



The Creative Music Technology Festival 2022 – Joel Awad – Pitch Proposal

My name is Joel Awad, I'm 18, and an extremely avid instrumentalist, composer, and performer. My submission for The Creative Music Technology festival is a live rendition of my original song, Lament of the Loved. I wrote this at 16; it's about losing a close loved one, and how it feels sometime after they have passed. The song signifies the never-leaving memories, linked to everything around us.

The recording session was held in the HQ café for a jazz festival arranged in Swansea. It was an honour to be asked, especially as I'd only been living here for around a month. Taking advantage of this opportunity was very important, not just to record my music, but also to share it and build contacts.

There were two third year photography/film students who recorded and interviewed me. I was asked to play two songs, and then sat and answered general questions about my life and musical career thus far.

I trust that this original piece would fit well in this festival as it's a live, acoustic, and touching song, offering a difference in dynamic compared to other may submissions. It's high-quality recording brings professional elements to the table, and I personally edited the clips together (in Adobe Premiere Pro) and EQ'd the audio so it would closer resemble the impression I am going for.

I EQ'd in garage band by separating the audio into two separate tracks, one which accentuates the vocals and adds a high-end sprinkle, and another which drives the sound of the piano, pushing the lower ends. All in all, this balances the mix and improves the characteristics of both pieces of instrumentation.

To edit the video, I imported the main, long version of the song recorded, removed the audio, and replaced it with the edited version. I then synced short clips filmed by the other photographer by lining up the audio with the visuals, also removing their audio.

This makes for smooth and enjoyable transitions between clips, with the same audio playing throughout, not to cause any clipping or changes in quality and dynamics. (For example, one shot with the camera outside the window has no audio due to the distance from me).



I also implemented my own introduction into the video when editing. This states my artist name and provides a burst of audio, but it is short and sweet so it doesn't distract from the primary content. This nicely summarises the project creation process, making it a great addition to The Creative Music Technology Festival of 2022.

From a performative aspect, I believe this song would fit into any music festival perfectly. It's relaxing yet emotional nature could draw the audience out of the surrounding environment and allowing them to rest and reflect. This is also an effective strategy for self-promotion, enabling my song to have a sense of uniqueness amongst flashy marketing tactics.

I personally love performing and sharing original music with the world. If I were to present this piece live, I would position the audience 'in the round' while playing a grand piano. Multiple blue and white birdie lights located on the ground in front of the audience would make for great aesthetic lighting, signifying grief (with the blue), and purity/ Heaven (with the white). These choices align with the essence of the song lyrics, reinforcing the theme of lament.

Lament of the Loved - https://uowtsd-my.sharepoint.com/:f:/g/personal/2200447_student_uwtsd_ac_uk/Ei_gSh6hFzpCib4fKyeVL0B1O7QrL0tWl-Jml39Yap9Bg?e=GGOfkb

YouTube Upload - <https://youtu.be/h5AF9D5kEWQ>