

ÇAĞLA ŞAHİN

FINAL PROJECT PROPOSAL

Project Definition

This is an interactive “Hip Hop” dance performance, which will include a choreography based on a song, visuals elements and usage of the projection mapping techniques.

Target audience/user

Since dance is also defined as an art, this project will be an art performance, which combined with new media. My target audience will be galleries for using the project for exhibitions and show business platforms.

Goals & objectives

With this project I will try to make a Hip Hop dance performance, which we might be seen in galleries. Because there are some examples that people used some dance types for exhibitions such as contemporary dance but I haven’t seen Hip Hop dance was performed in this way.

Background information

I personally dance since I was a child. I had experiences in some fields of dance so far and enjoyed a lot every one of them. I have been dancing Hip Hop for 6 years and this dance type makes me fulfilled with joy, satisfaction and relaxation. For this reasons I chose my project around this subject because I wanted to do something interests me so I won’t be get bored when I am doing the project.

This project is going to be used for dance shows or exhibitions. With this project I will be focusing on the problem of how song’s lyrics and choreographies can be combined with visual elements by using new design techniques. I see this as a “problem” to be solved because in Hip Hop dance there are some “bias” that this type of dance cannot have a purpose or a meaning. But people who are familiar with this subject may know that, there is a culture called ‘hip-hop culture’. In addition, when I say: “ I do hip-hop” for some people around me don’t even know what that means. So that is the other reason that I am involving dance to my project, to show how hip-hop dance.

When I start to do my project I will have some challenges due to learning some new software or my dancer friend and I will have some difficulties when we try to arrange the movements according to the visuals on the scene. Because, all moves have to be done in the exact time of the song that we want to catch the exact matching.

Learning a new software may seen as an obstacle but to achieve this project I know that I have to learn and practice them and they won’t be seen as an obstacle for me because I

really want to make this project real. Also learning software will gain me more knowledge about this type of design projects. In this project I will be working with hip-hop songs, dances and visuals arranged according to them. So I have to come up with good combinations of choreography and visuals.

There are some example videos that I found when I was researching about my project which are done by other people. To get the idea about what I am going to do first I would want to show this video: <http://vimeo.com/50197298>. Then I found this video, <http://www.youtube.com/watch?v=83EEIQFNedc&feature=related>.

Detailed project description

This project will be an interactive dance performance combining with the new media. It will include some stages like, choosing the right song or songs for the choreography, some designed visuals, which will work with the choreography and combining all these stages with the projection mapping techniques. It will be a 3 or 4 minutes performance according to the song that I will choose.

Scope of the project

Since this project is an art performance;

It will cover:

- Hip-hop dance choreography which will be done with one or several specific songs by one or more than one dancers.
- Projected, mapped visuals and a settled environment.

It will NOT cover:

- Some kind of audience participated dance show or usual group dance.

Required know-how and resources

To create my visuals I will be using Adobe Illustrator, if I want them to animate, I am thinking to use Flash. For those to be seen as a video I am planning to use a video editing program, which will be After Effects or an other video editing program. Lastly to make all my elements ready to project I will use DMX or Isadora for preparing and editing my projection mapping.

Difficulties & risks

To make all the elements of the project working with each other, will be the biggest risk for me. I have to do every single arrangement according to time. If they don't combine properly, nothing seems organized and this project would be a failure. Also preparing choreography and learning it (if I will be the performer I have to learn) will take some time. Apart from these learning and the using of the software that I want to use will be another challenge for me. There has to be lots of trials that I have to do.

Phases of the project

1. Choosing the most suitable song or songs.
2. Creating and deciding the environment of the performance.
3. Choosing the objects that are going to be mapped with the projection.
4. Preparing the choreography and at the same time learning the choreography.
5. According to the choreography I will start to design visuals for it.
6. After designing visuals part is done, I am going to collect them and make animations by using Flash, to make them united.
7. When the visuals and choreography are done, I am going to bring them together and see whether they work in order or not.
8. Once everything goes how I planned, I will present my project in a settled room with using walls and several selected objects.
9. And finally to promote and show my project to people I will shoot a video.

Criteria of success

At the end of the project if everything that designed and worked on will work properly and if I have no problems with the projection, I will consider my project as successful.