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Rochester Institute of Technology

A Thesis submitted to the Faculty of the  
College of Imaging Arts and Sciences  
In candidacy for the degree of the  
Master of Fine Arts

Band Space: Promoting Local Musicians on the Web  
By: Alisha Messmer

January 3, 2011

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Rochester Institute of Technology  
College of Imaging Arts and Sciences  
School of Design  
Computer Graphics Design

Spring | 2010

## Thesis Documentation for the Master of Fine Arts Degree

### Band Space: Promoting Local Musicians on the Web

Submitted By: Alisha Messmer

## Thesis Committee Approval

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Signature of Chairperson

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Thesis Documentation for the Master of Fine Arts Degree

BAND SPACE : Promoting Local Musicians on the Web

By Alisha Messmer

**ABSTRACT**

Local Rochester Musicians start off with limited resources to promote their music. One option would be to upload their music for free onto a website. A good example of a free website that introduces new and already familiar bands is MySpace. But sites like MySpace are not only focusing on music. MySpace has a primary focus on people interacting with other MySpace users, sharing their biography, photos, likes, dislikes etc. Amongst the users there are countless distractions that can almost drive a user away from the site. Is there another solution to promote local talent? What if a website can place the main focus onto just local artists?

Band Space is a website that promotes local bands and their music on a more personal level. The website is devoted to music and to those who are devoted to loving and playing music. Band Space advertises the music that these bands love to play. Instead of cluttering the page with pointless friend requests and ads for a weight loss program, Band Space will update users on upcoming shows and new talent. Users are able to learn about a band on a more personal level through interviewing and footage from practices and shows. It's a story of how a band came to be and what their dreams are for the future. Endyga, Endeavor, Ruby Shooz, Pia Mater, and Phoenix are just the start of Band Space. The user can follow along with the interview and learn more about the bands. MySpace only provides a slot for the bands biography. To show the user is much different than telling them what you saw (or what you read). The user can take a walk into a practice space or onto a stage with the band. This is something that MySpace doesn't provide. Band Space is a new way of promoting local musicians on the web. It's something more special than what other free websites have to offer.

BAND SPACE : Promoting Local Musicians on the Web

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**INTRODUCTION**

For bands and independent artists, promoting their music effectively can be fairly difficult. Not many websites are devoted to just music. MTV is flooded with reality TV shows and is now not all about the music. VH1, in some ways depending on how others look at it, was more of an alternative to music television, and even that program is following reality TV. Questions of whether or not there are better solutions to promote music arise.

Different alternatives for advertising music, along with other things, fell into the lap of Tom Anderson, a 29 year old co-founder and president of MySpace. MySpace music has more than 600,000 bands (and growing) uploading songs, videos, albums, shows, and not to mention, interacting with other MySpace users almost every day. MySpace allows bands to reach over 43 million people, which in turn gives bands the opportunity to share their music and to get their name out there. MySpace is free to use and is the third most visited website. Bands can interact with other MySpace users and post concert listings as well as make songs available for downloading.

Many bands rely on free websites like MySpace to share their music with others, but is this the most effective solution? MySpace is crowded with users interacting with other users, networking, photo sharing, tagging, updating statuses, and searching for new friends that it can sometimes be a bit overwhelming when you think of the site as a whole. MySpace music pages are very cluttered and it's a little hard to zero in on one thing. MySpace does a good job when it comes to displaying music but their priorities are not just focused on promoting a local artist.

Can there be a website that has a solitary commitment to focus on music and the people who want to create it? Band Space is devoted to promoting local Rochester musicians on a more personal level. The bands have the opportunity to talk to the users about their music, influences, current projects, how the band started, and other random facts that they want to share throughout the video interview. The video will not only include the interview, but other footage captured throughout the process of getting to know them. The other footage includes anything from practices, to shows, to recordings. The video is edited to tell a story, one that can really be appreciated by the users watching it.

Band Space directs the users attention to what really matters, getting to know the band on a more personal level. By capturing video footage of the band and the band interview, one can really learn a lot about the band. They not only share their music, but they share their stories and dreams. The video is the main asset. It includes the sweat, the tears, the struggles and frustrations of getting ready for a show or practicing a new song. The video includes a formal interview with the band where they talk about their influences, hopes for the bands future, and information on how the band came to be.

Thesis Documentation for the Master of Fine Arts Degree

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## **SURVEY OF LITERATURE**

To ensure that I'm not duplicating any previous ideas, I took a closer look at sites like My Space to better understand their ideas on promoting music. I want to prove that there are better ways to get local musicians heard. Also, I searched mainstream artists and their websites to observe their way of promoting themselves. I looked at what they found most important to them, which helped me with my process of setting up Band Space. Also, to help my own process, I did some research on interviews, and how to conduct them.

## **WEB RESEARCH**

### **MY SPACE MUSIC**

<http://music.myspace.com>

Oct. 3<sup>rd</sup> 2008

This website introduces bands that are premiered on My Space Music. It confirms my argument that My Space is too crowded. It is almost too overwhelming when you first visit the page. The countless ads are focused on musicians who have already been discovered. The majority of them, of course, are all located in LA. The majority of the activities they announce are from famous musicians. One idea that I do enjoy is the idea of introducing a featured artist. Even though a major record label already discovered the artist, it is nice to see an ad about them.

### **MY SPACE**

Wikipedia

<http://en.wikipedia.org/wiki/MySpace>

Oct. 3<sup>rd</sup> 2008

Wikipedia is a free online encyclopedia. The history of My Space and other sites will help me with my research. It states that My Space's main focus is on networking or meeting and interacting with other friends.

