


# MOOD

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境



A state of feeling

A revelation of connection

# CON CEPT

| INTRO  
| SONGS X MOOD  
| APPLICATION  
| OUTCOME

Mood, itself is an ambiguous term. That being said, we can still classify them into two different categories – Pleasant and unpleasant moods.

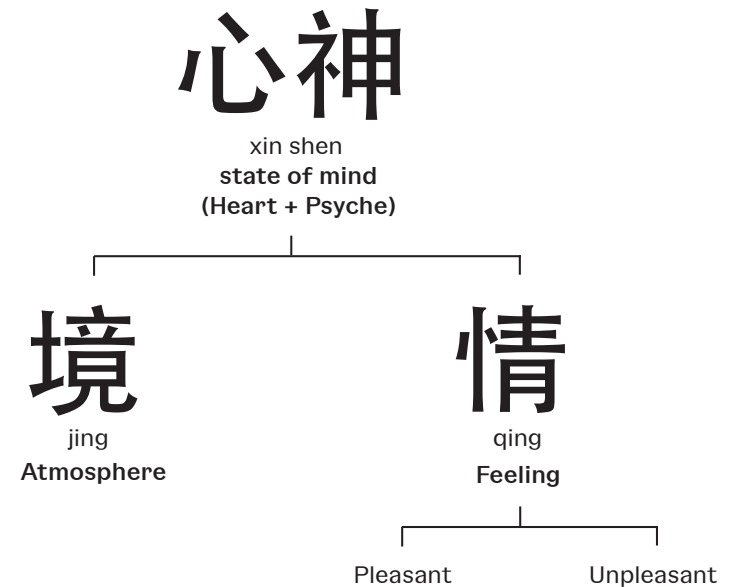
According to the meaning of mood – a temporary state of mind or feeling, we can see that the core of mood centers around the concept of the state of mind, with a time condition attached to it.

To dig deeper into the idea of state of mind, it consists of the heart and psyche, where in layman visualisation, the heart manages the feeling/mind where it houses both pleasant and unpleasant feelings.

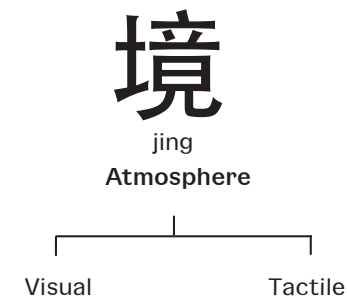
The psyche is the atmosphere around or exuded by the heart where it becomes a representation of the feeling. The atmosphere, ambience and vibe conveys the idea of having its physical need to materialise the feeling from the heart.

The physical need to immerse into or capture the atmosphere of the feeling can be done through visual and tactile approaches.

#### Deconstruction of the state of mind



#### Approaches



# SONGS



# MOOD

Since the birth of music and its lyrical content, it has been encouraged to seek them as one of the options to express ourselves and also personal therapy for some.

Even till today, people still use music and lyrical content to express the kind of mood and feelings they have as it speaks to them on a personal level.

Of course, the sentiment one has from the song changes overtime desite being the same song as it could represent a different milestone in life.

Likewise, the tempory nature of mood is akin to the change in sentiments we develop overtime while listening to the song.

# APPLI CATION

Since song lyrics have been used to express one's feelings and used to represent a certain feeling/mood,

How would it turn out if we combine these sentiments garnered from different people?

What will it look like when one consolidates both their pleasant and unpleasant mood together?

What kind of narrative can we garner out of combining these sentiments?

Does it bring about a sense of connection with the people living in the same world as you?

What new perspectives can we learn from combining their sentiments after listening to the music?

# ALBUM



# MOOD

An album is a compilation of songs. However, it's not just a song but also an image or the 'face' of the music.

Nowadays, it is observed that artists and designers are not just designing the facade of the album. The album design has been treated as a storytelling method or a journey to help the singer to visually communicate the experience the singer wishes to express to the audience.

One designer in particular that has done the above is the award winning graphic designer Aaron Nieh, who won the best album design for Yoga Lin's album in 2009.

With the understanding of his concept, it inspires me to find out how an album could be a platform to incorporate sentiments of a song by the listener and make it a space to encapsulate the "atmosphere" of the mood to create a more immersive and empathising narrative for people.

Through this topic where I combine and apply the concept of mood, lyrical content and its different interpretations and sentiments, I hope to reinforce the concept of **empathy**, value of **the differences in interpretations** so as to foster **social sustainability** in a unique manner. And also, to help people develop a new perspective on how mood is viewed as a concept.

**OUT**  
—  
**COME**

Outcomes for this project would be:

01. Two album packages containing lyric journals compiled from a group of people's interpretation/their sentiment for the song.

02. A media art on a person's consolidation of their moods based on their interpretation and sentiment of the personal song/playlist.



**THANK  
YOU**

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