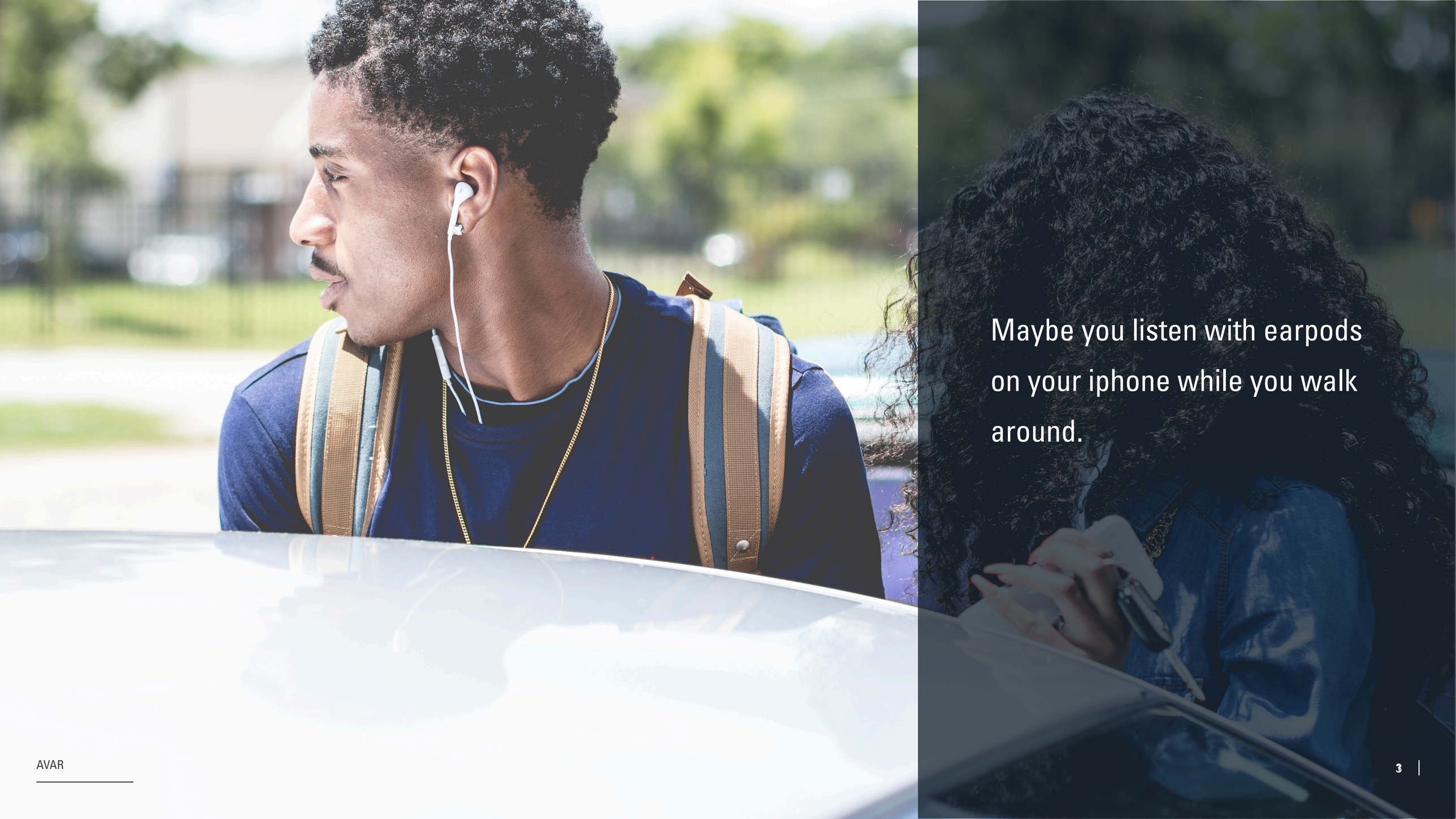

AVAR


How do you listen to music?


Maybe you listen with earpods
on your iphone while you walk
around.

Or maybe your like my roomate and a die hard vinyl collector because you just need that sweet vinyl smell.

