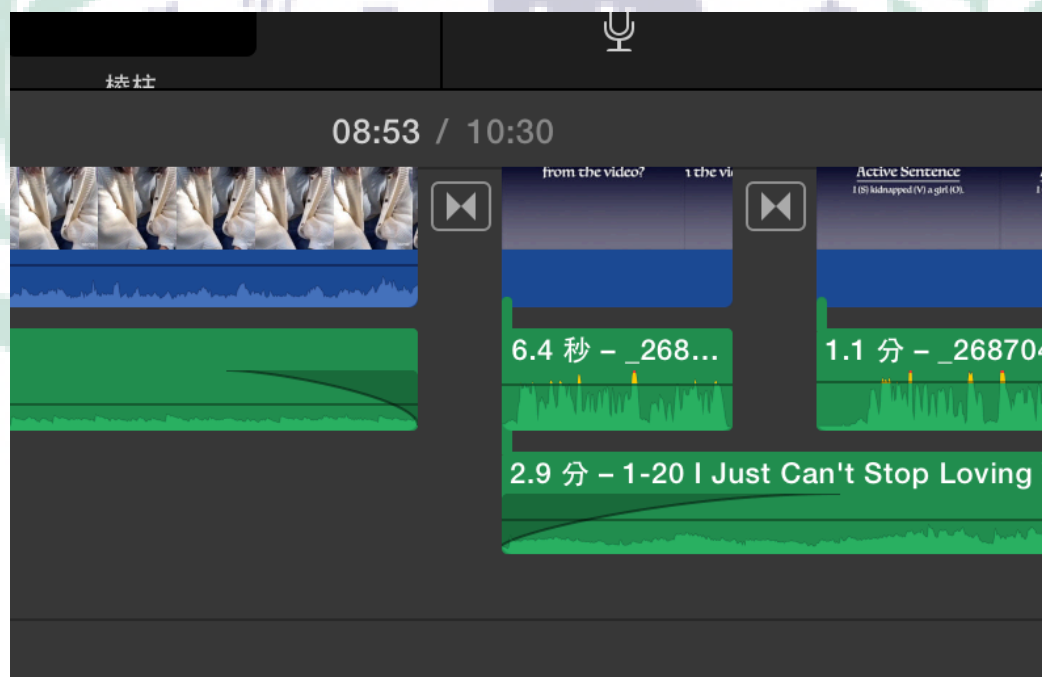


D. iMovie

Though iMovie wasn't taught in class, I have used it to make the trailers for my subpage.



This displays most of the functions that could be found using iMovie, it can crop the image size/insert subtitles/transitions/edit volume and sound equalizer.



The slopes are fading in and out of the sound, and sounds could overlap each other, with provides users to create smooth fading of the sounds. Transition (the icon between pictures) could be included so that the scenes will not alter too abruptly.

V. Conclusion: Reflections and Thoughts for Creating This Project

The most important thing that I have learnt in this project is definitely group work. The slightest delay by anyone would mean that the whole progress would be slowed down. As a student of the English Department, I do believe that we must still foster these skills in order to enhance ourselves. Cacoo provides a platform for users to create mind maps. Google Site allows us to make our own websites and share our experiences. Audacity provides functions such as editing songs and voiceover to create something like podcasts... It may seem that we do not have much to do with all of these but by learning how to handle these software/platform, we are able to create presentations that are much more interesting and interactive instead of just having the audience staring blankly back at us.

Google Site was annoying especially, since after selecting a specific template it would take much effort to modify it. There are many unfamiliar terms regarding the templates thus it would take much time to edit it. But we were able to change the template into the one we like in the end, and also arranged the navigation bar into a more logical order.

VI. References

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.

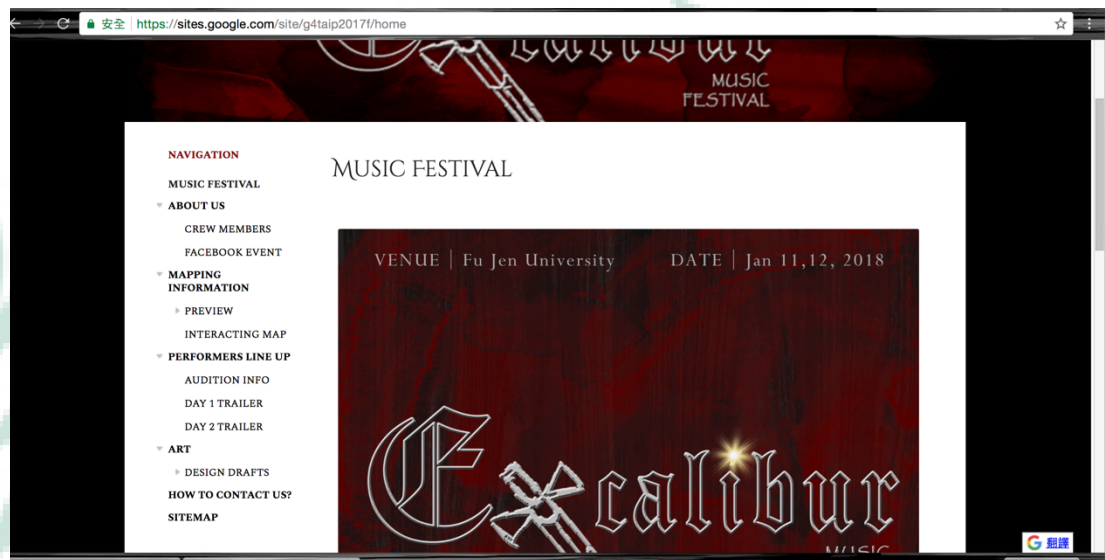
Khan, Alya. "Music Festival 101: 7 Key Factors That Make a Successful Music Festival." *EDM.com*. EDM.com, 12 May 2017. Web. 10 Jan. 2018.



