

# DECADE OF POP

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**GROUP: 5-03**

**LEADER: LU KIAT**

**MEMBERS: JOE, RYAN LIM,  
CHUYUE**

*Decade Of Pop*

The 2010s in pop

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# Objective

It was to instill a sense of nostalgia in listeners, especially ones who are actively seeking out pop (12-18 age group), allowing others to gain a deeper appreciation of pop music and Present Pop Music as a respectable genre of art for people who “look down” on it.

## Main Idea

We wanted to create an animation that links up with the mashup created. The main colours used were black, white and shades of grey. Animation is supposed to be entertaining, complimenting the mashup.

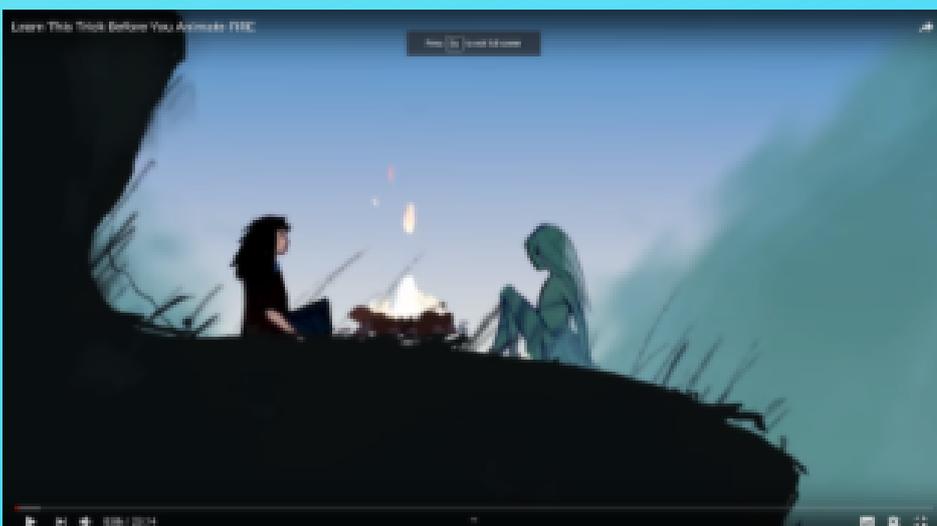
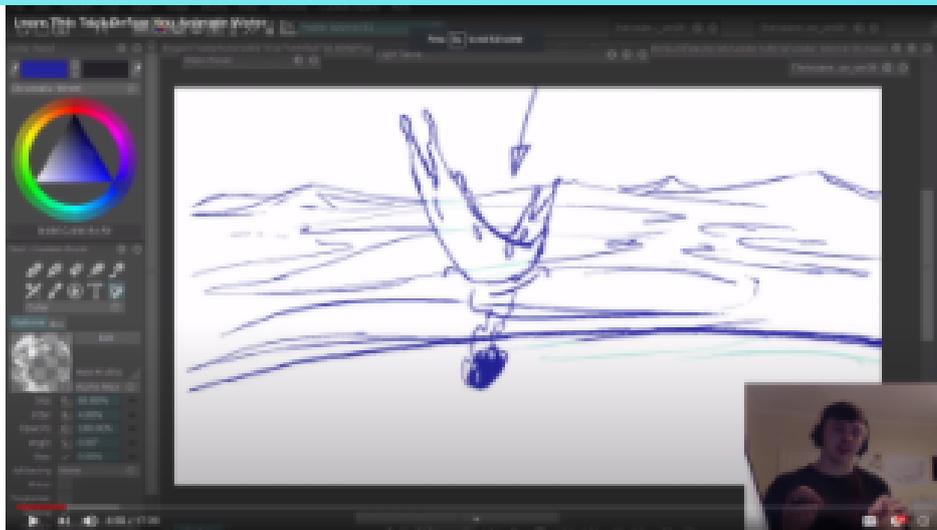
# ARTISTIC INSPIRATIONS

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## Animators

For the animators,

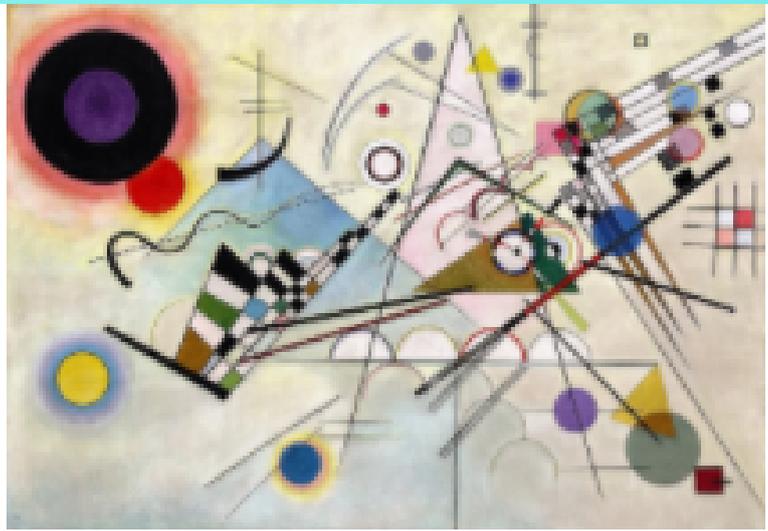
1) We were Inspired by Howard Whimshurst as his animation style and technique made it easier for us to learn and animate. One of the things he taught were water effects.



