



# Concept Note for Back Issues

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## Project Overview

The following document consists of the concept and target audience for the media project, Back Issues, a zine-like publication from 2000 of one woman's poetry.

Back Issues, a compilation of prose and poetry by Ann Kline, gets its name from the effect a back injury had on her life. The title is also a play on publications; their old issues being "back issues". The poems are titled by the date they were written.

Through the use of animation software and my own interpretation of the poems, I would like to take this poetry and turn it into a multimedia presentation that would allow the user to experience each poem visually and immerse them emotionally.



## How this Project Relates to My Career Goal

I chose to do this project because I feel it would challenge me to pull together all the various skills that I have learned at the Art Institute. Upon graduation, I want to enter the industry with the feeling that I can tackle any sort of media project, regardless of my skill level in that area. The basis of my education is to further my skills and so on in my career. I don't believe there is end to education and that I can learn from almost every situation I encounter.

I feel that this project would allow me to showcase my ability to look at project conceptually and be able to convey its essence in the final output. There are some challenges that I will face in the production of this project, but they are not obstacles that I cannot overcome. I think the biggest challenge will be capturing the emotional essence of these poems.



## Project Objectives

- To convey an unstable yet somewhat hopeful emotional experience.
- To provide the user with an interactive media experience through the use of motion pictures and sound.
- To develop concepts that are in sync with the emotional context of each piece.



## Concept

To bring this project to life, the entire experience will evoke a feeling of uncertainty, or limbo. The final product will have a slightly unsettling, lukewarm environment, in which each poem will be available for viewing. All elements will bare the branding of the project, tying the pieces and the interface together. The interface will allow access to the pieces as audio/visual elements that can be controlled by the user.

Each poem will be treated as a separate conceptual piece and will feature unique audio and visual elements that will create the emotional state of the poem. Some pieces will be narrated, while others will not. Visual elements will include still images and video as well as graphics and animation. Audio will be used for these pieces, but how it is used will depend on the piece. I have commissioned some friends who are musicians for music to go with these pieces. The pieces will be short, but true to their words. Text will definitely play a large part in the presentation of these pieces being that these are poems. But the message of each will depend on the entirety of the piece. Common elements will be used in the pieces to tie them together, such as the Back Issues symbol and any sort of spinal motif. The pieces should make the user feel like they are watching short independent film that has a beginning and an end. They should leave the experience deep in thought and with an understanding of the poem they just experienced.

Each piece will be accessed through a web page that will either be entirely flash or both flash and html. I think this probable in that the pieces will not be long, and should be a relatively manageable size. For accessibility, the pieces will also be available in text format and mono audio format. The site will also feature a credits page as well as an about and contact page.



## Selected Pieces for this Project

05.04.96

The light in your eyes is blinding  
the crying from my lips is whining  
Yours are crystal blue  
Mine are blood red  
you share your dreams and happiness  
and tell me god is dead  
I lay with my confusion  
as you say god is love  
I am so far below  
and you are so far above  
so different yet so alike  
you know what they say about big hands  
big gloves  
yes my ramblings and confusion maybe a bore  
but you said it first  
your heart is a whore  
the insanity of this makes me sane  
Blood rushing through your veins  
your words rising in my brain  
and I know I will never affect you  
but I will never be the same  
hung up on the hang ups  
like the innocent hanging from a rope  
you make it so hard to understand  
yet so easy to cope  
as the night moves to morning  
love is dead  
and we stand alone  
all you hear is a sigh and a moan  
but if I could find the words to tell  
communication wouldn't be our hell

Concept: Narrative  
Experience: Division, Solitude

Somber mood. A woman voice would recite the poem as literal images come in and out (maybe split screen? at the part where it says "i am so far below and you are so far above" vertical split screen could move to horizontal split screen. ) as quick as the words that acknowledge them. Perhaps cartoon images, unrealistic, slightly fantastic. Sound effects would punctuate the images.

Estimated length: 40-45 sec.