Or maybe you listen with friends and love to go to concerts and festivals.

I personally love music so much so that prolly took me double the time to make this presentation because I’m busy lost in the song reciting the lyrics or humming the melody. Because of my love for music I decided to tackle how to make a better listening experience.

What is AVAR?

Avar is an augmented reality project that envelops a user into music allowing them to select through different scenes and environments to help reflect and aid their music preference. With the introduction of audio visualization we can expand upon that idea and start to think of what other types of visualizations we can immerse the user into.

Target Augience

The main audience will be tech lovers music goers and commercial venues.

1. Tech Lovers/music goers – this will give an opportunity for Tech lovers to find use in their everyday lives for augmented reality for their musical experience
2. Commercial Venues – this would be a great product to have at a music venue to enhance the visuals and to use less resources to create those visuals, thus making it a cost effective alternative

Research

Save

Spending money on a concert is more benefitial than buying music because pyschologically people are more satisfied with having the experience rather than having the music.

50%

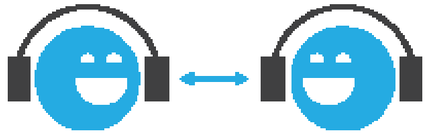
People said that that they were happier to experience the music, while 34% said they were happy just listening to music that they bought at home.

Memories

Experiences are often revisted by the brain so not only will you enjoy the experience as your there but you your brain will also revisit it in later days.

Research

Music can help us Connect with Others.
a 2012 study shows that music listened with other can give a far greater autonomic experience rather than listening alone.



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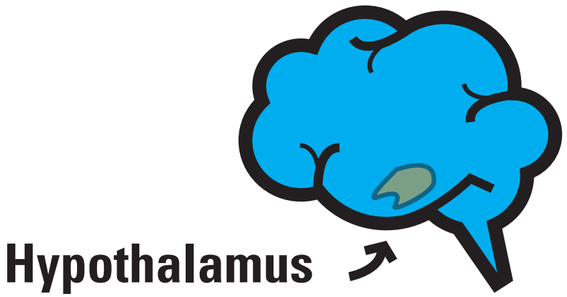
Research

Studies show that Certain imagery can convoke emotion. As part of the Limbic System the hypothalamus is a part of the brain that deals with emotion and the natural balance of homeostasis. By creating imagery that helps balance homeostasis we can enhance the emotion that is drawn from the user giving them a more autonomic experience to music. Thus enhancing the listening experience.