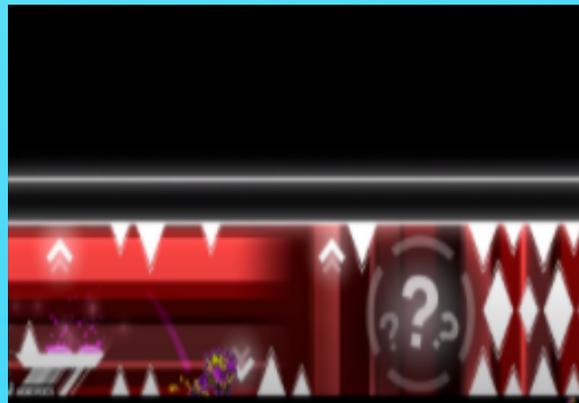
# ARTISTIC INSPIRATIONS

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2) We were inspired by Wassily Kandinsky, for the use of only shapes to create artwork. We thought it was a good idea to try out.



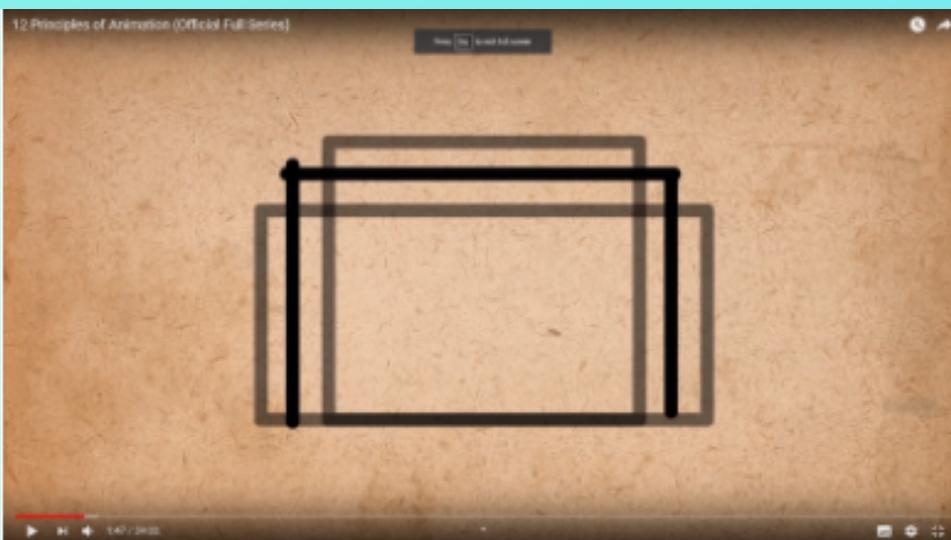
3) We were inspired by Geometry Dash, a game where the levels are created by different shapes. Some of the levels showcased gave us inspiration.



# ARTISTIC INSPIRATIONS

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4) We were inspired by [Alan Becker Tutorials](#), where he used shapes to teach the 12 principles of animation. It presented cool ideas of using shapes.



Action graphics animation with only Shapes

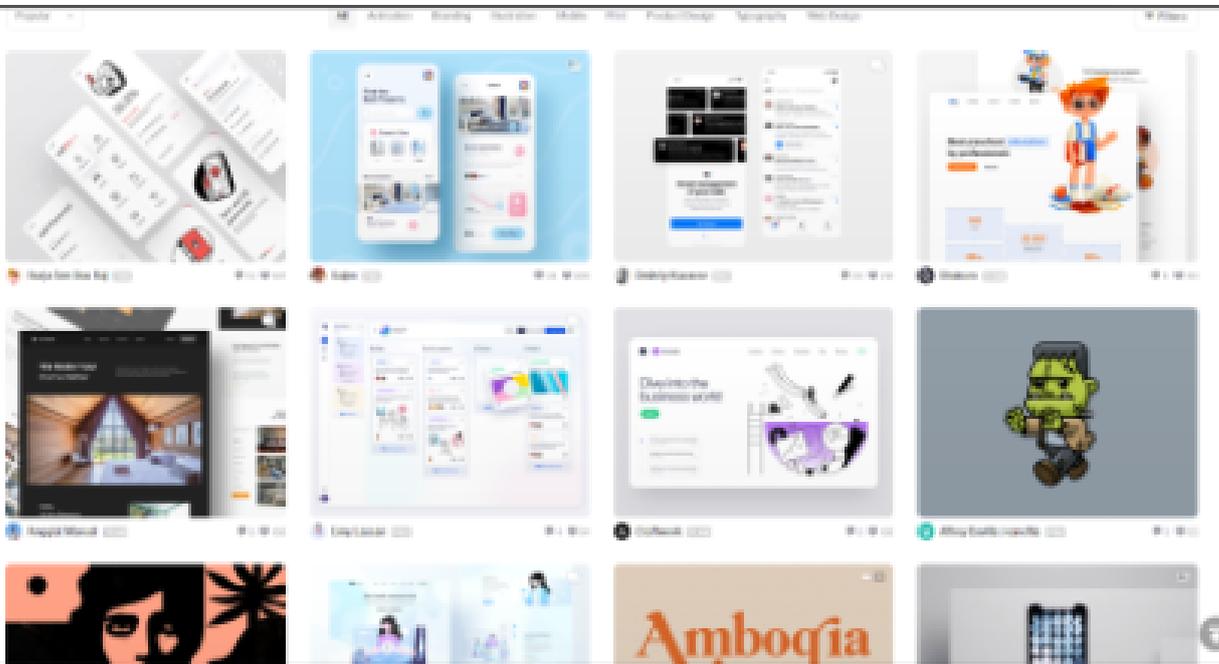
5) We were inspired by [Klesha Productions](#), which created an animation based only on different types of shapes. It was interesting and creative. It was smooth and eye catching as well.