### **UNIVERSAL SUES MY SPACE YET AGAIN?**

By Moses Avalon

Musician's Network Portal

<http://www.get-it-all.net/indie273-Universal Sues Myspace Yet Again.htm>

This article points out certain mistakes that cause for a law suite against My Space. Infringement is defined as the unauthorized use of copyrighted material, in this case, copyrighted music. My Space has come up with a solution to this problem and

so far they have been successful. To have full control of Band Space eliminates this problem completely. For example, conducting the interviews and having the artists give me their consent on the music they want to post on the site will not only ensure Band Space's reputation and credibility, but the bands trust that their music and ideas are put to use correctly.

### **My Play**

<http://myplay.com>

Oct. 3<sup>rd</sup> 2008

This website is a great example when it comes to organization of artists, videos, music, etc. This website organizes all of the content in a simple and successful way. Although the artists are all famous musicians this is a great source to grab organizational ideas from to use for my site. Band Space focuses on local bands and allows the users to learn so much more than just a look at their upcoming album. What My Play lacks is the personal, more intimate feel. It's like another My Space that successfully showcases famous artists. There are no interesting interviews on the bands and the page seems to constantly load material. The main focus of this site is on mainstream artists and music videos. Band Space looks into the artist's background and gives the viewers a more in depth look. It shows their personality through the interview and through raw footage of their shows. The interview portion of Band Space is looked upon so greatly because it is something different and personal.

### **Digital Juice**

<http://digitaljuice.com>

Take 5, by Chuck Peters

This website goes through all of the basics when it comes to capturing video and editing video. This was very beneficial to my research because the main content on Band Space is the video interview. Not only did this website act as a guide but it gave me instructions through a step-by-step video with Chuck Peters narrating the whole thing. His 17-plus years of experience as a broadcast producer, writer, editor and instructor give him the credibility that he deserves. The website is a great tool.

## **BOOK RESEARCH**

### **ActionScript 3.0 Bible**

By Roger Braunstein, Mims H. Wright, and Joshua J. Noble

Wiley Publishing

Not only does this book include ActionScript language, it also includes in depth explanations and definitions. This acted as a guide when it came to creating Band Space.



### **Flash CS3 Professional**

By Katherine Ulrich  
Peachpit Press

This is another good source for ActionScript 3. The book introduces step-by-step instructions on how to use certain tools in Flash. Since I used Flash to put together my site, this book was a great source to fall back on.

### **Video Field Production and Editing, Seventh Edition**

By Ronald J. Compesi  
Pearson

This book goes through a number of topics, which include operating a video camera, lighting, phases of production, interviewing, etc. Video is incorporated in Band Space so a better understanding of video editing helped me with the interview portion of the site.

### **CONCLUSION ON RESEARCH CONDUCTED**

In conclusion, I have found very useful websites and books that have guided me through my construction of Band Space. I have learned the dangers of infringement and how important it is to receive the bands permission when it comes to displaying their music and interviews. The research also confirmed my doubts on the focus of sites like My Space. As my researched continued, sites like My Play definitely played a more effective role in directing attention to music and organization. Although the music portrayed on this site come from famous mainstream artists, the construction and organization of the site was very helpful. By having the interview portion combined with raw footage of shows and practices on Band Space, I created a more personal feeling. Sites like My Space and My Play lack these qualities and that is why I directed some of my research on learning video and editing tools. By showing viewers the bands personal interview, I'm introducing them to another way of promoting local musicians in a way that has not been done before.

## Thesis Documentation for the Master of Fine Arts Degree

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## PROCESS

### VIDEO

- a. Storytelling (Pre Production)
  - b. Technique (Production and Post Production)
  - c. Technology
  - d. Design
- a. Story Telling (Pre-Production)



I decided to follow around five different bands. I got to know the bands very well. My main focus was to get to know the bands on a more personal level. I followed the bands to their practices, shows, and in some cases, their recording sessions. All of the footage that I captured helped create a story.

The interview was the next phase in my process of getting to know the bands on a more personal level. Using a blind interview style, I came up with a set of questions to ask each and everyone of the bands. The answers that the bands gave me helped me create a storyline to follow. The answers also helped me pick out certain footage from their practices and shows. The questions that were asked in the blind interview are as follows

1. Names and role in the band
2. When the band was started (How did you become “band”)
3. Main focus of the band
4. Type of music
5. Influences
6. Fans
7. Current projects
8. If there was anything that the band wanted to say to their fans

## b. Technique (Production and Post Production)

### 1. Lighting



During the production process I worked in a full production green screen studio room with a curved wooden wall that almost touched the ceiling, and a smaller green screen room where the screen was made out of cloth that draped down onto the floor. There is a lot more depth in the larger green screen room, which makes it easier to differentiate the screen from the band members. It also made it a lot easier to take the green out in editing. More depth helped differentiate the green from the people (bands). The larger room also had multiple lights already built into the room. There was a lighting grid with at least 3 lights hanging from the grid to even out the green. The smaller green screen room was a little more difficult and not to mention there was not a lot of separation from the green screen and the people (bands).

I set up a three point lighting system to better separate the subject from the background. In the larger studio I had two key lights to establish the form of the band members. The grid lights that hung from the ceiling were used to even out the green screen. I also used 2 hair lights to help separate the band from the green screen. The larger studio gave a cleaner edge around the band members, which saved some time in edit when it came to taking the green out of the background. In the smaller green screen studio I used 2 fill lights to fill the green screen, 1 hair light

to differentiate the green from the band, and 1 key light focusing in on the band. I had to be careful when it came to casting shadows in the smaller studio. After the lights were set up I manually white balanced the camera.