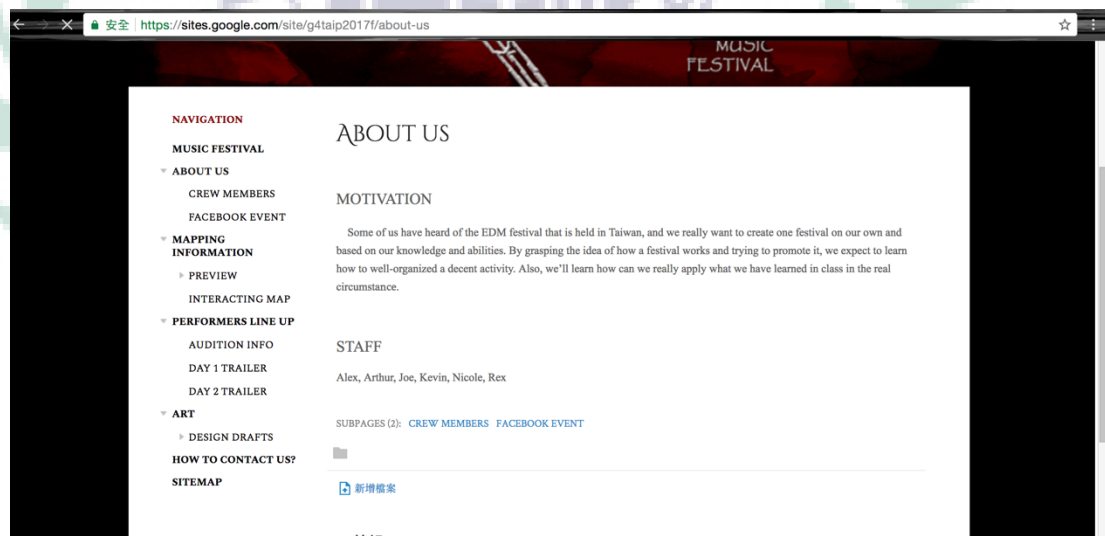
VII. Appendix

Group Site Navigation

Homepage



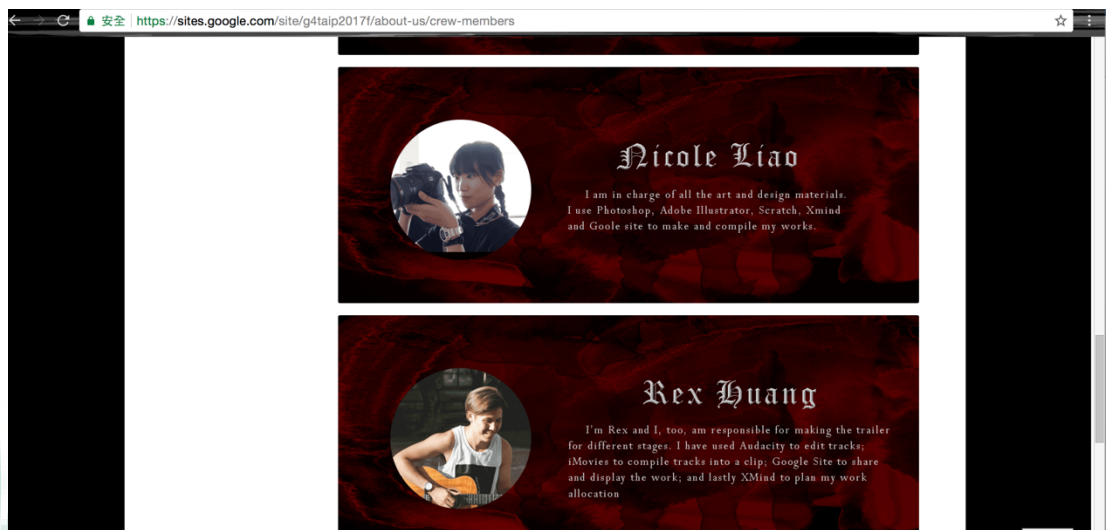
About Us



PULCHRITUDO

VERITAS

Crew Members



Mapping Information



Preview of the map



Performers Line Up

安全 | <https://sites.google.com/site/g4taip2017/change-the-banner>

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

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 Shan	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	霍先生	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	哈娜活金	大象體操	

Day 1

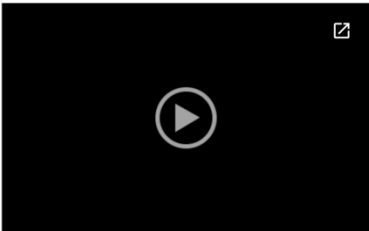
安全 | <https://sites.google.com/site/g4taip2017/change-the-banner/trailer>

NAVIGATION


- 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

DAY 1 TRAILER

EXCALIBUR STAGE .MP4



ROUND TABLE STAGE .MP4



Day 2

安全 | <https://sites.google.com/site/g4taip2017/change-the-banner/day-2>



EXCALIBUR STAGE

Songs:

噴哥樂團Mr. Mouth - 同類
<https://www.youtube.com/watch?v=EM-GCgd88mk>
 photo: <https://www.kanjian.com/indier/artist/760/>

Acidman - 赤橙
<https://www.youtube.com/watch?v=xES-5RZoKYY>
 photo: <https://renote.jp/articles/5289>

Miwa - アイオクリ