# ARTIST INSPIRATIONS

6) 50 best logo designs also gave us a lot of inspiration on what we could do in our animation. Movements of shapes were seen.

# SPACE

7) Dribbble.com (3 "d"s) showcased people's creations, which we took inspiration from. People publish their products on it.

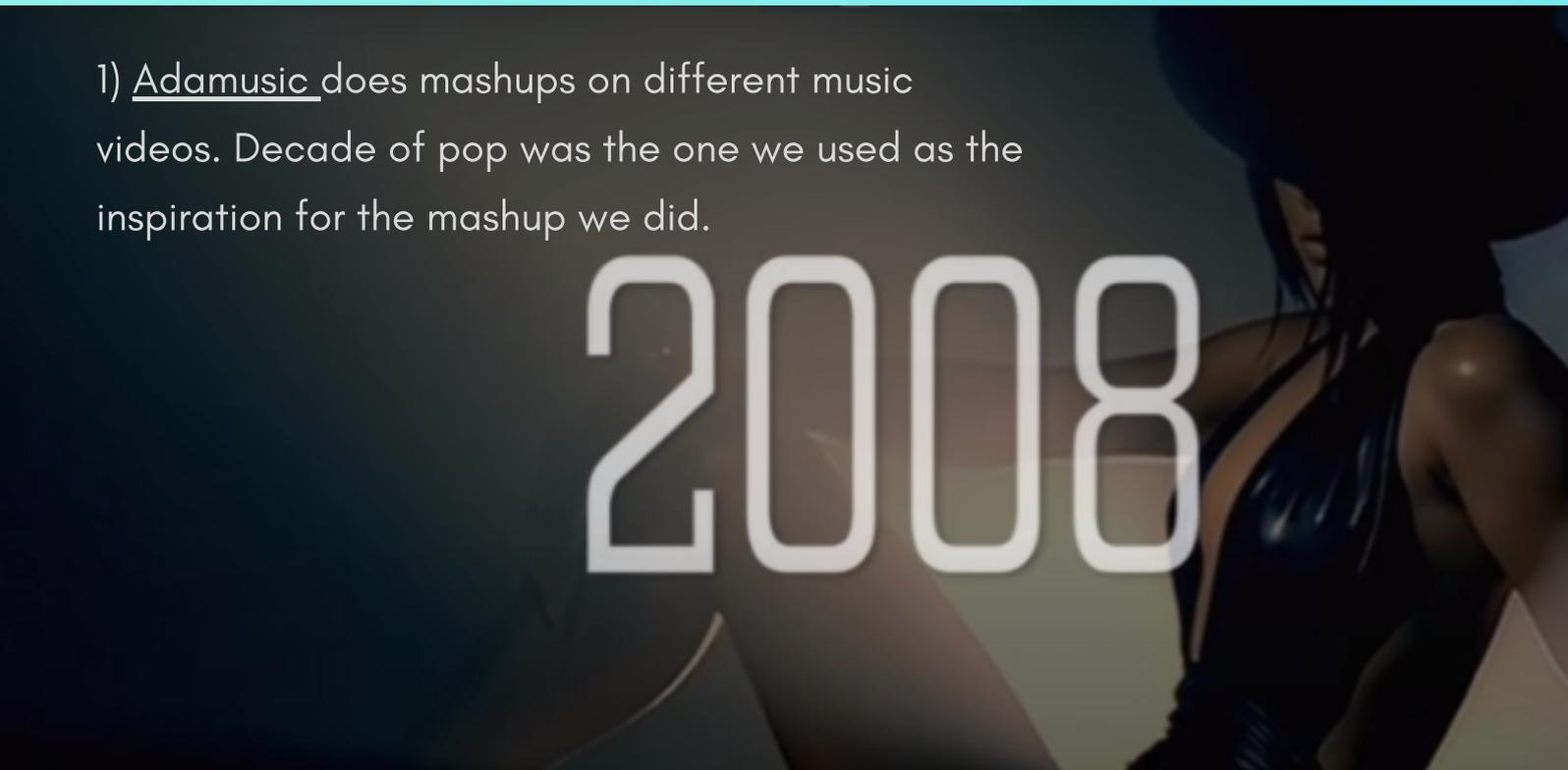


# ARTISTIC INSPIRATIONS

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## Mashup Artists

1) Adamusic does mashups on different music videos. Decade of pop was the one we used as the inspiration for the mashup we did.

A woman in a black dress is visible in the background of the '2008' text.

# 2008

2) DJ Earworm does shorter mashups with transitions, which was more ideal. Therefore, we decided to follow DJ Earworm's decade of pop video. The video did not have distinct sections but instead had transitions between the different instrumentals, the idea that we picked up.

A circular graphic with a clock face and a CD in the center, surrounded by colorful light trails.

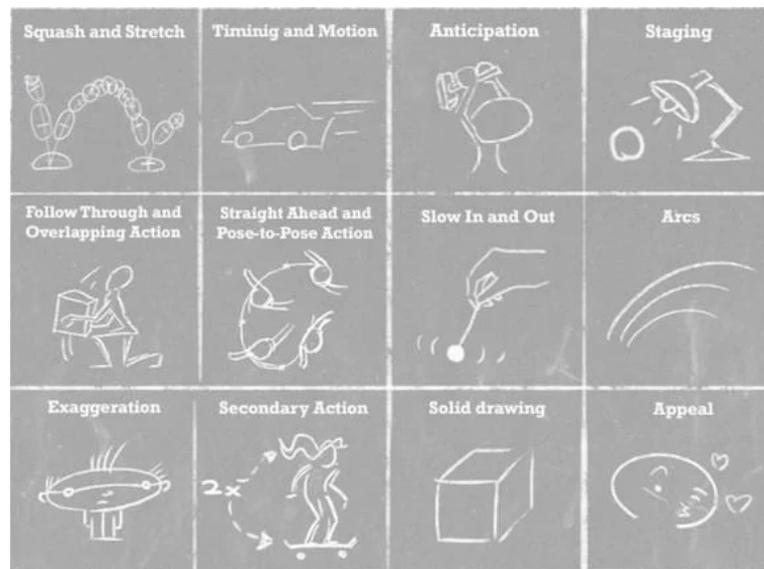
DJ Earworm  
Decade of Pop  
100 songs  
10 years

