

The creative project will take the form of a 2 channel video projection with 2 channel stereo audio, or Dolby 5.1, and a sculptural installation. Key technological features being audio reactive image creation, adaptive layered soundscapes and acoustically engineered space.

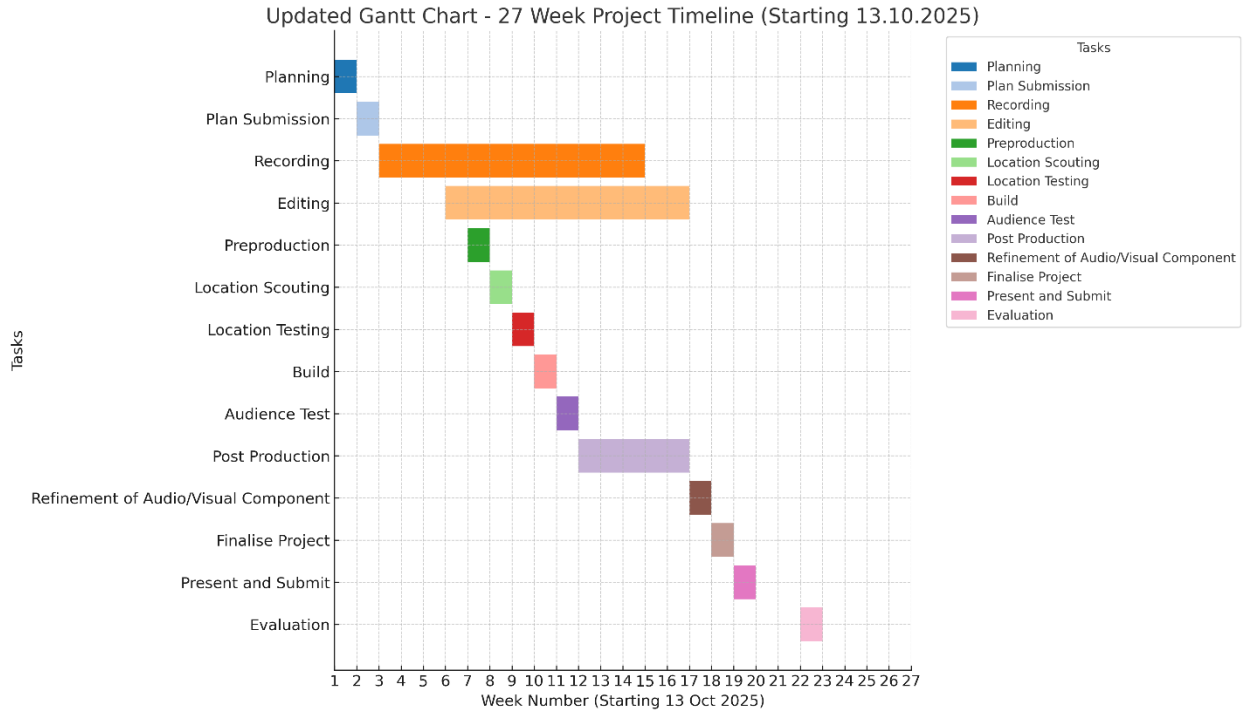
This nonlinear time based art aims to create an immersive audience experience that disrupts the structures of traditional narratives through constantly evolving dynamic processes. Each viewer will experience the artwork differently be that visual, temporal and acousmatic. The content of the videos however will contain components that demonstrate diegetic and non diegetic sound design.

The aural and aesthetic considerations of the project inform each other, as the sound affects the image as the image affects the sound. The space in which the artwork is presented correlates to the audience experience which should not overdetermine how an audience member will react or set up an expectation that they should have a certain response (Kurth 2024).

Production techniques that will be brought to the project will be developed as an ongoing concern, building upon experience gained. Current skills in audio capture, field recording, foley and creative synthesis will aim to complement and develop skills in audio post production, studio techniques, mixing and mastering. Analytical skills in addition to a critical appraisal of the work created will be essential to a deeper understanding of creative projects present and future. In the broader field of creative practice, skills will be researched and developed in generative art, both visual and aural, as well as new media art representation and AI practical application. These meta skills aim to increase employability across many mediums in the wider creative economy. It is important to stress, that this is not a video production exercise, more an audio piece that explores the relationships that sound engineering forges with disciplines in wider cultural practice.

Representation also involves curatorial choices, such as the environment in which the media is displayed, the equipment used, and even the physical space's arrangement. These factors contribute to the overall experience and can either enhance or detract from the work's impact. Proper representation is crucial, as it helps convey the artist's intended message and ensures the audience's engagement throughout the media's temporal unfolding. (Gumus, 2024)

The timescale for implementing the plan will be forecast using a Gantt chart (see attached). While there is value in developing plans rapidly, rushing the process can be harmful as well. A good plan involves analysis, creativity, and thought. (Kaiser, 2019). Objectives are described in specific terms, are measurable and attainable, and action oriented, realistic and bound by time (Kerzner 2022, p351).

