

VOLA-E

VOLA-E is an art and design project that aims to explore the volatility within emotions by combining mood and interpretation through the use of album branding and journal album.

This project also wishes to invoke a sense of empathy among young adults through a series of anecdotes that explains the reasons and complexities of the emotion within the mood, which will set base for the narrative within each mood album.

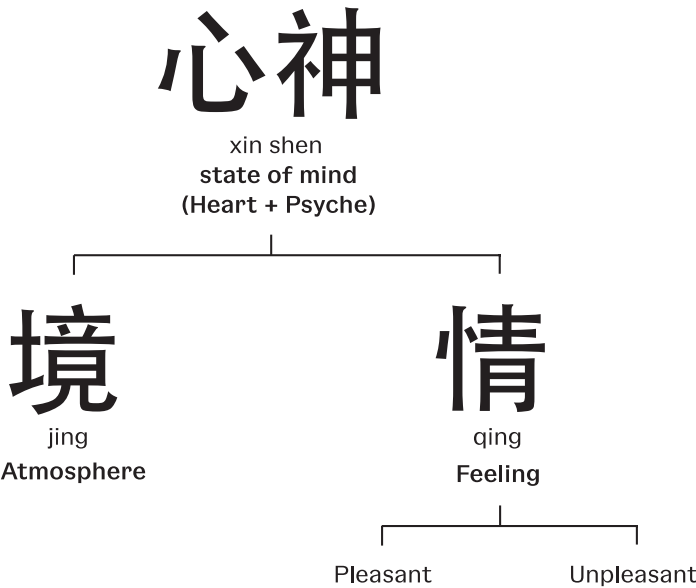
Using a mix of illustration, images and a hint of tactile approach, this project wishes to invoke empathy through an immersive journey and pique the audience's interest in these volatile complexities and relate to them.

How the use of visual languages and principles of design can represent a mood and sentiment of a song?

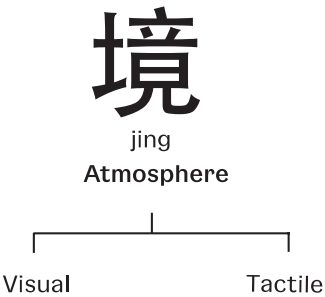
What is the most effective way to invoke a sense of empathy within the young community through the use of album branding and music journal album?

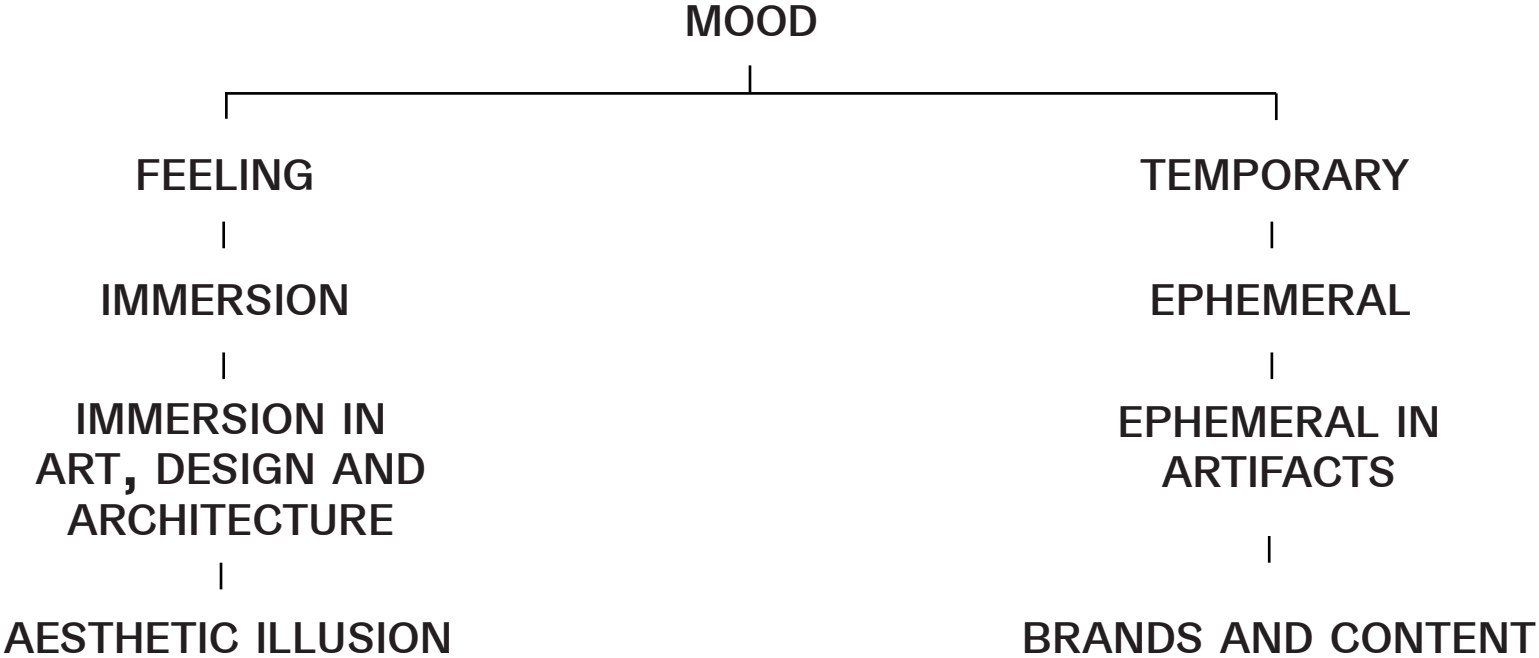
How does the structuring of songs, anecdotes and visuals help to shift the audience perspective towards the concept of moods and guide them in evaluating the reasons and volatility of emotions and mood?