# ANIMATION

## Research



We did research on the types of animation software used, mainly Opentoonz, Blender, Keyshot, Pencil2D, Adobe Flash CS3. We searched for the 12 principles of animation and learned and incorporated them into the animation.



## Initial Idea

We started off thinking that only having mashups and putting together the music videos of all of the songs used in the mashup was enough, but realised that we had to change ventures to using a flip book or animation to create the video for the mashup.

# ANIMATION

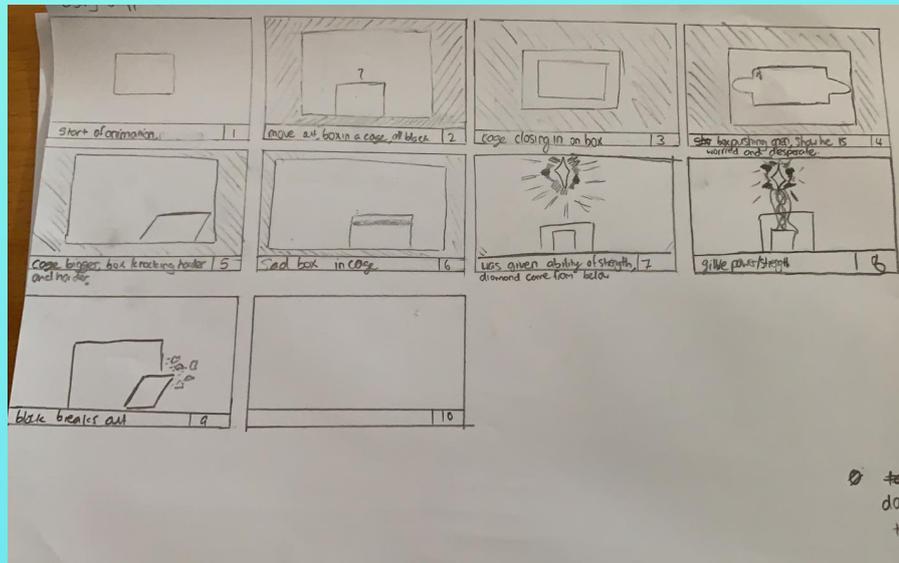
This will be the google drive containing some videos of our animation work on the subsequent pages that cannot be shown through PDF:

<https://drive.google.com/drive/folders/1NTj6Qvh1Kp86m2srJlE79-RevLFP8pDi?usp=sharing>

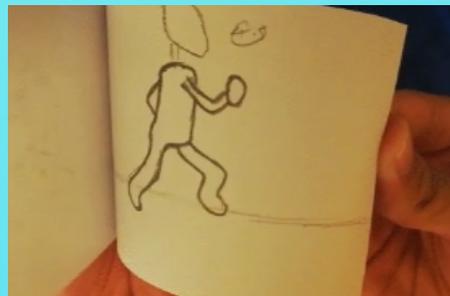
# ANIMATION

## Experimentation

We tried flip books at the start but realised how hard it was. We then tried animation and felt it was easier. We tried out animating human movements but felt that it was not the best decision due to our skill and time needed to learn. We used 12 frames per second for the animation as it was the best setting.