## Selected Pieces for this Project

10.06.96

LOOKING FOR SOMETHING  
I COULDN'T FIND  
LAST NIGHT  
I KNOW IT WAS THERE  
LAST WEEK  
I FOUND IT  
LAST TIME  
IT WAS THERE  
IN THE BACK OF MY MIND  
ALONG WITH THE FEAR  
THAT MAYBE IT WAS GONE  
LOST  
LIKE THE BLIND  
LIKE THE TIME  
LIKE MY MIND  
MAYBE  
THERE WAS NOTHING  
LEFT TO FIND

Concept: Music  
Experience: Searching, Loss

Mood: Ambiguous, Slightly  
Confusing. Text from the poem  
would sync to the beat of the  
music, while abstract, soft im-  
ages of an eye, back of the head,  
and neck and spine fade in and  
out. Everytime eye appears on  
screen, it is looking in a different  
direction.

Estimated length: 15 to 25 sec.



## Selected Pieces for this Project

2.4.98

so cold  
beauty  
as good  
as the sea  
good for me  
bad day  
can't  
give way  
very grave  
this night  
in the dark  
passing cars  
uncomfortably  
crouched  
screaming  
at a  
dead woman  
breezes blow  
the most calm  
i know  
i can't  
rouse you  
from eternal sleep  
please, from  
the ground  
let your knowledge  
seep  
fingers in  
healthy grass  
but still  
no answers  
to the questions  
i ask

last hope  
the sky  
i see through pain  
orion  
posed  
in vain  
jealous of  
a constellation  
i leave  
insane  
bad day  
can't  
give way  
bad night  
empty  
no insight

Concept: Narrative with Music  
Experience: Solitude, Emptiness

Mood would be sad and lonely.  
Music will be slightly slow. A woman's voice would recite the poem as sound effects enhance imagery. Video images of a graveyard - close ups of grass, headstones, statues (if any?). Audio would include sounds of cars passing, wind blowing. Part where it says "no answers to the questions i ask", screen will say "why?".

Estimated Length: 35 - 45 sec.



## Selected Pieces for this Project

### 1.6.00

Work awake  
And no smokes for the fifth day  
One thousand hours could have  
passed  
And I would still feel this way  
Why like you when you love him  
But truth I asked  
And absence I have received  
Survival of the fittest  
And it fits  
Me that you are gone  
Communication  
Is necessary  
But not to you  
I do not read minds  
Is this the bond of time?  
Keep every thing from me  
And you fear my whine  
Clearing the slate  
For him.  
How did I not predict this?  
Give me a month  
And I will still feel this.  
Guess I am blessed  
To have never known...  
Once again, deny, deny  
Another day like this  
Happens with little change  
And forced bliss  
Hopeful walking  
On this wire  
Why like you when you like her  
I know I am better  
But burning fire

Is often squelched  
By cold water  
So here am I  
Dripping with humiliation  
All without a tear  
That well long dry  
Impure angels  
Always walk away  
With their heads high  
Honest with life  
And humble in strife  
But never chosen  
So is it naïve to believe  
These wings are meant to fly  
Or to carry me till I die?  
Square two is often lively  
Yet awfully lonely  
Saints I do not admire  
Have shown  
me that road.  
So I have to  
find the way  
Away from all  
that  
Welcome to  
new school  
It's better than  
old school  
My eyes are  
open  
And I am  
working and  
waiting  
And not smok-  
ing  
For myself

Concept: Narrative with Music  
Experience: Confusion to Hard  
Clarity, Reality

A woman's voice would recite  
the poem over the music. Mood  
will be dark at the beginning,  
but lighten at the very end.  
Close ups of clocks, calendars.  
Sound effects will including  
dripping water, ticking of clocks.  
Wings part will feature BI logo  
sprouting wings and flying off  
screen as squares one and 2 ap-  
pear. (Still image, maybe side-  
walk chalk.)

