Service, Sacrifice, Salvation
Culminating Experience
By:
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Introduction:

Service, Sacrifice, Salvation is a project I created to help bring awareness to

issues that directly and indirectly affect United States Veterans. For this project I

created an audio visual DJ set that speaks from the point of view of the veterans'.

My overall goal is to create a fund generating campaign, that when reached will be

used to shoot a movie that directly correlates with the DJ set's music. Once

completed I hope to then sell the movie to help raise money for Veteran's charities.

Description of the Culminating Experience:

I started this project with the idea and the DJ set pretty much planned out

from the start. Originally, I was going to make the movie myself and then start from

that step, and plan a tour. However, time and skill with that many tasks became too

much for me. So I had to focus on what I could accomplish with everything else I

would need to complete this year. So, I decided to just work on the movie and work

on a tour fundraising campaign. Once again I was hit with reality and realized I was

thinking too far ahead. As I dove more into this project I realized I didn't have the

skill set to make the movie the way I had envisioned it. That is when I decided on

the final structure of this project.   To create a fund generating campaign to fund the

film. Not only could it include everything I had already worked on, but it also

challenged me in everything I had learned throughout the last year.

The work included a prototype of the movie. I created storyboard music

videos for the music I want to use in the DJ set. These videos were then put together

to create an hour performance. I then put on this performance for the school and guests. After all this I also now have a working model to show for my CE, and a demo for the Kickstarter campaign, (which I will talk about in a minute). For the prototype itself I had assigned certain subject matter topics to make distinct topic breaks in the overall subject. This was tricky while also trying to progress from wartime to present in an overall timeline. Utilizing a video-mixing program from Serato, I then mixed together these movies creating a fully integrated audiovisual performance.

Once I had decided that I was going to raise funds for the next step in this project. I started looking at ways to raise funds. Kickstarter seemed to me to be the easiest to setup and use, as well as be the most recognized site for these fund-generating opportunities. I then created a ready to start campaign. Everything is written and completed, with the exception of the rewards (will discuss rewards later). Bio was completed along with entire story for the reader to get an idea of what this project is. All rewards were written to show the overall idea of the rewards for this campaign. It was then linked with my Facebook band page and my Reverbnation band page, which I created for this project as well.

The rewards required most of the creative work for me in this project. I started out by making my own music for the lower tiers of the rewards base. I created three original tracks that I can copyright and release at a future date of my choosing. I also found myself making many bootlegs along with these original tracks. The problem is the copyrights and licensing issues. So I decided to make a reward be a subscription to my bootleg and DJ set site. Once I have a site that I can

charge that fee (not part of this project). I would then offer fans the option to have this as a reward. They would then be able to have everything they want that is in there. Here I can put bootleg remixes; DJ sets, and show movies to be downloaded at the fans request. This not only acts as a reward, but it made also the tools necessary for demos to be used for promotions, and a press pack.

Finally, I had the final presentation. This required me to make a video to introduce the project. So, I shot and edited videos, to make an introduction for this project. I created a slide presentation to go through all the individual parts that made up this entire project. I also edited videos of the two performances, to provide evidence of the completion of these specific parts of the project.

Innovative aspects of work:

Innovative aspects of this project are, the usage of new software to control audio and visual aspects of the show in one controlled program. I also integrated in a state of the art DJ controller to allow me to control both the visual portion and audio portion at the same time. The performance is innovative trying to bring storytelling, cinema graphic art, and music to create a full sensory experience for the listener. While I understand this has been done before, for other topics, in different ways, by other individuals. My topic has not been used before, and my overall goals have not been tried before ether.

New Skills Acquired:

Skills that I acquired through this project encompassed everything the Music Technology Innovation program sought to teach me. I had to learn to video edit in order to complete the seven music videos I created to complete the story set. All my

production and studio recording classes were needed to create the tracks and bootlegs I created for this project. Then there are all the performances and DJ skills I learned to provide a performance to go along with the project. From the very beginning I was learning a process of taking an idea and following through to completion. Teaching me time management, scheduling, and the steps necessary to take throughout this project.   But most of all I learned to cope with expected and unexpected challenges in the process.

Challenges, both anticipated, and unexpected:

By evidence of the evolution of this project, you can see I had many challenges that had to be addressed and overcome. The unexpected challenges mostly dealt with the overall goal of the project. Seemed every time I thought I had a obtainable goal, other work or time would require me to scale back the project. Other unexpected challenges had to do with skill level. Case in point the movies. I wanted to have them so much better produced, however my skill was not developed enough to complete the project the way I truly wanted to. That also played a role in the main goal issues as well.

Then there were the expected challenges. These included challenges of learning the hardware used in the performances. Learning new software in order to DJ videos. Creating new music is styles that I was unfamiliar with. Time crunch challenges, and making sure everything fit together in one complete package that didn't turn out looking like many different project thrown together.

Future ramifications and/or plans for Work:

  As for the future of this project at this point I really have no concrete plans for the project. Either way though I have tools now that I can use in order to succeed. The tracks that are mine I may look into releasing. The bootlegs can be used to grow fan base and be part of a press packet used to generate gig opportunities in the future. I have a playable story set that I can perform as well. All in all even if I don't move forward on the movie, throughout this whole project I have created the tools, music, and sites needed to start a professional DJ career.

Conclusion:

  In conclusion this project took everything I have learned, experienced, and persevered through in order for it to be completed. I not only had to define myself as an artist, a DJ, and a professional. I also had to express concerns that have been on my mind for a long time. This project allowed me to put all those idea and concerns out there for the world to see and experience. I now am able to look forward to a future that I have always wanted. I now have the tools, skills, confidence, and motivation to succeed in any path I wish to take. The proof is in all the work I managed to complete over this last year. In regards to the full project, I hope that I can one day share the finished idea with the world. To help raise awareness to the battles we as veterans face in America today. So that maybe one day when people who proudly display stickers saying "We support the troops", they will honestly know and understand what it truly takes to support them.

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