## **2. Framing**

I made sure that each band member was seen. I used a long shot with Ruby Shooz so that I could see every band member. It was a little harder to group Ruby Shooz together because they had the most band members. I was lucky enough to be able to use the larger green screen studio room for their interview. For the rest of the interviews I used more medium and medium long shots. I kept the principles of good framing in mind when it came to shooting in a 16:9 format.

I made sure that there was enough “head” room and side room in the interview portion of the video when dealing with the high definition camera. I also had a smaller hand held camera off to the side that captured the side view of all the members during the interview. I wanted different camera angles during the interview for more interesting shots.

When it came to the practice footage and show footage I used more close up shots of the band members to show the intensity of their emotions and the intensity of the music. These shots were perfect and gave some edge to the video. I wanted every shot to be exciting.

## **3. Green Screen**

The purpose of the green screen was to replace the background with whatever image I wanted to display, for example, the bands logo and/or artwork. I wanted to subtract the solid color and replace it with an image. Sometimes I would add concert footage behind the band members while they were talking about a show. In Final Cut, the proper definition would be chroma key compositing. Blue Screens can be used in the same fashion.

## **4. Sound**

Shotgun microphones attached to a boom pole was used to capture the bands voices during the interview. I had someone holding the boom pole and moving it from person to person as they talked. The reason why the boom pole was selected was because I wanted the freedom to move it around. It also helped zero in on one person’s voice. Based on the voice level I had to edit the sound in final cut to make sure that each band member could be heard. Sometimes the microphone would pick up some unwanted noise (random noise in the room) that I would have to take out during edit.

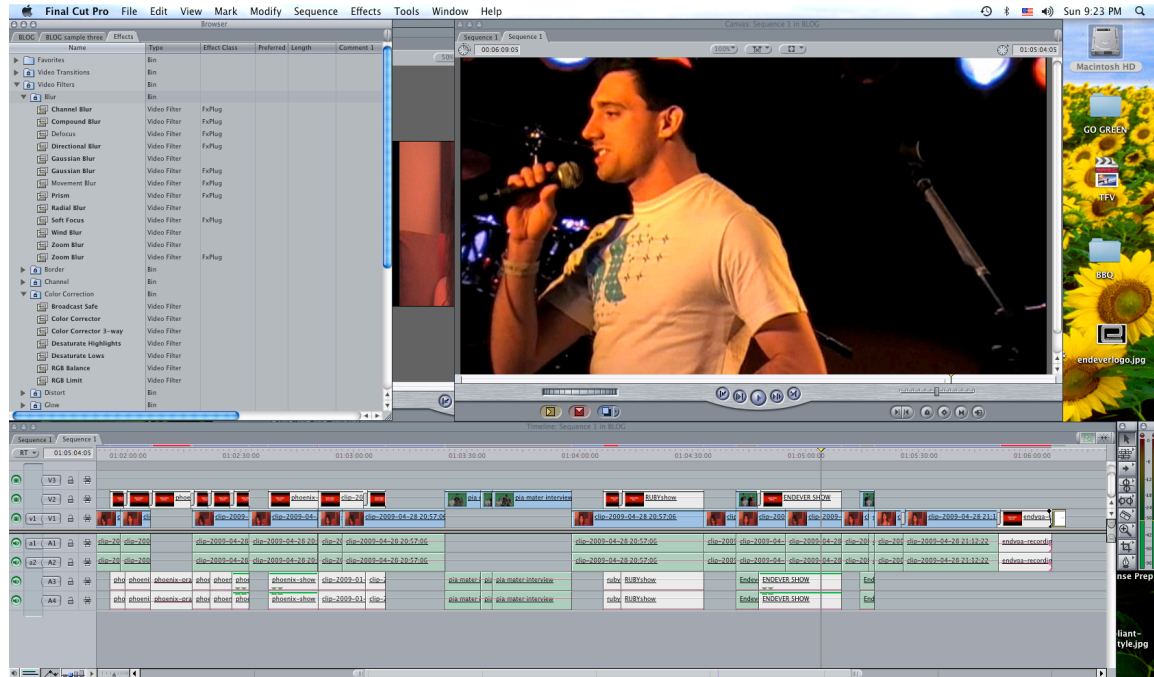
Ambient sound was evident in practices and side conversations. I used the microphone from my hand held camera to pick up these sounds. Later in edit I would tweak some of the levels to help bring out some side conversations.

Because I could not adjust the audio levels on my camera, the concert sounds would be very blown out because my microphone on the smaller hand held camera

could not handle the intensity of the music. To compensate for that I used music from the bands CD's and synced it up to their concert footage.

## 5. Edit (Post Production)

### EXAMPLE OF WEAVING BELOW:



Using images and voice leads creates the definition of weaving. You can see that I have audio located on the bottom and the images/footage coming in and out on the top. The visuals and the audio together lead one into the other, which helps the story flow. Because I decided to conduct a blind interview, the band members were the ones who told the story. I chose from their footage how I would answer the question being asked on the screen. It was more of a documentary style. I brought in their reality and what it was like for the band members. This is a great way for them to tell their story. I also added their music behind them to keep the feel of their story.