Estimated length: 1:30



## Target Audience

- **Intellectuals**

- 14-65 years of age
- Low to middle income
- active readers, interested in literature
- \* understand symbolic meaning
- \* seek out other forms of expression
- broad range of computer skills
- use internet for literature resources
- like to watch literary films and programs

- **Complex Intellectuals**

- have favorite authors
- go to spoken word performances, visual arts, poetry readings.
- watch independent films

- **Motion Graphics Buffs**

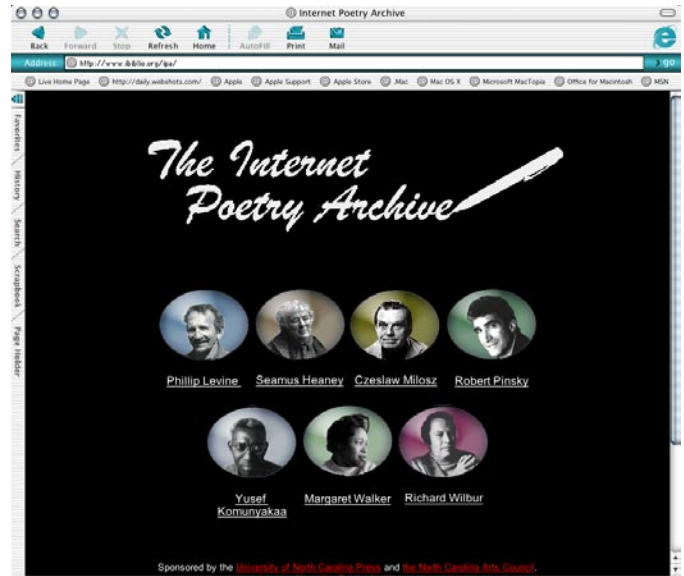
- interested in Motion Graphics
- conceptual thinkers
- interested in Multimedia



## Competitors

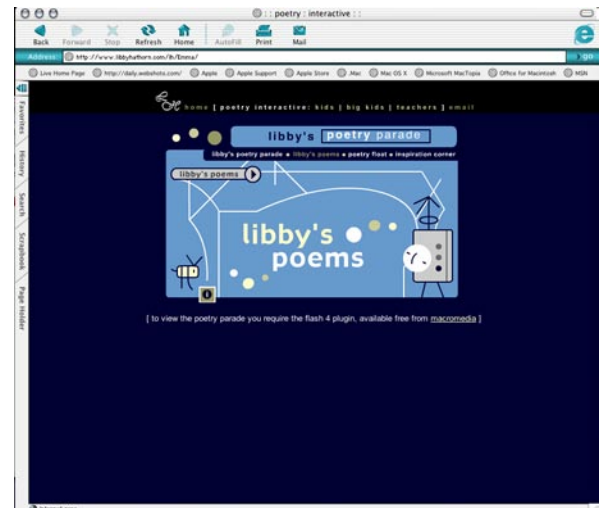
### The Internet Poetry Archive - <http://www.ibiblio.org/ipa/>

This site serves as an archive of Poets. It is arranged in alphabetical order according to Poet. The reason I chose this site as a competitor is because it provides audio narration of each poem, allowing the user to experience the poem by listening “to the Reading” through Real Audio. I feel that this site is a good competitor for accessibility, in that you can read the poem on screen or listen to it through Real. This site however provides no visual design standards or any motion multimedia experiences.



### Libby's Poetry Parade - <http://www.libbyhathorn.com/lh/Emma/>

Libby has provided poetry for kids in a fun, interactive flash interface. This site's look and feel is cute and inviting. These qualities are carried over into the presentation of the poetry, which are click throughs. I chose this site because of its overall presentation. The branding is repeated through out the interface. Most of the animations are simple and short, but very effective in that they highlight elements of the poem.