Deconstruction
of the state of mind



Approaches





Aesthetic Illusion is a type of mental absorption which describes a generally pleasurable cognitive state that is frequently triggered by various media or other artifacts. Recipients can be drawn into a represented world imaginatively, emotionally or, to some extent, rationally and experience the world, the characters and the story in a life-like way.

Many brands nowadays are considered ephemeral assets as they have equipped themselves with ephemeral contents, which simply put, any visual content - video or photo - that is only available for a certain period of time.

Some examples would be the social media landscapes like Instagram (instastory) and snapchat, whose contents last for a day.

Mood allows us to experience a change in the perception of our reality with degrees of intensity in its sentiment despite the brevity of our time in it.

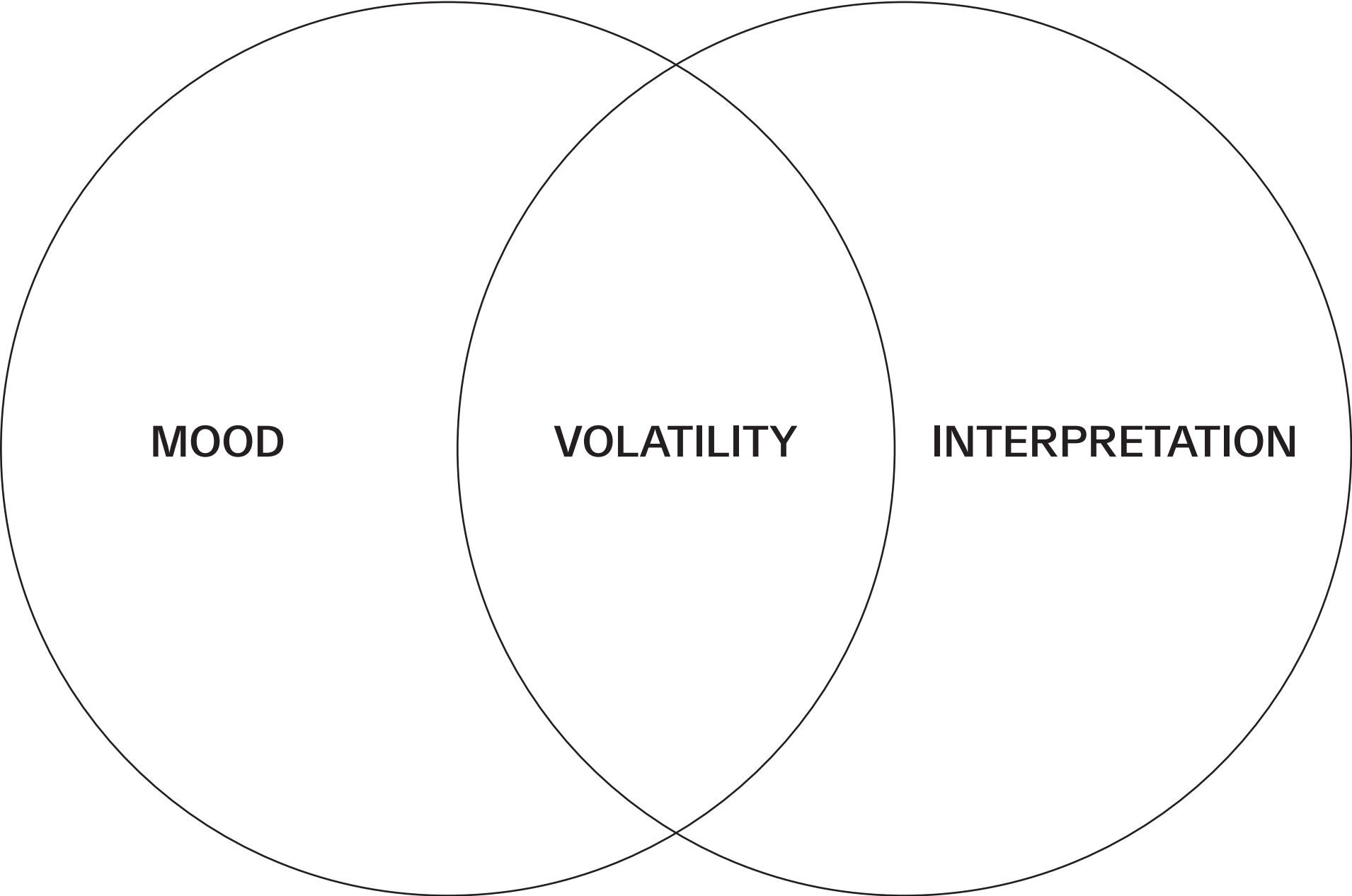
Since individuals are unique of their own as we still differ in our ways, there will be a subtle difference in the emotion we experience.