Refer to V1 in the drive

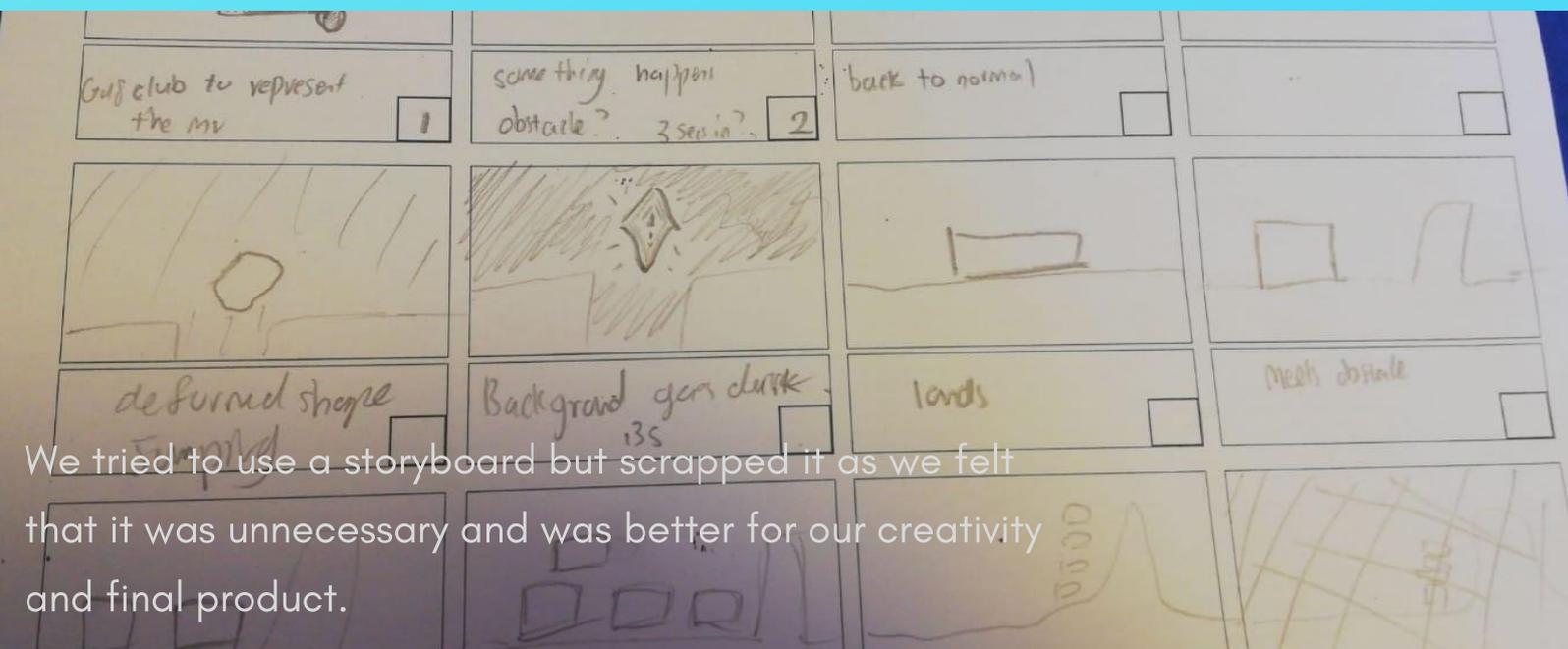


Refer to V2 in the drive



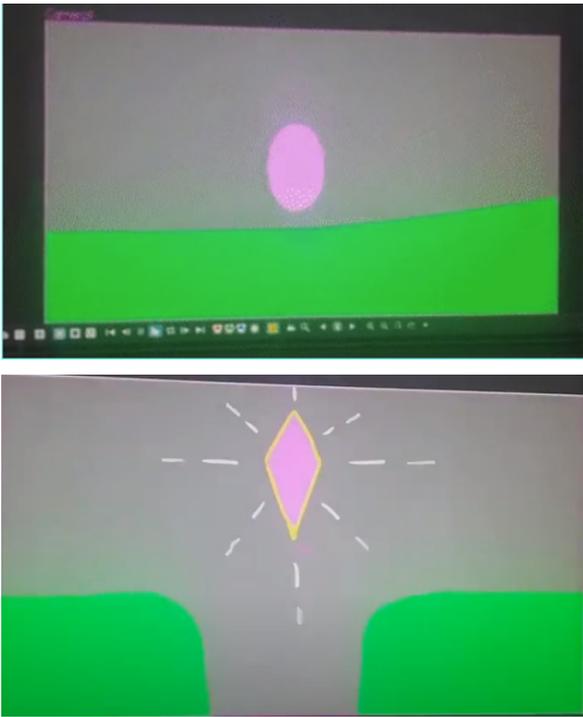
Refer to V3 in the drive

We used shapes for our animation instead of humans. We felt that it would be simple yet entertaining.



We tried to use a storyboard but scrapped it as we felt that it was unnecessary and was better for our creativity and final product.

# ANIMATION

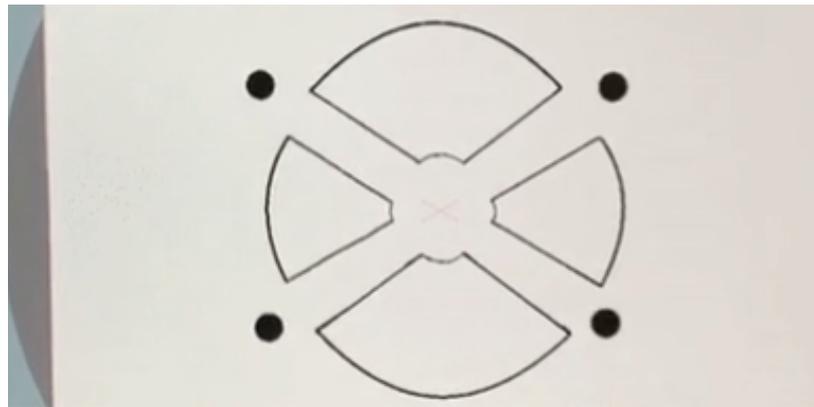


## Experimentation

- Tried coloured animation but it was not of good quality.
- Decided against it and used negative and positive spaces instead.
- Used ideas from the artistic references and found ways to incorporate them into the animation. We managed to do so, using black and white balls plus trails and water splashes

## Software and Methods

- Used Opentoonz as the animation software.
- Found ways to link up the animation with the mashup through sudden movement and colour change.
- It creates a surprising and satisfying feeling.



# ANIMATION

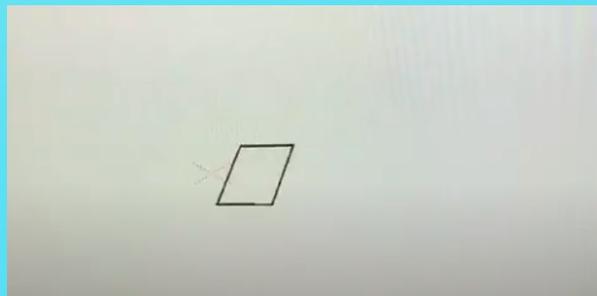
## Smooth Endings



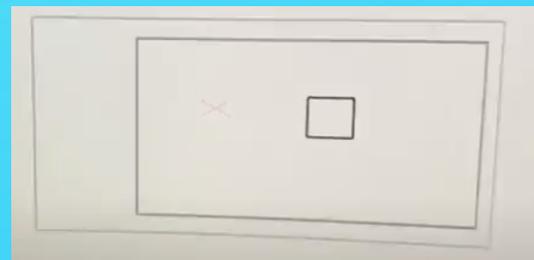
For the ending of the animation, we faded away, where the drastic things happened ended smoothly. Creates a sense of closure.



