



Audio & Video Designs Concept Note

Goals	<p>Humane Society PSA (.swf) - Write, Produce, and Edit public service announcement for Humane Society of Hall County in an effort to increase adoptions and encourage pet sterilization</p> <p>Multimedia Amphetamine (.mp3 stream) - Write, Produce, Edit 68 minute continual music mix, created from various forms of sampled audio media, as well as supplemental material for marketing CD</p>
Target Audience	<p>Humane Society PSA - This project is for anyone interested in adopting an animal, volunteering at the Humane Society and people passionate about animal happiness and welfare.</p> <p>Multimedia Amphetamine - Electronic music lovers ages 18-45 who consider their tastes to be "underground" and who find hardcore electronic music rewarding, exciting and evolutionary</p>
Inspiration	<p>Humane Society PSA - Locally produced PSA's as well as nationally televised PSA's for non-profit organizations</p> <p>Multimedia Amphetamine - Download, Skinny Puppy, Aphex Twin, Bjork, Omar Santana, Santaria Voodoo, Classic Cartoons, various films, TV shows, and music art</p>
Solution	<p>BetaCam and MiniDV Cam</p> <p>After Effect, Illustrator, Final Cut Pro, Sony's Acid Pro, Fruity Loops Sequencers, cardioid microphones, Yamaha mixer & synthesizer</p>
Technology	<p>Create and execute multimedia for television and/or online delivery</p>
Why Audio & Video?	<p>These projects are the most experimental and fun projects I have done. They are also among some of the best work I have produced.</p>