INTERPRETATION
|
STYLE
|
ESSENCE
|
ESSENCE IN
QUANTUM THEORY
|
QUANTUM ENTANGLEMENT

When a pair or group of particles is generated, interact, or share spatial proximity in a way such that the quantum state of each particle of the pair or group cannot be described independently of the state of the others, even when the particles are separated by a large distance.

The example that epitomises this concept is the Schrödinger's cat experiment (style), where the scenario presents a hypothetical cat that may be simultaneously both alive and dead or dead or alive. In this way, the possibility for both concept/realities to happen conveys the entanglement of nature.(interpretation)

Thus, one's interpretation shapes the intensity and scope of the experience of the emotion/mood, which at the same time shows the multifaceted aspect and its capability for recreation since it has many ways in interpreting something.



Lack of understanding of the volatile nature of emotions and moods. People usually brush them away or try to rationalise them without understanding the volatile nature of their mood and emotion.

Most Albums provide a single perspective/ one way empathy from the songwriter/artiste to the listener. At best, it is a collective voice of a single opinion that has been expressed in a form of a song.

Little to no music album/compiled music album document or seek to cast a wider net where it explores reasons and intentions of the emotions felt by multiple third parties and hence, resulting in a flat perspective.

Though some artiste release music journal albums, there is a lack of connection in its visual representation and the perspective belongs to the musician and not a reinterpretation of the musician's perspective of their fan's feelings.

Through the stories, this project will explore why they felt the emotion/mood and expose the internal volatility experience in the emotion itself and then surface the overall volatility of the mood.

Create a thematic concept album that features the combination of stories, songs and visuals of different young adults based on the categorised moods respectively.

These anecdotes will be evaluated on why such an emotion is felt based on the context and time condition. This will be done through an interview.

A QR code of the album will be embedded in the journal album itself a QR code – so that this record album will be a journey for the viewers where can see and feel the connection with not just the anecdotes attached to the songs but also the links established between song to song with visual techniques of chromesthesia and synesthesia.

Media Art that combines both pleasant and unpleasant moods as an epilogue of the album to accentuate the volatile nature of moods.

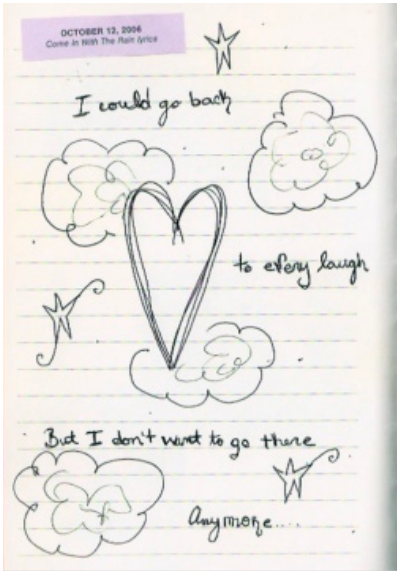
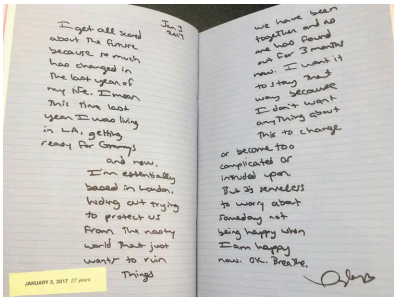
Frank Sinatra



Coldplay



Taylor Swift's Lover Music Journal Album



Literature Reviews

Participatory Action Research

Conversational Interviews

Use of SAM signifier

Period	Activities	Action
Mid August – Mid October	Literary Research on narrative, music albums and empathy	JSTOR, Library and books hunting
Mid September – End October	Survey/Online interview of people about the songs and their sentiment/story to it	Prep up questionnaires for the first round. After selecting the surveys/songs, will interview the selected ones about the sentiment and story behind the song that has a strong meaning to them.
Nov — Early January	Arrange the songs according to good and bad moods and then create a storyline.	Based on the songs, examine how it could fit well to create a collective story/tale as an album.
Jan – Mid April	Production	Design the two album packages and then the media art (pending)
Mid April – May	FYP finalisation/booth	Final Set up

1. The Nature of Emotions: Human emotions have deep evolutionary roots, a fact that may explain their complexity and provide tools for clinical practice - Robert Plutchik
2. Synaesthesia - Mary Whiton Calkins
3. Pseudo-Chromesthesia, or the Association of Colors with Words, Letters and Sounds
4. A theory of Narrative Empathy
5. Nostalgia and Emotional tone and Content of Song Lyrics
6. Aesthetic Illusion of Lyric Poetry