## Simple Shapes



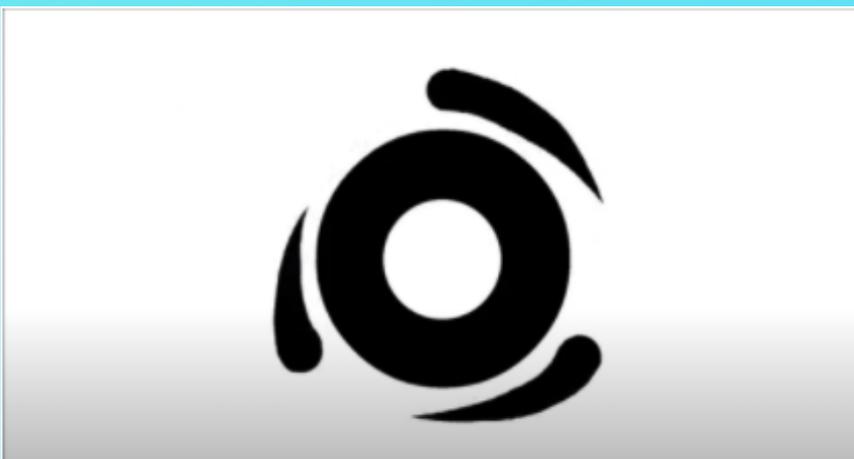
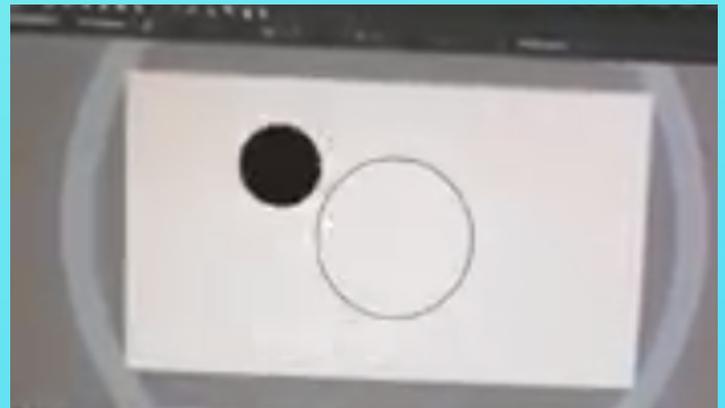
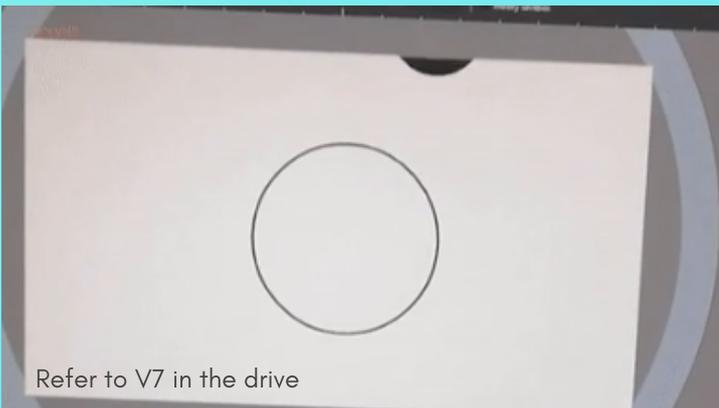
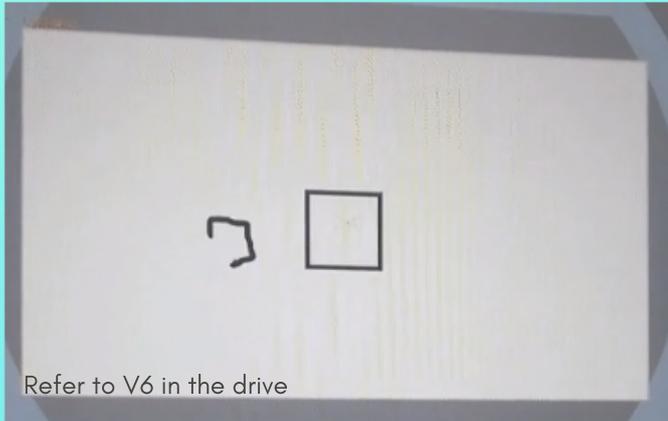
We only used simple shapes like circles, triangles, squares, rectangles and diamonds for the animation. We used black and white backgrounds that contrasted with the objects seen.



# ANIMATION

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## Mechanical and Natural



We tried to make the animations less mechanical by making the shapes move more often, using stretch and squash, the effect of acceleration, out and in frames and trails. It makes the movement smoother, cleaner and more natural.