User Persona

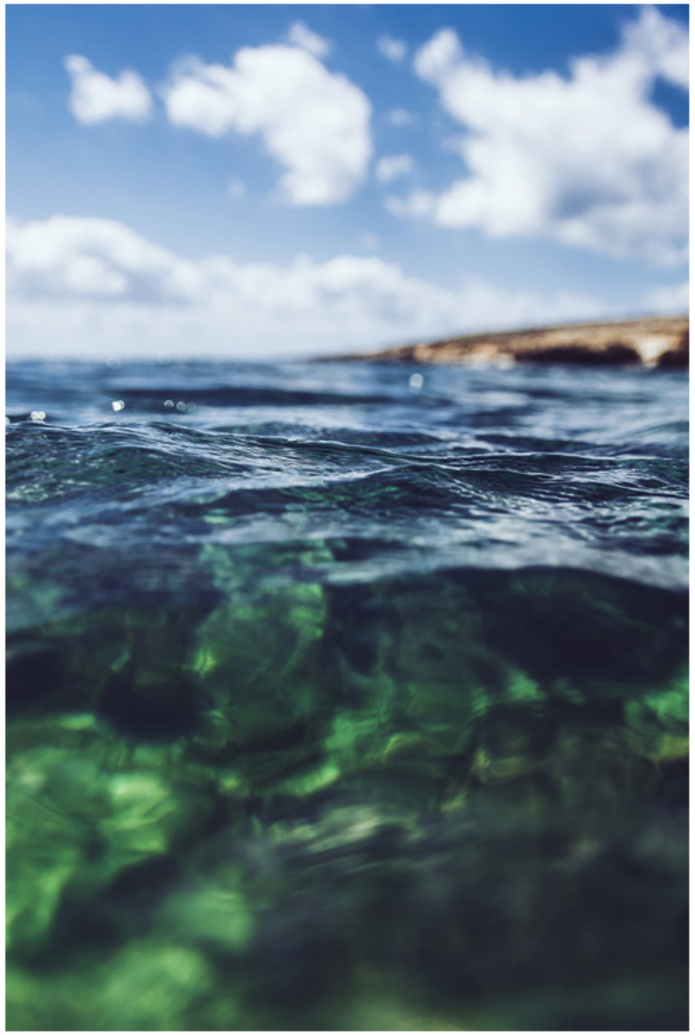
Electric Mantis | 25 | single

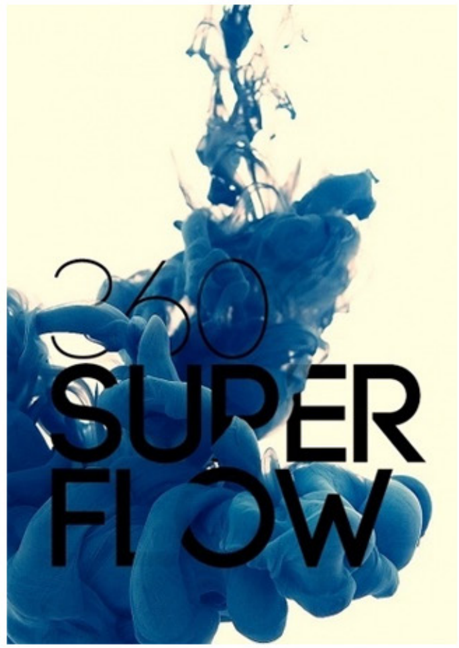
Electric Mantis is a producer and Dj. He plays shows as often as he can without the worries of school and a job he is able to fully invest in his musical career. As part of his musical career he has to coordinate with different agencies to provide visuals for concerts and other giggs.

User Story

Electric Mantis has a show on march 28th and he needs to start his vision of what the visuals are gonna be. His music is very electronic so he wants something that reflects this while still having a retro feel. He wants the theme to be technology and he’s seen so much virtual reality and augmented reality that he wants his show to be geared towards this theme. Knowing this he finds out about AVAR and decides to give it a shot.

Mood Board Shape





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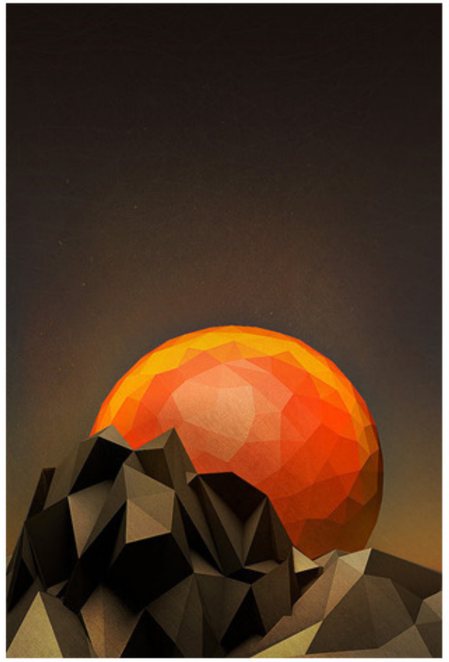
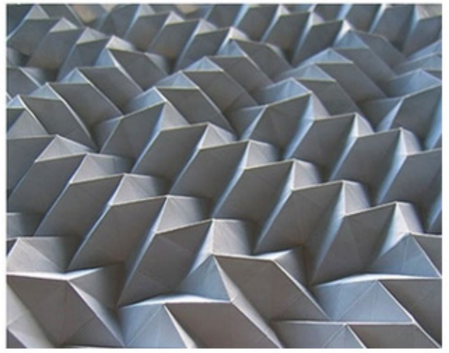
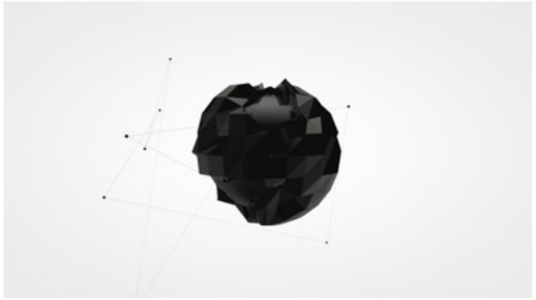