## c. Technology



1. High Definition Camera
2. Small hand held memory camcorder
3. Shotgun microphone
4. Boom stand
5. Boom pole
6. Green screen
7. Three point lighting—Fill light, key light and background light
  - Larger green screen room is evenly spaced in front and in back to avoid creating any shadows. There's more depth in the larger green screen room than in the smaller green screen room. More depth in the larger room made it easier to separate the green from the band in edit.
8. Sound
  - Ambient sound in practices and in conversations from on-board camera
  - Shotgun microphone was used in interview conversations
  - Boom pole was used to travel from one member to the next
9. CD's
  - Images of logo's and band images used for background fillers
  - Sync CD up to footage to fix audio issues

## 10. Final Cut Pro

- Effects
  - a. Key light
  - b. Transitions—Dissolves, sound leads and trails, transitions with audio and video
  - c. Sound mixer—Playing with audio levels
- Edit
  - a. Going through interview video footage
  - b. Deciding on the story
  - c. Review raw footage
  - d. Connect audience to the band
  - e. Creating a story through interview questions
  - f. Using voice and image leads. This process is called weaving.
- Blog
  - a. Video taped myself with my hand held camera and tripod
  - b. Talking about my whole experience with the bands
  - c. Talking about my purpose for Band Space

## 11. Sound Track Pro

- Edit a track to fit the length of the introduction
- Cut and paste different sections of the music file
- Convert to MP3 format

## 12. After Effects

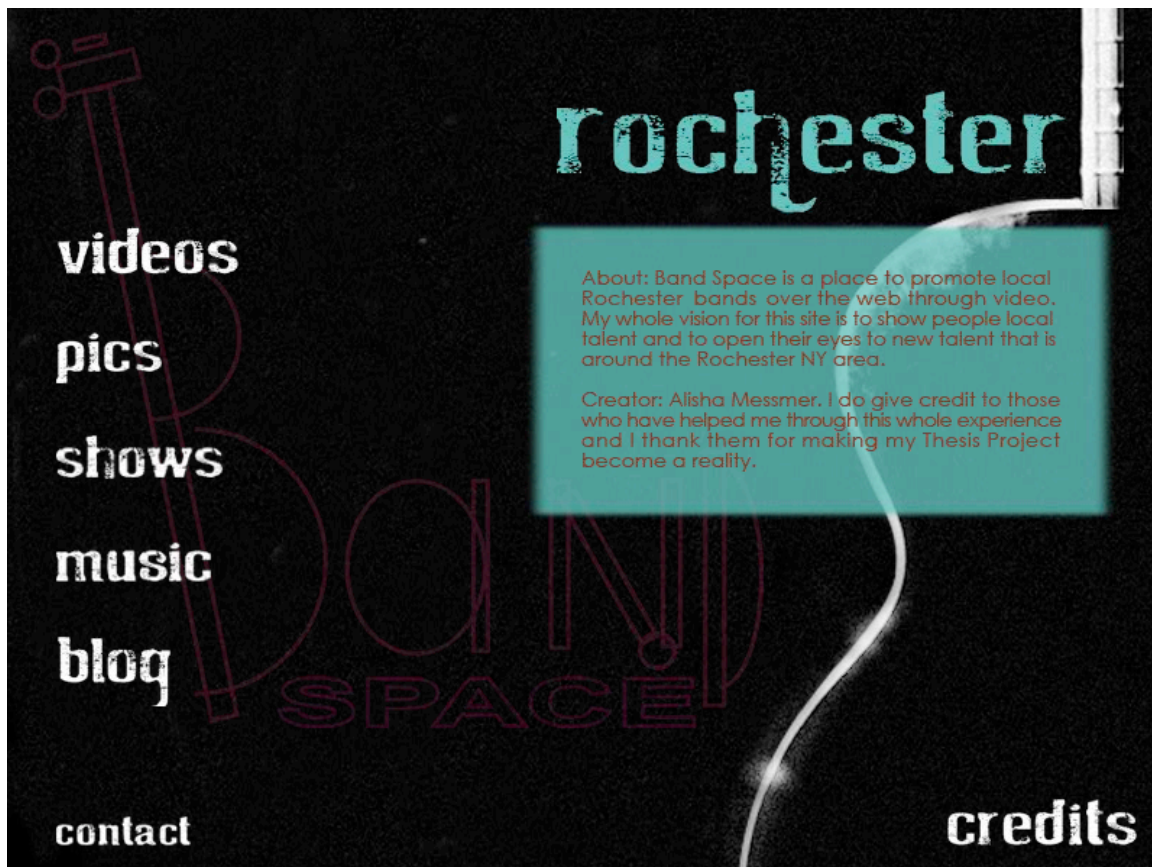
- Introduction Video
  - a. Taking the best footage and still images of the bands and merging them together to create an interesting introduction to the bands premiered on Band Space

## 13. Flash

- ActionScript 3
- CS3 Product
- Flash was used to put the website together

## d. Web—The final product

### 1. Navigation



My whole vision for the website was simplicity and easy navigation. Links include Video, Pics, Shows, Music, Blog, Contact info, and Credits. When a user clicks on the Video, Pics, Shows, and Music links a sub menu of all the band names come up. Once you click on a band their personal page will come up. In the beginning stages of the site the links within the bands personal page would just navigate the user back to the main page. But later on my adviser advised me on making the links stay within the bands information. For example, if a user were to click on the videos link on the main page, a sub menu would appear listing all of the bands on the site. After clicking, for example, Phoenix, Their personal page would pop up displaying their video. On the left side of their page are links to menu, blog, pics, videos, and shows. The pics and shows links only display Phoenix's information. The other links navigate outside of their personal page.

The Blog portion of the site was another way of telling the viewers my personal experiences with the bands. I went more in depth and told the viewers why I thought Band Space was necessary when it came to showcasing these bands.

