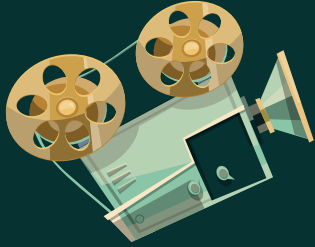


T201

Graded Assignment

(Creative Concepts)

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I

Item 1: Creative Work

Topic Chosen: Digital Music for Nostalgia & Revival.

Key Scenes

(To Illustrate Resurgence of Past Musical Styles & Nostalgia Aspect)

Scene 1 & Ending: 2000s / 2024

Reflects contemporary music styles e.g Pop, Indie etc. through a familiar beat.



Scene 2: Early 1900s

Reflects vintage-style music prevalent in Singapore at the time through traditional, cultural music.



Key Scenes

(To Illustrate Resurgence of Past Musical Styles & Nostalgia Aspect)

Scene 3: Late 1900s

Recalling the Jazz era by symbolising elegance and classiness, altogether shaping social status back in the days.



Digital Music for Nostalgia & Revival *(Video)*

"Echoes in the Sands of Time"

★ **Synopsis:** A man, working on a school project while listening to the radio, grows bored and inserts a cassette tape. As different tapes play, he journeys through different eras of music: Pop, Traditional and Jazz, each evoking distinct emotions and memories.

As he relives the experience of the evolution of sound and music, he was awoken only to realise the contrast between the past and present.

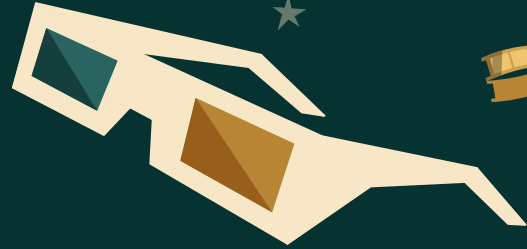
★ This nostalgic journey highlights music's timeless influence, inspiring appreciation for all genres and their role in shaping personal identity.



II

Item 2: Creative Rationale

Explaining the central idea and intention behind the video, "*Echoes In The Sands of Time.*"



1 of 4: Intention / Core Idea of Video

What? – Objective & Purpose / Usefulness of Idea

- 
- **To showcase contrast between past and current music styles and tying music to what shapes our personal identity.**

By incorporating various music styles e.g Pop, Jazz, Traditional that were once locally prevalent, the video highlights the evolution of technology in shaping the music we hear today, emphasising the contrast between past and present. Additionally, through his personal music choices, the protagonist expresses his identity, illustrating how music serves as a reflection of individuality. As everyone has unique tastes, their stories and experiences with music will differ, making each person's journey personal and distinct.

- **Focuses on fostering an appreciation for music by connecting it to historical moments through emotions and memories to reimagine nostalgic moments.**

For instance, Jazz which was widely popular in the 1900s is depicted through a scene where a woman applies makeup and walks elegantly with a bag, symbolising wealth and sophistication, This reflects the era when Jazz was exclusively played in upscale cafes and bars, signifying class and prestige.

1 of 4: Intention / Core Idea of Video

What? – Strategies to Sourcing Inspiration For a Creative Work



Researching Art & Satisfying Curiosities

Studying interesting artistic figures or historical events that shaped the art industry. Researching things we are curious about to give us a better perspective e.g. *How was Art born etc.*



Observing Everyday Life

Think. Listening to the ambience of a busy street or quiet cityscape. Talking to friends and family to garner inspiration on the intention of your work.



Exploring Different Art/Music Forms

Draw inspiration from different types of music rather than just 1 or 2. Alongside that, explore other forms e.g. Paintings, Literature, Films, to get wider inspiration.



2 of 4: Creative Process



Why? – Rationale of Chosen Creative Concepts and Alignment with Intention & Core Ideas

Belief

★ This concept effectively embodies my vision of *“Music shapes our identity”* while highlighting its power to *evoke emotions and memories*. As each musical era unfolds, it emphasizes individuality, illustrating how the music people listen to tells their unique story. ★



★ By showcasing the protagonist’s personal music style, the video reinforces that music is deeply personal, with each individual embarking on their own musical journey. ★

Cultural Context

By showcasing the different musical eras, the video highlights specific cultural contexts that were once prevalent in Singapore. This evokes a sense of nostalgia and familiarity, particularly among Singaporeans by reconnecting them with the musical heritage of the past. ★

★ **Traditional Malay Music** – Old songs that were played on the radio during family gatherings and occasions. (*P. Ramlee*)

★ **Jazz** – Played in upscale cafes and prestigious events to show class or grandeur. (*Frank Sinatra*)

★ **Pop** – Generalised as the main music type amongst locals for relaxation and for leisure. (*Black Eyed Peas, Bee Gees*)

Contrast

By deploying this concept, I can effectively use the “then” and “now” framework to highlight the comparison between different musical styles over the years, as well as the audible evidence of technological advancements in the music we hear today.