Logo Design

Clear Space

Typography

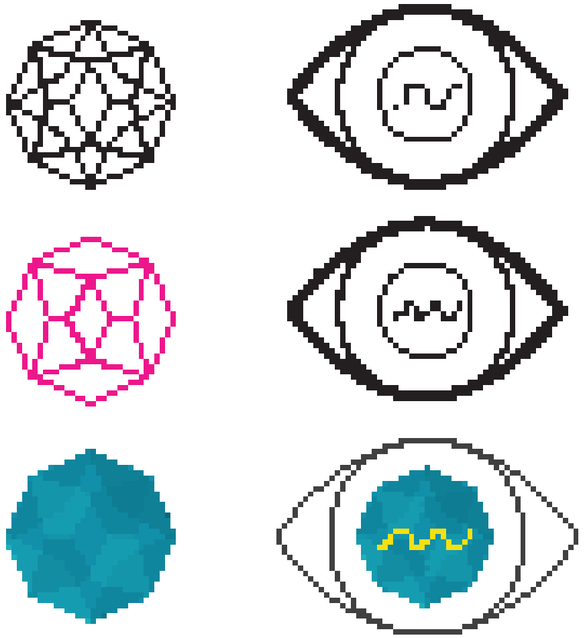
AVENIR HEAVY

Arvo Regular

Arvo Bold

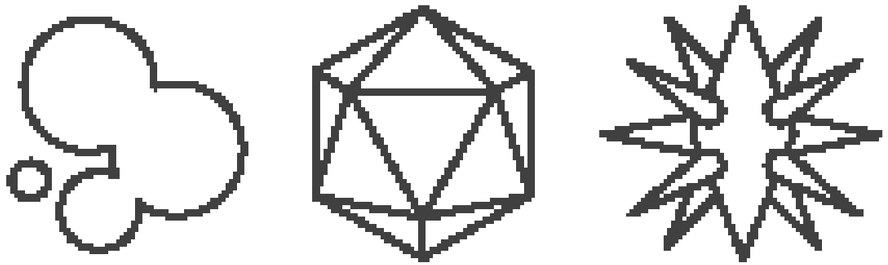
Arvo Bold Italic

Logo Iterations



Audio Visualizer Sketches

Ideally i would like this to have three different modes that can reflect different moods of the song. Reflecting on what key the song would be if it were to be in the minor key and have a fast tempo it might have a different visual than a song that was major and slow. These are threedifferent sketches of what the gemotric shapes that would be animated could look like.



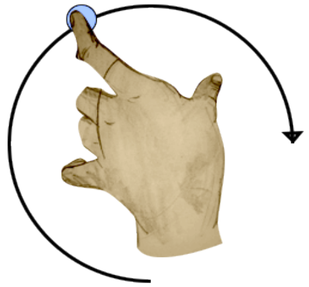
Hand Gestures

Open

Open your hand from a close fist to load and start the program

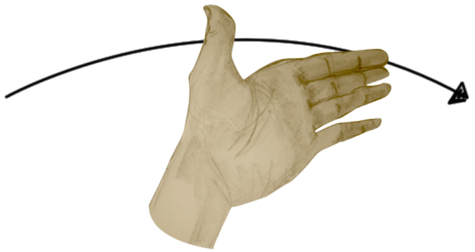
Close

Close your hand into a fist to close the application



Turn

Turn your hand like your turning a dial or door knob to change the color of the visualizer