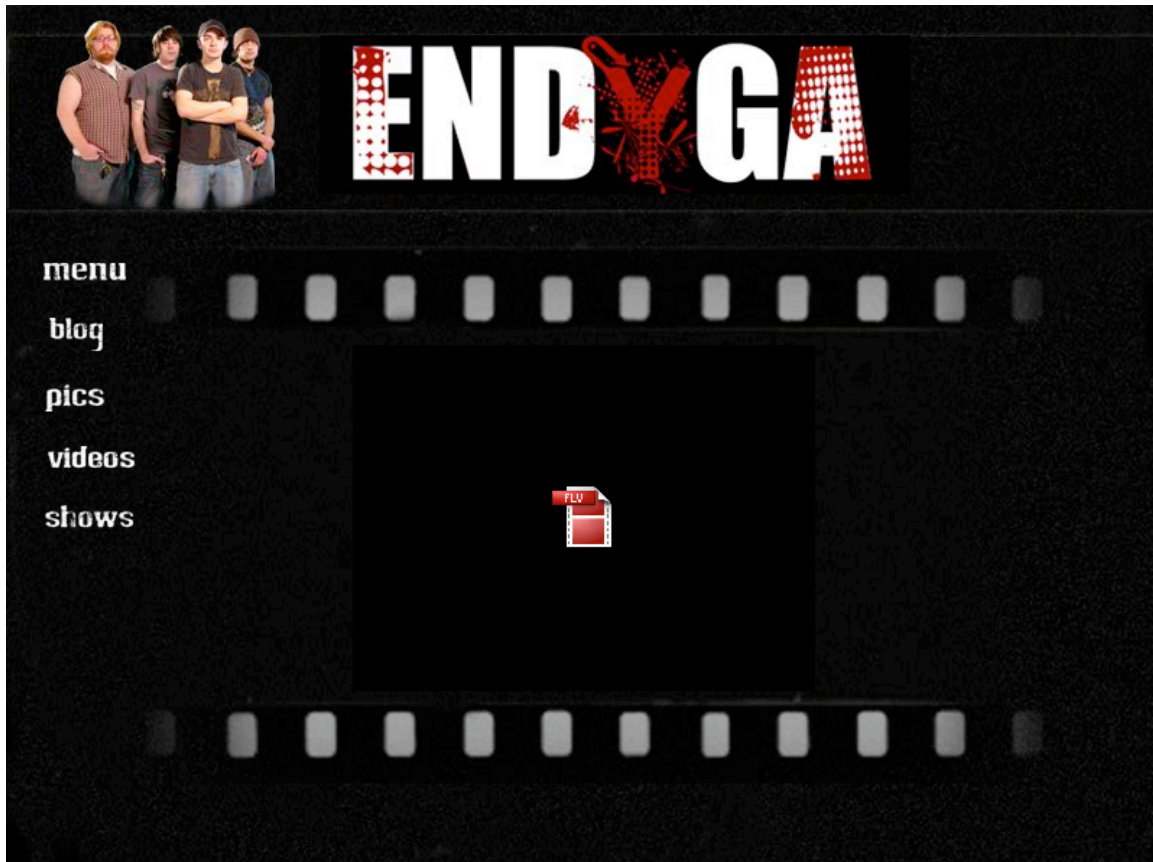
The Credits link was a definite must have. I thanked everyone who helped me through out my whole process of my thesis. I thanked my advisers and of course the



bands that had to put up with me for a good five to six months. I also thanked those who helped me with equipment set up and photography.

Contact information was added as well. If there were any future band interests in the site a contact email was provided for them. If the user were to scroll over my email address they can actually click on the link to send an email to me.

