Illustration Project for Crowd-Singing

Contact: Chris Durian (323) 793-3538

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SUMMARY OF CHANGES:

- **Scope has been decreased from the original suggested 7 graphics in a multi-panel format, to 2 graphics: one main graphic, and one graphic depicting a close-up of one of the people in the larger graphic**
- **Budget has been increased by $50**
- **Project description has been simplified**

DESCRIPTION

This is a project an illustration to visually represent how a new music technology app works.

The app will enable crowds of people to sing together in harmony, spontaneously, and without musical training or rehearsal.

Music fans at a concert may sing along with the performer(s) if they know the song and the melody well enough. Fans at a soccer stadium sing during games to celebrate national pride. But when dealing with large groups of non-musically trained individuals (here referred to as "laypeople") it is difficult to coordinate spontaneous singing together in any but the most basic way – a single melodic line with a single rhythm – and only then if enough members of the group know the words and melody.

I was recently present at a music show where the lead singer in the band attempted to have the audience sing along during a song. He asked one half of the audience to sing one thing, and the other half, another thing. By musical standards, it was not a complex part to sing (it consisted of a repeating sequence of five notes), but the audience seemed unsure of the **pitch** and **rhythm**, and the people around me seemed reluctant to sing, out of **fear they wouldn't 'sing it right.'** This sort of thing is commonplace at music shows, when a musical artist attempts to get the audience to participate.

HOW IT WORKS

Most people can sing along with a tune much more effectively if they can hear what they are supposed to sing while they are singing it. This technology creates a way for laypeople in an audience to get a ***real-time, synchronized cue*** **–** a way for each audience member to hear exactly what they are supposed to sing, so that (s)he can sing along with it. (Many people can sing along effectively when they are listening to music in their car, for instance, as opposed to trying to sing a song from memory without hearing the melody at the same time to sing along with). Each person hears the pitch, rhythm, and words (or sounds) that they are to sing so that they can simply sing along with what they are hearing in one ear, while hearing how their part blends together with the whole in the other ear. With this **cue-assisted** ability, a virtual infinity of enhanced musical possibilities for group singing opens up.

The technology delivers a **pre-recorded audio version of each of these parts** to pre-categorized audience members, such that the individual audience member **hears the vocal part appropriate to their singing range**, and **hears the part that they are being asked to sing in a single earbud, or headphone**, connected to their smartphone. **The other ear is left open**, to hear and enjoy all the sounds blending at the venue.

ILLUSTRATION PROJECT DELIVERABLES (revised 6/28/16)

A high quality, professional illustration showing how this technology works is needed.

The illustration should convey the following, visually:

1. A concert on a stage at a music festival is taking place. Band members include a front man with a microphone, a female DJ, a drummer, electric guitar player, and a keyboard player.

The illustration is a panoramic view that depicts an audience of about 500 – 1000 people on one side of the graphic, and the band onstage on the other side. The aspect can be 'cheated' in the same way that a panoramic camera shot 'cheats' the aspect and angle in a panoramic photograph.

The illustration captures a moment when the crowd is singing along with the band in mutli-part harmony. We "see" that different crowd members are singing different notes (pitches) that are blending together. Create some way, perhaps using colors, patterns, or line styles, to show these different pitches being sung and combining together in an amazing way that enhances the show.

Each audience member has a single earbud going into one ear, connected to their smartphone. The other ear is open.

There is a small booth to the side of the stage with a person labeled "Crowd-sing engineer," operating a laptop on top of a black box labeled "Crowd-sing transmitter." Four different wireless signals are "seen" being transmitted from the box. Each of the transmissions are labeled as "high voice part (S)," "medium high voice part (A)," "medium low voice part (T)," and "low voice part (B)."

A separate graphic shows a close-up (like a blow-up-box, zooming in on one audience member) of one of the female audience members in the foreground, with a male and female friend next to her and slightly out of focus. They are all singing and having a great time. She is receiving her vocal part to one ear via an earbud connected to her smartphone, and her other ear is open. We "see" the invisible transmission of her vocal part labeled "high voice part (S)" going in through her smartphone to her earbud, and "see" her voice singing.

SYTLE AND TONE

- The tone should be a combination of **fun** and **modern.** We avoid taking ourselves too seriously because singing is fun! And this technology should help people feel more comfortable to sing. At the same time, we want to express that this is new, cutting edge technology.

- I do not have any preference when it comes to cartoonish vs. realistic. I don't know what will work best until I see it.
- Any stylistic choices that help the viewer think to themselves "This is simple, I could use this" are encouraged.

The file with the crude drawing is included only to help you understand the technology conceptually and should not be considered a model for what is desired as a deliverable. Thank you in advance for your submission!