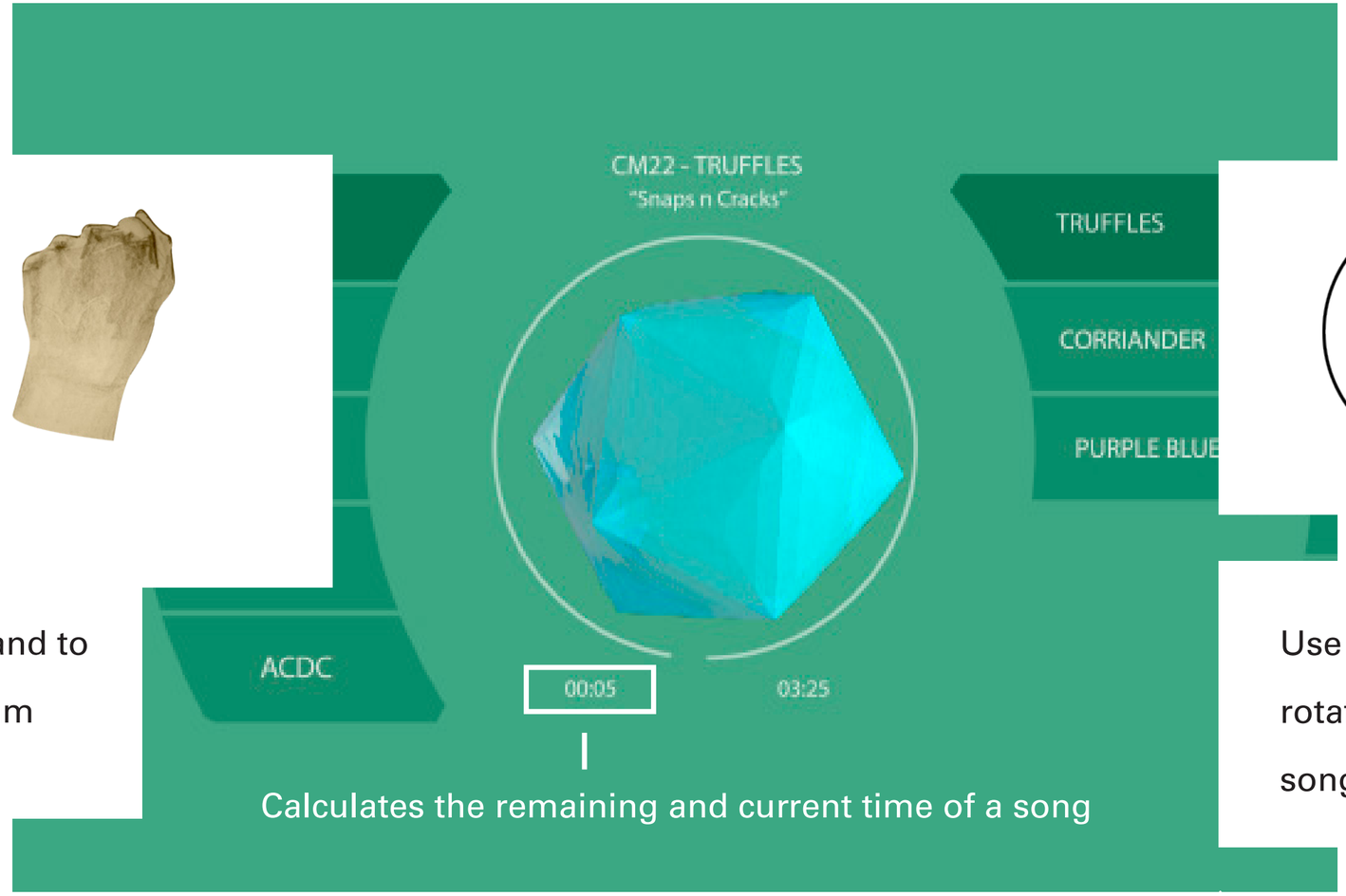


Slide

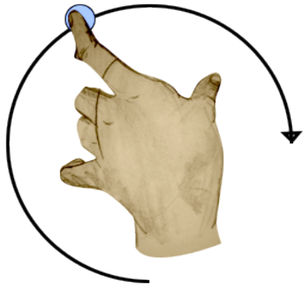
Slide your hand like your turning a page of a book to shuffle through your music playlist

Explanitory View

Open and close your hand to load and unload program



Calculates the remaining and current time of a song



Use your finger in a circular rotation to scroll through songs.

How do you
experience music?