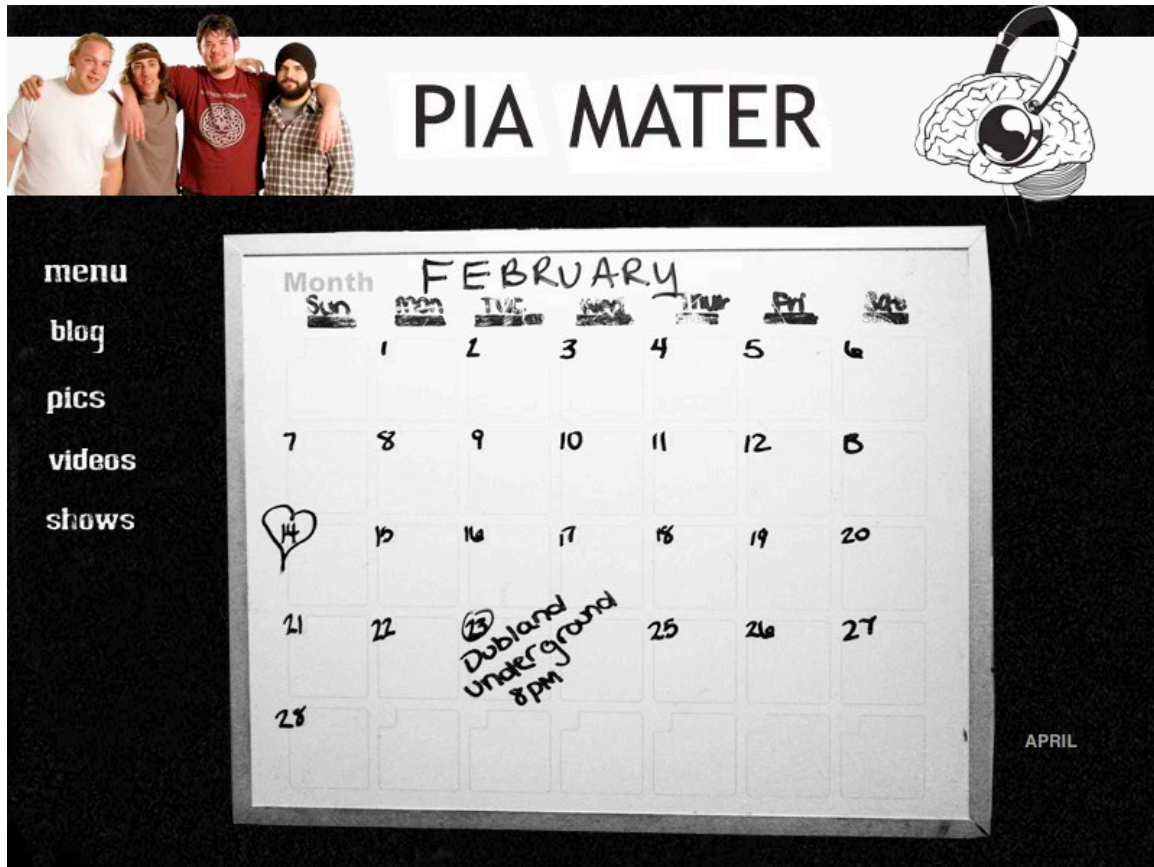
## 2. Design



800x600 dimensions were used for the stage. I set the stage to have a black background. FLV video formatting was used when transferring video information onto the site. The introduction page helped introduce the bands before the user entered the site. There is a skip intro option that is located on the bottom right hand corner of the stage where the user can click to skip the introduction and continue on into the site.

I wanted to make sure that there were not a lot of distractions. The links are easy to see and the background image is not distracting. The same design was used for all of the bands personal pages.

To add more interest, I created a hand written calendar on a dry-erase board to display all of the show dates. The show dates are circled and the information is clickable. Once the user clicks on a certain show a separate window pops up showing them directions to the location of the concert.



## Thesis Documentation for the Master of Fine Arts Degree

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#### **SUMMARY**

##### VIDEO AND SOUND

During the video portion of my thesis the sound from shows was really blown out. The music was too loud for my little hand held camera to endure. When it came to the editing portion I had to figure out a way to fix the issue. I then decided to sync the music from the bands CD to the footage that was taken at their show. Endyga's CD synced really well with their concert footage. Endeavor on the other hand was a little more difficult. I had to find clips that matched the CD exactly because they had changed some of their lyrics. I filled in the gaps with other footage from their show. It took a lot of fine-tuning but I was eventually able to find clips that matched the CD exactly.

During Pia Mater's interview there was a small humming sound coming through the microphone. During edit I selected to cover it up with background music from their show.

Other issues with sound came about with Phoenix's interview. I had to increase the volume when Mike Iten was talking and then decrease the sound when the other band members were talking. He was so soft spoken that the background music was overpowering his voice. By going through and playing with the audio levels I was able to overcome this issue.

Some shows were easy to capture footage than others. For example, Phoenix and Pia Mater played at a bar so it was a smaller venue. Endeavor, Ruby Shooz and Endyga played at concert halls so their venue was a lot bigger. For Endeavor and Ruby Shooz I was able to check out the location before hand and luckily they both played at the same place (Not on the same date of course). I captured Endeavor's concert footage first and was able to get a better feel of the space and the lighting that was used. I was able to move around the floor very easily because there was not a huge crowd dancing there. Ruby Shooz was a little harder to move around because their music is made for dancing so of course everyone is moving around the floor. I was able to set up my camera on the sides of the stage. I also went to the back of the room and zoomed in to capture footage that way as well.

Endyga played at Water Street Music Hall. Their music is a lot more hardcore than the other bands. I found myself battling in mosh pits, which enabled my ability to keep the camera steady and focused on the band. To solve this problem I asked security if I could have access to the loft that over looked the stage. Luckily he approved and I was able to capture the band as a whole from a great camera angle. It overlooked the entire stage and everyone dancing.

## WEB

Earlier I had mentioned the navigation of the site. My advisor, Nancy Doubleday, helped me to create an easier way to navigate through the bands personal pages. She said that she felt as though the shows, videos, and pics links on the bands personal page should stick with that band rather than linking it back to the main page.

Another suggestion given by my chief advisor, Chris Jackson, was to display a loading message when dealing with the video and pictures pages. This will help indicate that a video will be displaying momentarily.

Sue Leo, a student within the program, suggested that if the bands are all from Rochester that a title of Rochester should be displayed. This was definitely added later.

## FEEDBACK

The bands enjoyed their videos very much. During critique some students commented on how close I was to the bands. They were engaged in the video and enjoyed the story that was told. A lot of helpful suggestions were made that I discussed earlier.

One suggestion came from Sue Leo, a student in the Computer Graphics Design program. She pointed out that "Rochester" needed to be placed somewhere on my home page. I blushed at the fact that I forgot to mention the city that I was promoting.

Some comments included the authenticity of the site especially the shows page. The calendar was a dry erase board. I circled the show dates and from there, I created a link to mapquest so that potential fans could find the band.

A lot of people enjoyed the graphic style. Because the target audience reaches a wide range of people, the graphic style had to mirror that.

Creating chapters in the video was another suggestion made. Because I had one big story it was difficult to jump around. The natural transitions that I created in Final Cut acted as the chapter division. Also, the questions that came up throughout the interview also acted as a new chapter. The story needed to be told from beginning to end. I felt that interrupting the video would create issues when the bands stories were being told. The blind interview process also made it hard to stage any kind of chapters. If I had staged the questions and the answers then it would be possible because it would be more like a movie. But in this case, to be successful in telling their story, the interview had to be shown from beginning to end without interruptions.

## CONCLUSION

This thesis project is very near and dear to my heart. Music is very powerful and can change the mood in an atmosphere very quickly. To capture the intensity and the hard work of these musicians was only the beginning. My intention was to create a story with a beginning, middle, and a to be continued ending that would leave viewers thirsty for more.

