

12.1: Exquisite Song

Final Project Concept Proposal REVISED

Elevator Pitch

My final project, **Exquisite Song**, proposes the combination of a live video hangout platform with Karaoke, and includes the fun, creative, and community-building activities of collaboratively (or solo) recording an MP3 to save with a simplified digital recording studio, as well as a resulting music video.



Full Concept (Lengthier Description)

The Exquisite Song platform is targeted to people who love to sing along with popular songs, and enjoy participating in and performing live karaoke amongst both friends and strangers.

By involving the idea of a 4-track tape recorder, as a means of arranging different voices singing pieces of the same song “together,” the concept is also targeted to people who are both interested in and intimidated by making music. I have hopes that this would be a “gateway” for people to start to understand pieces of songs, and how they may attempt their own in more complicated music-making software such as Ableton.

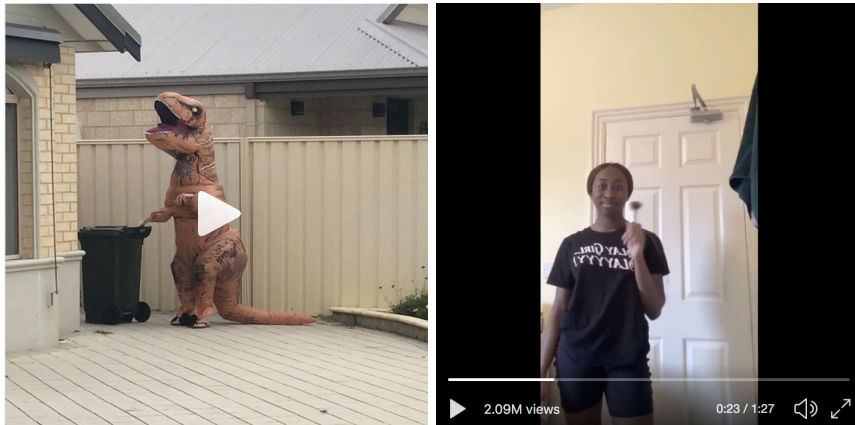
The concept pulls from the collaborative art activity of an “Exquisite Corpse,” and gives users the opportunity to make a song together with others, by recording and arranging their voices to reflect different elements of popular songs.

Another element of the platform would be the option for users to personalize a music video to accompany their own version of a song. The final song and video would be available for download to users.

User Persona and Demographics

The Exquisite Song platform is for the Internet! And all of us who are social characters, who are missing the performative nature of socializing with our friends, and who are bored by the indefinite social distancing sprung upon our population due to the Coronavirus outbreak.

This recent New York Times article, [The Social Media Challenges Helping Keep Boredom at Bay](#), sums up this platform's demographic. People love to perform, and music is an important element in shifting moods, and uplifting spirits.



Materials

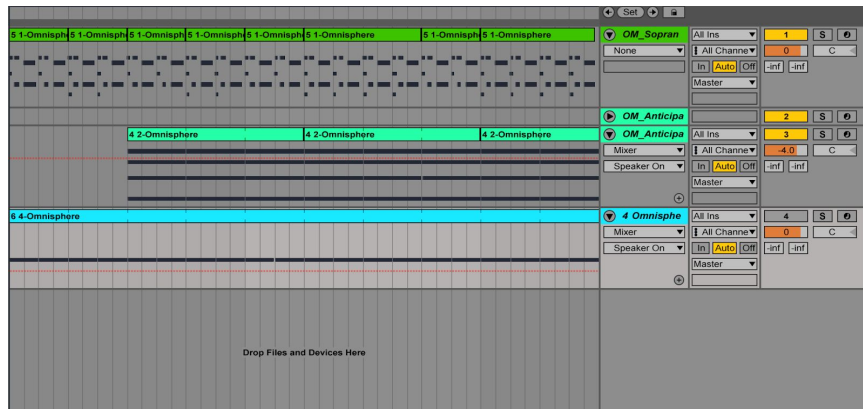
Users would need a computer (or device) with an internal mic and camera. Other than that, the interface would ideally make things clear as to how to record each piece of the song.

The proof-of-concept would be via the p5 sound library.

The human activities would consist of singing and lip-synching and having fun with each other!

Methods & Means

I believe that the p5 Sound Library will be helpful to both recalling available music file backing tracks, and recording and storing new clips on an initial 4-track-looking platform similar to (and more simplified than) the look of Ableton (or other computer recording software):



I imagine the 4-track platform would work like a Google Doc—accessible to multiple parties at the same time with a unique link—until finalized and exported to the 2nd portion of the Exquisite Song platform: the karaoke music video production.

The karaoke music video production element would incorporate pre-loaded karaoke song lyric videos with the option of customization and screen recording the singers, each lip-syncing along to their previously-recorded version of the song.

Research—Existing Examples

I have never searched for “online karaoke” before so this was interesting!

- [Smule](#):
 - This is probably the most akin to the Exquisite Song idea, because it incorporates the community-building element—its tagline is “Sing millions of songs and make friends through music”
- [Sing Snap](#):
 - This is a much more lo-fi platform, however it does seem surprisingly active, with people uploading videos fairly regularly. “Here you get your chance to sing from a special selection of songs and get some good exposure!”
- [Karafun](#):
 - This just seems like having your own personal mobile karaoke situation, and isn’t quite related to the idea of building community fun into a world that is being prompted to keep social distance from one another
- [Spleeter](#):
 - This is tangentially interesting and worth reading more about—a [github-developed](#) AI technology that separates elements of songs... kinda scary!

To Do List

1. Create a general brand identity for the Exquisite Corpse.
2. Create a visual mock-up of the main karaoke / recording studio platform screen.
3. Create a proof-of-concept coding of using different buttons to record different pieces of a popular song—the pieces of which would be played together in one string and save-able.
4. Create an AfterEffects mock-up on the process of the main karaoke / recording studio platform.
5. Extras (based on timing): Create a mock-up of the music video software and / or explore AR proof-of-concept of placing users within old existing music video footage.