★ This approach also gives me the opportunity to use various color frames, such as Black and White, to better evoke the feel of the Traditional era. ★

Through the use of contrast, I am able to showcase the evolution of music styles across time, while incorporating a sense of nostalgia that connects the past with the present.

3 of 4: Reasons for Choices

How? – Generation and Exploration of Materials and Ideas for Video Project



1. **Source for Inspiration**

- Through everyday observations and inspiration from Movies regarding time travel and fiction e.g Harry Potter, Alice in Wonderland: Through the Looking Glass.

1. **Planning & Developing Inspiration into Ideas**

- Utilising this, I started planning out on Google Docs: Script, Scenes, Sound effect and the intended outcome and message to viewers with regards to my chosen creative concepts: Belief, Cultural Context and Contrast. Afterwards, the search for actors begin.

1. **Envisioning Finished Work**

- After planning is finished, I slept through my planning phase, as required by the Design Process of Incubation to let ideas hatch. Meanwhile, I envisioned in my head on how the overall project was going to turn out like.

1. **Gathering Feedback**

- After a day, I started sharing my script to my family members and friends from other Polytechnics and gathered their feedback for refinements to the script.

3 of 4: Reasons for Choices (Cont'd)

How? – Generation and Exploration of Materials and Ideas for Video Project



1. **Filming of Short-videos**

- After refining the script, I decided to start filming all the shots and scenes as per stated in the script with the actors I gathered. I also ensured that the props and set were in place.

1. **Editing via InShot and CapCut**

- After filming, I took a day's rest before editing the filmed videos by cutting them, replacing them and re-filming certain parts. Then, I sourced for sound effects.

1. **Sourcing for Instrumentals & Music**

- I then started sourcing for suitable instrumentals from popular songs that I envisioned would be suitable for each scene and provided proper credits to copyrighted material (*music*) at the end of the video.

1. **Feedback for Video Project**

- Upon the completion of the video project, I started showing it to some of my friends and family members and asked for their feedback for improvements or refinements. Corrections and additional refinement were then done.

3 of 4: Reasons for Choices

How? – Applying the Process of Making My Creative Work to a Diploma-Related Profession.

Being an Arts & Theatre Management Student (DATM), many careers within the arts industry require similar methods to those I used in crafting my video:

- Theatre Director / Producer
- Event Coordinator
- Script Writer / Playwright

As a key figure responsible for overseeing and managing the entire process, tasks such as collaboration, refinement, planning and sourcing materials are crucial to ensuring the success of any event.

The role of all the above, especially the Theatre Director, involves extensive research into character backgrounds, historical contexts and scripts. They must also be adaptable to last minute changes, making necessary adjustments and refinements through multiple rehearsals along the way. This process requires strong creative thinking, experimentation and the ability to gather and incorporate feedback at every stage, which is closely similar to the steps involved in crafting my creative work.

4 of 4: Reasons for NOT Choosing Specific Concepts

Why Not? – Reasons for Excluding Certain Creative Concepts (In Terms of Alignment with Core Ideas)

- **Excluded Chance due to the Importance of a Structured Narrative**

My work aims to showcase a clear evolution of music styles across different eras. As a result, this requires a structured approach rather than unpredictable elements. By using chance-based techniques such as improvisation or dices to drive the narrative in a random way, it could disrupt the intended contrast between past and present and can make the message / story confusing and less pristine. Therefore, a chronological narrative structure is more effective in demonstrating my intended message and the other chosen creative concepts better as compared to using Chance.

- **Excluded Sensory Experience due to Focus on Visual Storytelling**

My work primarily relies on music and visuals to evoke nostalgia and illustrate contrast rather than to incorporate elements such as touch, taste and smell. Additionally, the emotional connection and tie to music is already strong enough through visual representations and audio, making additional sensory layers unnecessary for conveying the message effectively.

4 of 4: Reasons for NOT Choosing Specific Concepts

Why Not? - Neglect the Target Audience's Needs and Prioritise on the Artist's Vision



★ Benefits	★ Drawbacks
Allows full artistic expression without any constraints and limits. The artist has the creative freedom to craft anything they'd like.	Can be controversial, abstract or too difficult for the target audience to understand. Misinterpretation can also arise.
The artist can express deep personal emotions and themes without difficulty.	If the audience cannot understand, relate or connect emotionally or artistically, the intended impact the artist intends to convey will be lost.
May appeal to a very small niche audience that values artistic creativity and expression through complicated forms.	General audience might lose interest if the theme and expression conveyed are not presented in an engaging and understandable way.

On a personal note, I would say that it is entirely possible to neglect the target audience's needs and leverage on the artist's creative vision and expertise. However, it is also equally important to ensure that the creative work made is consumable, understandable, engaging and emotionally-compelling.

A vibrant, stylized collage of movie-related items on a dark teal background. The items include film reels, a movie camera, a megaphone, a pair of glasses, a bucket of popcorn, a film strip, and several stars. The central text is in a large, bold, yellow font, and the bottom text is in a smaller, italicized yellow font.

END OF GA. *Thank You!*

A Presentation By Abdul (24046131).