I learned a lot about the bands and how much hard work they put in towards a show. You can see the perspiration building up on their foreheads just days before a show. Their need for perfection is evident as they rehearse a song over and over almost picking it a part and then slowly molding it back together. There is no room for mistake when it comes to performing their hard work. Anyone with that amount of pressure would crumble. But, for these five bands, it almost comes naturally to them. Their fears disintegrate when the first chord or drumbeat illuminates the room. The energy in the atmosphere is very different from the practice. The show is amplifying their hard work. Steve Mullins said it best “when you’re in a band that you enjoy playing with you can just close your eyes and play the music and totally forget about all the crap that happens.” Their worries disappear and nothing else matters but the sound of their music. I really enjoyed watching these bands grow and in some cases, just perform like they have been for many years.

I’m very close with Endyga and I have heard comments before about their video. Viewers can actually feel how close I am to them because they see all of the footage and information that I give about the band. I’ve seen Endyga go through many band members and to finally form a strong unit is very exciting.

Rhian and Cara Morgan have been friends of mine for a very long time and to see them perform with Phoenix was a definite treat. They really found their sound with this band. When they were little they sang in a 60’s band where they learned the fundamentals of harmonizing and timing. It comes naturally to them now and it seems effortless when they sing together. Rhian can sing one note and Cara would know what to do to decorate that note. They are such talented women and to see them play along side more talent is nice. Mike Iten is an all around musician. It’s wonderful to watch him perform. You can tell that he has been performing for years. He captures you from the first chord that he strums to the last.

The story of how a band comes together was really told in Endeavor’s interview. A story of how they meet the drummer and how they saw improvements in other members was really nice to listen to.

Pia Mater showed the viewers the fun in improvising. A sour note does not exist with in their music and even if it did the band would know how to make it sound interesting. They are such free spirited guys and the fact that they can add other musicians to play along side them at the last minute really impressed me.

Ruby Shooz brought us back to a time where rock and roll thrived. They re-introduced the rock and roll craze and modernized it with their instruments and equipment. It's nice to watch a band that has been performing with each other for many years. They play together so often that they don't even have to practice. The energy that they give off fills the entire room and invites the audience to have fun with them. I enjoyed the atmosphere and found myself tapping my toes while everyone danced around me.

Music is a part of life and I really wanted to show people rather than to just tell them about my experience. "Seeing is believing" when it comes to my thesis project. It's something new. To give viewers the idea of the band through words and a bio is not as convincing. Video is a big part of this thesis project and through many, many, MANY hours of editing the final product surprised me as well as the viewers. There really is a story buried with in the many hours of footage that I captured and I was so fortunate to explore many different sounds of music through these five bands. I wanted to leave the viewers with a warm smile that showcased their appreciation for the story that I had just shared with them. The significance of my thesis project is projected through the stories I captured on video and gathered for everyone to see and enjoy.

ENDYGA



ENDEVER



PIA MATER





RUBY SHOOZ



PHOENIX



Thesis Documentation for the Master of Fine Arts Degree

BAND SPACE : Promoting Local Musicians on the Web

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**APPENDIX**

CHARTS AND DIAGRAMS

A. Target Audience

AGE	Teen-Adult
SEX	Male and Female
ETHNICITY	Any
ECONOMIC STATUS	Any
INTERESTS/HOBBIES	Listening and or playing music
NEEDS/REQUIREMENTS	Computer and Internet
SCHOOL EXPERIENCE	An understanding of basic language. Must have some knowledge with computers and surfing the world wide web
GEOGRAPHIC LOCATION	Rochester, NY

B. Personas

(Scenarios)

Punch Line: New local band

Greg: Typical music lover

PUNCH LINE:

Punch line is a group of guys in their early 20's who want to get their music out to the public. They are lower middle class and finding web space needs to be inexpensive, or better yet, free. Their fan base is limited because it's hard for them to introduce themselves to the public. They have a show coming up and they want to be able to fill seats with fans and new comers who enjoy their music. Their type of music that they enjoy playing is Pop Punk and their main focus is building their fan base and introducing their music to the Rochester public. Band Space will provide Punch Line with the exposure that they need so that they can branch out to those in the Rochester area. Viewers of the site can watch their interview and show/practice footage. This will allow the viewers a better understanding of the kind of music they play and who they are as a band. If viewers are interested they can check out their shows page and see where they are playing next. This will help build their fan base and get people to their shows.

**GREG:**

Greg enjoys mostly Alternative and Indie Rock but welcomes all genres. He is 27 and likes attending local shows on the weekends. He finds himself attending the same type of shows with the same bands so often that he's interested in branching out to other musical sounds. Band Space will allow Greg to sample different bands, which will aid him in finding another show to attend with a different band that he has never seen before. By searching through the bands schedule he can see which shows are posted on the weekends.

**C. Software and Hardware Requirements**

- Mac G5
- Final Cut Pro
- After Effects
- Flash
- Photoshop
- Sound Track Pro
- High Definition Camera
- Mini memory camcorder
- Tripods
- Video Tapes/Memory cards
- DVD's/CD's
- Lights
- Microphones
- Green Screen
- Internet access

D. Documentation Pictures











# rochester

videos

pics

shows

music

blog

About: Band Space is a place to promote local Rochester bands over the web through video. My whole vision for this site is to show people local talent and to open their eyes to new talent that is around the Rochester NY area.