# ANIMATION

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Prep work:

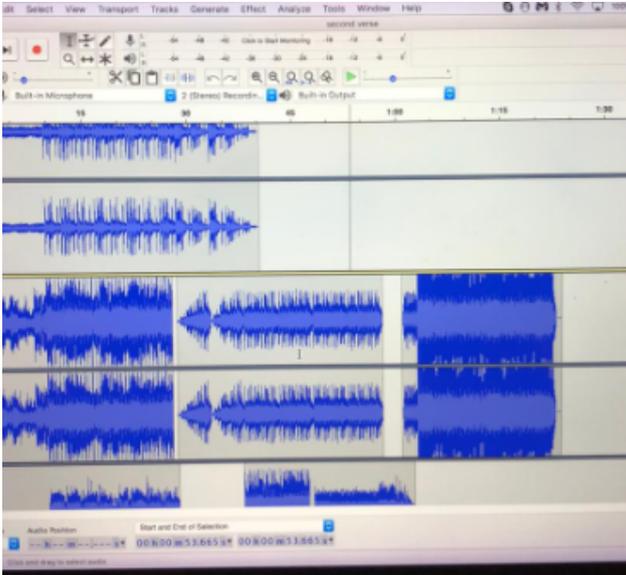
<https://drive.google.com/drive/folders/1xspiXwsOLFew26P7JcuznKpHb2GlaO5x?usp=sharing>

Final Animation:

[https://drive.google.com/file/d/1ahZtHBOPXF3goEU8YHO2uo26E\\_NojSvh/view?usp=sharing](https://drive.google.com/file/d/1ahZtHBOPXF3goEU8YHO2uo26E_NojSvh/view?usp=sharing)

# Mashup

## EXPERIMENTATION



[2010-2011-2012 year-by-year transitions]  
The mashup sounded like a compilation of different songs. No evident mashing of instrumentals, just many transitions between individual songs.

[Sorry X See You Again tryout (proposal mashup)]  
Initial mashing of these two tracks had a good buildup and progression in instrumentals. However, it was too slow and not many songs mash well with the track. Therefore, it was scrapped.



**BROWSING YOUTUBE/SPOTIFY FOR HIT SONGS.  
LISTENING TO THEM AND TRYING TO BRAINSTORM  
MASHUP IDEAS.**

## SOFTWARE AND METHODS

We used Audacity (Ryan) and Mixed In Key Mashup 2 (Lu Kiat). Mixed In Key has a very handy feature that analyses the harmonic compatibility of the pop songs. This feature, although useful, is unreliable and I have only used it a handful of times for the mashup. Audacity is just a normal free mashup software.



**MIXED  
IN KEY**

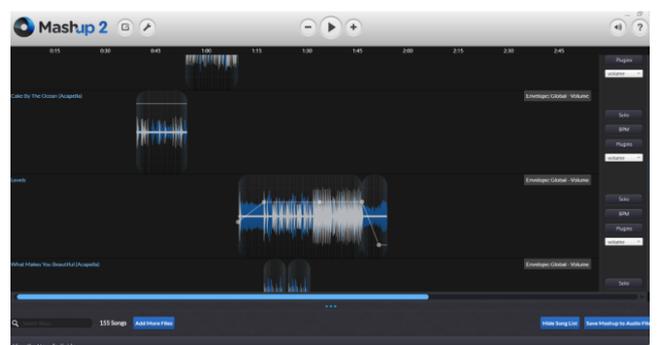
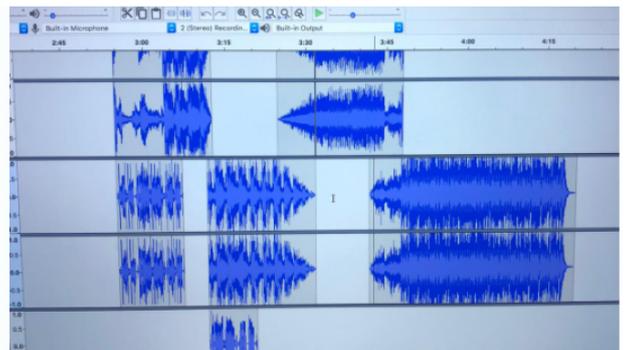
# MASHUP

## Selecting/Drafting

We separated out all the hit songs based on the year of their release, next we grouped the songs based on their pitches, tempos and chords. We went onto Youtube and researched various mashups by other people to find the artists that are usually mashed with each other. Then, we started to pull out songs from those artists and tried mashing them up as well.

## Mixing

We would start with the layering of instrumentals, making sure the instrumentals flow well and sound cohesive together. After having the instrumentals down, we add in the vocals and make sure that there is little to no audio dissonance or parts of the mashup where the keys and chords clash. After those, we would add in the background vocals and backing instrumentals.



# MASHUP

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Prep work:

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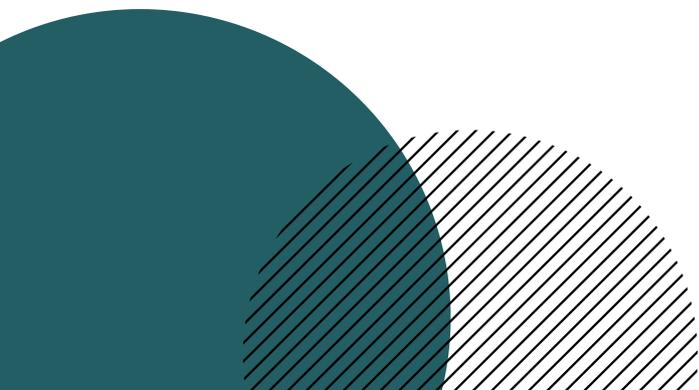
Final Mashups:

[https://drive.google.com/drive/folders/1dkgbpi6alQlvz3p6HRN\\_wjaQSg77Nc5v?usp=sharing](https://drive.google.com/drive/folders/1dkgbpi6alQlvz3p6HRN_wjaQSg77Nc5v?usp=sharing)

# GROUP REFLECTION



It was an overall positive journey. We had our ups and downs, but managed to persevere through it. We could not have done so without the support we received from the other group mates as well as our mentor. It was an enriching experience. We were able to take up the opportunity to learn new things and grasp new concepts. We all feel that it has been worthwhile and enjoyable despite the problems we faced.