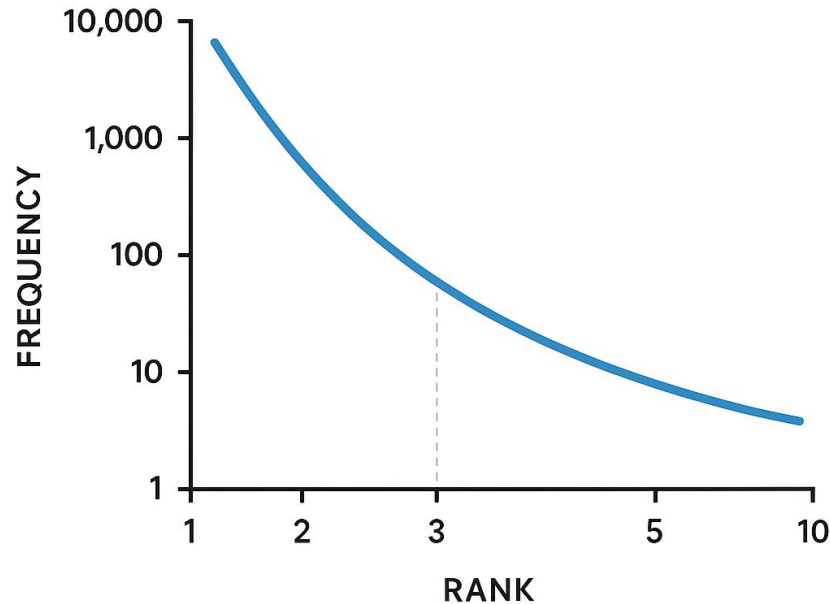


Planning a project can be marked out in stages using a process known as scaffolding. This makes large culminative tasks more manageable by completing each stage before moving onto the next.

There are nine major components of the planning phase:

1. Objective: a goal, target, or quota to be achieved by a certain time.
2. Program: the strategy to be followed and major actions to be taken to achieve or exceed objectives
3. Schedule: a plan showing when individual or group activities or accomplishments will be started and/or completed
4. Forecast: a projection of what will happen by a certain time
5. Budget: planned expenditures required to achieve or exceed objectives
6. Organization: design of the number and kinds of positions, along with corresponding duties and responsibilities, required to achieve or exceed objectives
7. Policy: a general guide for decision making and individual actions
8. Procedure: a detailed method for carrying out a policy
9. Standard: a level of individual or group performance defined as adequate or acceptable (Kerzner 2022, p352).

ZIPF'S LAW CREATIVE OUTPUT



The creative project is a dynamic brief, set to broad objectives by the University and the Client, the student, must respond to the brief with a fully formed, well researched and developed product. Using Kerznerns Project management as a guide, the brief is adapted to respond so a project cannot be successful unless it is recognized as a project and has the support of top-level management. Top-level management must be willing to commit company resources and provide the necessary administrative support so that the project easily adapts to the company's day-to-day routine of doing business. (Kerzner 2022, p300). Substituting *management* and *company*, for *University*, the project will be proposed and seek resources to enable research, development and resolution.

The space in which the final piece is presented could be private or public. A creative will to present the project in a public setting for engagement will require research and planning into public art and the logistics of such presenting.

When considering the challenges of commissioning public art, I believe it is fair to state that temporary works are often more dynamic, innovative, and emotionally or culturally challenging – in part because these works are temporary. (Cartiere and Schrag 2022, p14)

Word Count: 800

Creative Project SWOT analysis

Project title – Multimedia/Sound Design Option

Strengths

- My own short film, I build the images and the narratives.
- The images inform the sound and the sound informs the image, a two way dynamic. The film can be altered as the project progresses.
- Production will involve implementation of a variety of audio visual programs over multiple platforms, including but not limited to Ableton, ProTools, VCV rack, Final Cut, Touchdesigner, Blender. External hardware could be involved by using quality microphones, recorders, samplers, synthesizers, overhead projectors. Set design and building of screens will also be an option.

Weaknesses

- Limited camera equipment, outsource of production and presentation equipment.
- Basic knowledge of some of the production programs.
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Opportunities

- I will own the visual and sound design of the final product, copyright is in my name. Product would be easier to licence or present in and on any platform.
- Unique product to showcase, could present in unusual locations.

Threats

- Time management
- Taking on a large project and setting goals, learning programs presents a steep curve to a final product.

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