

Rise of the Machines – Echoes

Echoes – <https://explore.echoes.xyz/collections/uvhBWVNlsXluatdG>

Rise of the Machines (Full piece) – https://uowtsd-my.sharepoint.com/:f:/g/personal/2200447_student_uwtsd_ac_uk/EvvfrNPS-jBDoTS8_2FsK4MBBD5qAYWLJpREbsJg1IO65Q?e=0na4Yj

Abstract

Throughout this project, we found that music's evolution is neither steady, nor slow. It's something which can be interpreted in many ways, by everyone. And now, with technologies evident advancements, we can see that creating a 10-minute piece of music that exemplifies this as a telling tale of what we have in store.

Looking back at the speed, and ease of technology being brought into the musical industry gives us a slap in the face with a reminder of the everchanging world we live in. Whether that's for the bad or good of musicians, or humanity as a whole, is something else...

What is the Design Thinking Process? (As stated in blog post 1)

The design thinking process is practice created by the company IDEO. IDEO have been up and running since 1978 and are a highly influential technology company. They also describe themselves as a 'human centred design' team. This is perfectly described by an old proverb which they use as an example... 'Give someone a fish, and they'll have food for a day; teach someone to fish, and they'll have food for life'.

The design thinking process 'is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test' - (Interaction Design Foundation, n.d.).

It consists of 5 stages. Empathise (research), define (analyse), ideate (brainstorm), prototype (create), and test (redefine). The first three are key moments where you will come to understand what you will create, and how you will do it. The last two are practical and allow you to fail and try again, leading you to your end product or goal.

They also run programmes under the name 'IDEO U' where they teach people about the design thinking process and how to put it into practice.

Group Contributions –

Writing Process –

Between myself, Alex, and Mike, we shared the responsibility of writing the music and instrumental parts. I personally wrote the piano, vocal, organ, bass, guitar, ai, and midi sections, while Alex wrote for acoustic guitar, and Mike wrote for drums, electric guitar, bass, and vocals.

Alex did a great amount of research into the ai generated music to better help our understanding later.

Practical Process –

Vocally, we all shared quite an equal role. Although I also sung the section in the acoustic movement with Mike. Other than vocals, I was on piano, organ, bass, lead acoustic guitar, a short part of lead electric, and the percussion sounds. Alex played acoustic guitar, and Mike took on drums, electric guitar, and other percussion elements.

I worked on the midi and ai section myself but did of course pass the demos back and forth between group members to get their opinions.

We mostly shared the role of being the engineer. But since Mike and I were in the studio more often, we did most of the setting up and actual recording.

Mixing and Mastering, and Locational Implementation –

Alex did an amazing job on EQ'ing, mixing, and mastering the overall track, with myself and Mike doing basic edits and automation just after recording to give Alex the idea of our visions for what we recorded.

Mike, Alex, and Tom went for a walk to scout out the locations early in the project timeline, finding our key spots and how well they work with the app 'Echoes'.

Alex then later put this into motion, setting up the app and positioning the locations.

Echoes Descriptions –

Overview – Written by Alex Owens

Beach – Written by Joel Awad

Brangwyn Hall and Patti Pavilion – Written by Joel Awad

Singleton Park – Written by Alex Owens