VA402 PROJECT PROPOSAL

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PROJECT DESCRIPTION

My project is all under the wide umbrella of wearable technology. Itconstitutes three elements such as; fabric, LED and music. The user will wear the hoodie and as soon as the music starts to play, LED which will be implemented on the head and the chest sides of the hoodie will move according to the rhythm of the sound. The system will recognize every single beat. All the visuals which will appear will be different from each other. Each one of them will symbolize another element of music. For example, one for bass, one for melody, one for wind instruments, one for guitar..

The outcome of this project will be creating a much more fun and memorable way to listen to music through visual music. LED is a tool which enables us pretty magnificent things to do. I do believe that the combination of LED and music will bring joy and excitement to our daily musical experience.

GOALS & OBJECTIVES

The project will get to show us the detailed visualization of every beat and instrument on a fabric. It will show us how exciting can be the implementation of LED onto a fabric.

My first objective is to catch people's attention with the concept of wearable technology which is a field with endless and striking opportunities. In our daily lives we don't encounter very much with wearable technology if we are not really, truly interested in it. I want to see the excitement in people's eyes while they are watching the visual show.

TARGET AUDIENCE

Music is a field which is so universal and broad, it does appeal to every single human on earth. Whether they are infant, teenager or an adult. Every song has a different impact on different people. The experiences that we go through, the things that we witness, the feelings that we feel in our lives determine how we get affected from music. In this context i can only restrict the target audience with a certain age group such as +7. I believe that DJs can make use of this project and make their performances even more attractive. Apart of that anyone who would like to have a memorable experience of listening to music can experience this project.

BACKGROUND INFORMATION

The project is based on the invention that is called 'wearable technology'. Wearable technology is formed from the marriage of electronics and fabric. The designs often incorporate practical functions and features. In some cases there is a particular goal (in case of fitness gadgets) and some are designed only for fun. I've been following latest news and inventions in the wearable technology field for quite some time. Especially Hussein Chalayan's projects amazed me. In addition to that in my researches, i encountered several wearable technology projects related to sound. The idea of creating visual music seemed pretty fun and also i thought that it would be very attractive to the eye watching the whole process. So eventually my project was born out of this feeling of excitement.

In 21st century, music is always supported by visuals; video clips, short screenings, graphics.. Creating video mapping and graphics for a stage performance is a very expensive job. I believe that this project can really speak to DJs who are new in the field or can't afford high prices to transform their performance into a visual feast. This project can solve the problem of anyone who wishes to support their music with LED visuals in an affordable manner. My biggest challenge in this project will probably be the implication of LED onto the fabric. Another challenge will be the process of making LEDs sensitive to the beat. I think i'll ask my computer engineer major friends for help. This project may will open up some new fields of expertise for me in the future. I'll learn how LED works, how to combine it with sound and the most of all, the implementation of LED onto the fabric.

http://www.youtube.com/watch?v=XhxD68mQDxs

http://www.youtube.com/watch?v=6MyjFHd04R8