# Personal Reflections

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Lu Kiat: This project taught me to not get overly attached to my ideas. In my mashup sessions, I brainstorm many ideas that sound good but despite hours of trying, the ideas do not pan out well and I had to scrap it in order to complete the project by final evaluation. I am usually hesitant to do so and this caused me to not have progress for days. The mashups were also harder than anticipated. Despite this and the many burnouts I had, this project made me bond a lot with my group mates and develop a passion for mashups.

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Ryan: I found the whole project to be an eye opening experience. Initially, I had 0 experience using all the mixing softwares and was very new to the idea of creating a mashup. It took me quite some time to learn how to operate the software as well as get familiar with the details such as the chords and pitch differences. Overall, I learnt that doing mashups and animations are not easy and this helped me gain much respect for the people that do them for a living. Despite the challenges, our group was able to display the strength of teamwork as we were largely able to coordinate with each other about when to finish a certain part of the mashup to be animated.

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# Personal Reflections

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Chuyue: This was definitely an enriching experience for me since I learn a lot more about animation. I underestimated how time consuming animation was and realised the effort that went into making it behind the scenes. It was difficult at the beginning to pick up a new skill since I had no prior knowledge in animation. The software was not very helpful either with frequent crashes and frames being saved over other frames. This definitely caused me to lose some work and frustrated me. However, it was still quite fulfilling as I could see the improvements I have made.

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Joe: I had 0 experience. I met a lot of challenges, mainly the loss of 2300 frames and 3 projects due to the crashes and corruptions nearer to the final evaluation. I had to spend many nights sleeping late to complete the animation before final evaluation. I felt that my animation skill has developed significantly. I feel that animation has grown on me and i like it now. Despite the challenges faced, it was a fruitful and fun experience overall. I would personally animate again if i can.

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# FINAL PRODUCT

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A website to the video and 3 other mashups made:

<https://joeong2004.wixsite.com/website>

# REFERENCES

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- Wassily Kandinsky, 1923. Transverse-Lines. [image] Available at: <<https://www.wassily-kandinsky.org/images/gallery/Transverse-Lines.jpg>> [Accessed 6 April 2020].
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- Youtube. 2020. Geometry Dancing By Coinlol | Geometry Dash 2.11. [online] Available at: <<https://www.youtube.com/watch?v=WYD8-IEhRtl>> [Accessed 6 April 2020].
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- Viprin. (2020, January 21). “Double Dash” (Demon) by Zoroa GD | Geometry Dash 2.11 [Video]. Retrieved 1 June 2020. YouTube. <https://www.youtube.com/watch?v=3PMbAZkExVM>
- DJ Earworm. (2019, November 19). DECADE OF POP • 100 Song Mashup | DJ Earworm [Video]. Retrieved 4 April 2020 YouTube. [https://www.youtube.com/watch?v=Uhlte8t6BEg&feature=emb\\_logo](https://www.youtube.com/watch?v=Uhlte8t6BEg&feature=emb_logo)

# REFERENCES

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## Songs that were used in all the mashups:

California Gurls (Katy Perry ft. Snoop Dogg)  
Uptown Funk (Mark Ronson ft. Bruno Mars)  
Somebody That I Used To Know (Gotye ft. Kimbra)  
Party Rock Anthem (LMFAO ft. Lauren Bennett, GoonRock)  
Pumped Up Kicks (Foster The People)  
Starships (Nicki Minaj)  
Cake By The Ocean (DNCE)  
Tik Tok (Ke\$ha)  
Levels (Avicii)  
What Makes You Beautiful (One Direction)  
Roses (The Chainsmokers ft. Rozes)  
Dynamite (Taio Cruz)  
Talk Dirty (Jason Derulo ft. 2 Chainz)  
Shape Of You (Ed Sheeran)  
Dance Monkey (Tones And I)  
Worth It (Fifth Harmony)  
Same Old Love (Selena Gomez)  
Cheap Thrills (SIA ft. Sean Paul)  
Closer (The Chainsmokers ft. Halsey)  
Airplanes (BoB ft. Haley Williams)  
Faded (Alan Walker)  
Let Me Love You (DJ Snake ft. Justin Bieber)  
All We Know (The Chainsmokers ft. Phoebe Ryan)

# REFERENCES

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## Songs that were used in all the mashups:

It Ain't Me (Kygo ft. Selena Gomez)  
Perfect (One Direction)  
Style (Taylor Swift)  
Youth (Troye Sivan)  
There For You (Martin Garrix ft. Troye Sivan)  
Sugar (Maroon 5)  
Can't Stop The Feeling (Justin Timberlake)  
Stay (Zedd ft. Alessia Cara)  
Sorry (Justin Bieber)  
Dancing With A Stranger (Sam Smith ft. Normani)  
Breathin (Ariana Grande)  
Animals (Maroon 5)  
Centuries (Fall Out Boy)  
Havana (Camilla Cabello ft. Young Thug)  
Lean On (DJ Snake ft. Major Lazer, MØ)  
I Took A Pill In Ibiza Seeb Remix (Mike Posner ft. Seeb)  
Now Or Never (Halsey)  
Needed Me (Rihanna)  
Where Are U Now (Skrillex ft. Diplo, Justin Bieber)  
What Do You Mean (Justin Bieber)  
Wolves (Marshmello ft. Selena Gomez)  
Despacito (Luis Fonsi ft. Daddy Yankee)  
Get Lucky (Daft Punk ft. Pharell Williams)