

Keywords: Mood, Interpretation, Album

Research objective:

- 1) Investigate the potential of music album being used as a platform for storytelling through art and design techniques of visual communication
- 2) to invoke a sense of empathy within the young community by connecting the moods and anecdotes collated by young people through songs and lyrics.
- 3) Create a new perspective for viewers where pleasant and unpleasant moods are appreciated for its own beauty and imperfection.

Research Question:

- 1) How the use of visual languages and principles of design can represent a mood and sentiment of a song?
- 2) What is the most effective way to invoke a sense of empathy within the young community through the use of album packages?
- 3) How to structure the songs and anecdotes together with the visual so as to communicate the story and moods of the album?

Background:

According to Oxford Dictionary, Mood is a temporary state of mind or feeling. Based on this meaning, it conveys an interpretation that the core of mood centers around the concept of a state of mind, with a time condition attached to it. Digging deeper into the concept of state of mind through the lens of the Chinese characters, it involves the heart and psyche, where the heart governs the feelings and the psyche serves as an aura that encourages the physicality of it to materialise the feeling.

Using a record album to draw parallels with mood, the compilation of songs are akin to the general mood felt by a person as they are temporary and contain various degrees and intensities of itself. Also, songs have been one of the ways where people feel a relation and connection to them as the content from the lyrics may have inspired their outlook in life or best speaks about how they feel at a certain point in time.

Problem:

As we seek to reference mood to songs based on the rhythm and lyrics and how we feel that the particular song is able to empathise with people, it is realised and observed that it is a singled perspective or one way empathy between the song/author and the listener; it does not help the listener/reader to empathise as they may feel that it's the song that relates to them, not vice-versa and the perspective they garner from it is one-dimensional as well.

Solution:

To get them to empathise and leave an impact on the way they perceive mood and the way they empathise, anecdotes of how a certain someone felt for the song will be incorporated in the lyric brochure as well. Would be great if it contains multiple interpretations from the same person or multiple anecdotes of the same song since songs mean different things to people. Afterwhich,, these songs will be purposefully curated to create a narrative for the reader/listener to follow while listening to the song – the playlist will be created and they can obtain the link through 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.

(Pending) Lastly, a media art can abstractly combine both pleasant and unpleasant moods since a person's experience of moods don't come in separate entities; They can be volatile as life is not always a smooth sailing journey. (Could be a lead in/promo)

#### Estimated Timeline

Period	Activities	Action
Mid August – Mid October	Literary Research on narrative, music albums and empathy	JSTOR,Library and books hunting
Mid September – End	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