Creator: Alisha Messmer. I do give credit to those who have helped me through this whole experience and I thank them for making my Thesis Project become a reality.

contact

credits



# END OF GA

menu

blog

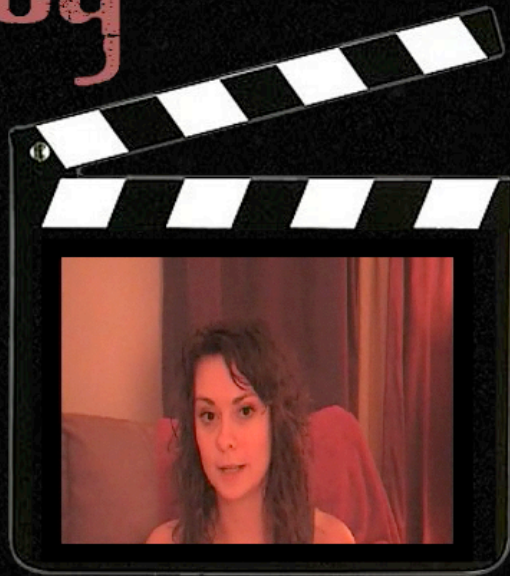
pics

videos

shows



# blog



| [menu](#) | [pics](#) | [music](#) | [videos](#) | [shows](#) |

# credits

DIRECTOR  
SITE DESIGNER  
EDITOR  
CAMERA OPERATOR.....Alisha Messmer  
PHOTOGRAPHER.....Laura Taft  
SOUND/LIGHTING.....Isaac Holze  
Drew Ganyer  
Ann Pearlman

THANK YOU  
Endyga  
Endever  
Pia Mater  
Ruby Shooz  
Phoenix  
Ann Pearlman  
Chris Jackson  
Nancy Doubleday

NOTE

some photos provided by the band

[menu](#)



That's me!

## E. Coding Examples



## INTRODUCTION VIDEO

```
1 import flash.net.*
2 import flash.events.*
3
4 stop();
5
6 enter_btn.addEventListener(MouseEvent.CLICK, goMainMenu);
7 function goMainMenu(event:MouseEvent)
8 {
9     SoundMixer.stopAll();
10    bandspaceVideo.stop();
11    removeChild(bandspaceVideo);
12    gotoAndPlay("main menu");
13 }
14
```

## MAIN MENU BUTTONS

```
4  stop();
5  //BUTTONS
6  contactINFO_btn.addEventListener(MouseEvent.CLICK, playContact);
7  menuBands_btn.addEventListener(MouseEvent.CLICK, playBands);
8  menuPics_btn.addEventListener(MouseEvent.CLICK, playPics);
9  menuShows_btn.addEventListener(MouseEvent.CLICK, playShows);
10 menuBlog_btn.addEventListener(MouseEvent.CLICK, playBlog);
11 menuMusic_btn.addEventListener(MouseEvent.CLICK, playMusic);
12 menuCredits_btn.addEventListener(MouseEvent.CLICK, playCredits);
13
14 //Events
15 function playContact (event:MouseEvent)
16 {
17     gotoAndPlay("contact");
18 }
19 function playBands (event:MouseEvent)
20 {
21     gotoAndPlay("bands");
22 }
23
24 function playPics (event:MouseEvent)
25 {
26     gotoAndPlay("pics");
27 }
28
29 function playShows (event:MouseEvent)
30 {
31     gotoAndPlay("shows");
32 }
33
34 function playBlog (event:MouseEvent)
35 {
36     gotoAndPlay("blog");
37 }
38
39 function playMusic (event:MouseEvent)
40 {
41     gotoAndPlay("music");
42 }
43
44 function playCredits (event:MouseEvent)
45 {
46     gotoAndPlay ("credits");
47 }
48
```

## VIDEO EXAMPLES

```
7 phoenixbandMenu_btn.addEventListener(MouseEvent.CLICK, playMenu3);
8 phoenixbandPics_btn.addEventListener(MouseEvent.CLICK, playPics3);
9 phoenixbandBlog_btn.addEventListener(MouseEvent.CLICK, playBlog3);
10 phoenixbandBands_btn.addEventListener(MouseEvent.CLICK, playBands3);
11 phoenixbandShows_btn.addEventListener(MouseEvent.CLICK, playShows3);
12
13 //button events
14 function playMenu3 (event:MouseEvent)
15 {
16     phoenixVideo.stop();
17     removeChild(phoenixVideo);
18     SoundMixer.stopAll();
19     gotoAndPlay("main menu");
20 }
21 function playPics3 (event:MouseEvent)
22 {
23     phoenixVideo.stop();
24     removeChild(phoenixVideo);
25     SoundMixer.stopAll();
26     gotoAndPlay("pics one");
27 }
28
29 function playBlog3 (event:MouseEvent)
30 {
31     phoenixVideo.stop();
32     removeChild(phoenixVideo);
33     SoundMixer.stopAll();
34     gotoAndPlay("blog");
35 }
36 function playBands3 (event:MouseEvent)
37 {
38     phoenixVideo.stop();
39     removeChild(phoenixVideo);
40     SoundMixer.stopAll();
41     gotoAndPlay("bands");
42 }
43 function playShows3 (event:MouseEvent)
44 {
45     phoenixVideo.stop();
46     removeChild(phoenixVideo);
47     SoundMixer.stopAll();
48     gotoAndPlay("phoenix april");
49 }
50 |
```

## LINKING CALENDAR EVENTS TO SHOW DESTINATIONS

```
function playLovincup (event:MouseEvent)
{
    var url:URLRequest = new URLRequest("http://www.lovincup.com/directions.php"); navigateToURL(url, "_blank");
}
```

close up:

```
function playBrickhouse (event:MouseEvent)
{
    var url:URLRequest = new URLRequest
    ("http://www.mapquest.com/maps?name=Brickhouse+Bar+%26+
    Grill&city=Dansville&state=NY&address=127+Main+St&zipcode=
    14437&country=US&latitude=42.5596&longitude=-77.69456&geocode=
    ADDRESS&id=1821345"); navigateToURL(url, "_blank");
}
```

Note: Normally the green address would have no spaces or breaks. This is one long strip of code and cut down to view on this page for an example.

Thesis Documentation for the Master of Fine Arts Degree

BAND SPACE : Promoting Local Musicians on the Web  
By Alisha Messmer

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