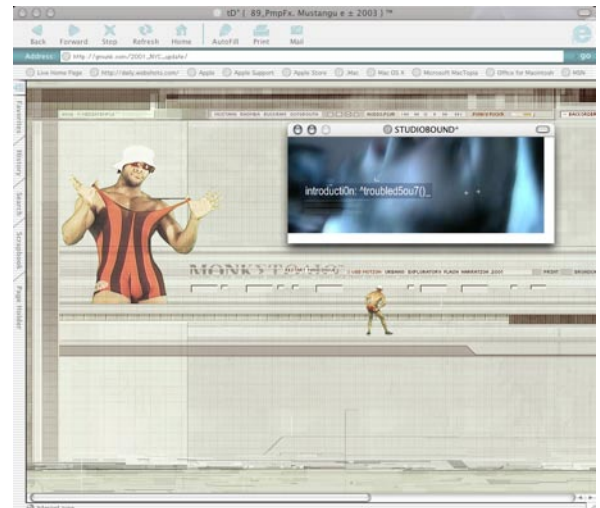




## Inspiration

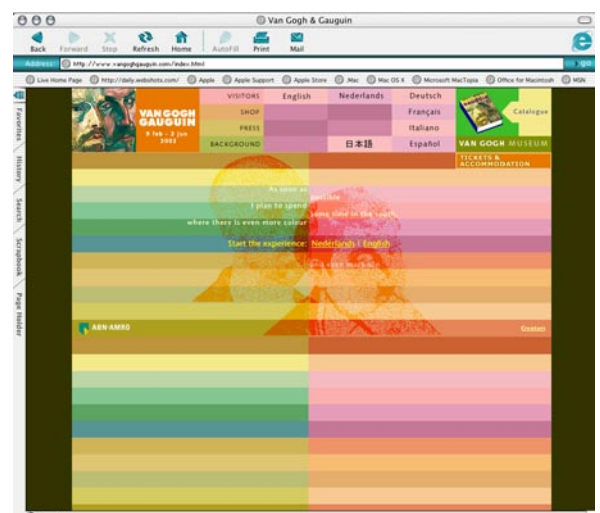
### “STUDIOBOUND” - gmunk.com

This motion graphics piece has a really clean, concise look and feel. It's fast pace make you feel like you're watching something you shouldn't see, like you are peeping into someone else's world. There is no video; only images and animated text, as the piece moves in sync to the audio. I think Gmunk sets the highest standard for motion graphics in that his work is innovative visually and conceptually. His portfolio, and “StudioBound” in particular, is high quality and still viewable over DSL connection.



### The Experience - vangoghgaugain.com

The Experience is a journey through the lives of Vincent Van Gogh and his friend, Paul Gauguin. Audio and animation are combined with symbolic, ambiguous navigation, allowing the user to experience their lives personally with quotes, paintings and letters. The first time I saw this I knew I wanted to experiment more with motion graphics. I felt like I had stepped into a little world that revolved around these two artists. I feel that this will provide strong inspiration for Back Issues because it has a very strong message, succeeding in inticing and educating the user, while making them into a third, silent party in the experience. The site that houses The Experience has the branding of the project and an extremely colorful and vivid presentation.





## Skills Needed

- **Conceptual Pre-Production:** In order to make this project work, I will need to approach each visual element with an open, conceptual mind.
- **After Effects and Flash knowledge:** I will use this project to further my skills in After Effects and build off my knowledge of Flash.
- **Video Production & Compression for Web:** I have had some experience with these. I would still say I am a beginner.
- **Audio Production:** for voice narration and overlays. I will need assistance in recording the narration for this project.



## Resources

- **Myself**

I will act as project manager and production coordinator as well as art director and experience designer.

- **Video Production: Tim Knight**

Tim has many years experience behind the video camera. He will assist me in gathering the footage I need for the pieces by providing camera expertise.

- **Audio Production: Toma Oliver**

Toma will assist me in the recording of the narration for each piece. He will also be providing music for one of the pieces.

- **Music Resources: Toma Oliver, Elliott Augustine.**

Both are long time musicians with interest in digital music. Each have been commissioned to provide original music to be used with permission.

- **Content Consultant & Writer: Ann Kline**

Ann wrote Back Issues and will be consulted on symbolism and feel for the experience.



## Conclusion

The design decisions in this document will set the stage for further conceptual development of Back Issues. This project will be my prime effort as multimedia designer, allowing me to showcase my technical and conceptual design skills. I feel that this project will allow me to gain the experience I desire as I enter the workforce with my degree next year.