SoGC and Reference Page

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SoGC

1.Why did you choose this topic? This genre? How are the two connected?

 I chose my topic on music influence, because I am extremely interested in music and have always been curious of it’s overall effects. I really wanted to concentrate on music being a mode of influence, rather than just a form of entertainment. The genre I used to portray my project was through podcast. This easily connected to my topic, because it shared the audio aspect that music is so widely known for. When composing, I wanted my audience to be able to hear and visualize the information, so a podcast functioned to be the best genre for my topic.

2. What was your process of composing? What materials and technologies did you

work with? What decisions did you make? Why?

 My process of composing included a great deal of trial and error! This process incorporated myself sitting and reading from a prewritten script into my camera microphone. From here, I would upload my camera footage onto a program called Final Cut Pro X. Typically a video software program, I used my footage and detached the audio onto black background to create a podcast style look. In order to shy away from a mundane podcast, I decided to incorporate various medias and background songs throughout my project. An example being, an audio clip of the broadcasted news footage declaring John F Kennedy’s death. In order to preserve high quality audio, I took these audio clipping from youtube and converted them into MP3’s through a program called [convert2mp3.net](http://convert2mp3.net). This website functioned as a great affordance. Without it, I would have had to manually recorded the audio off Youtube, giving the audio a grainy and distant sound. I would then download these MP3s into my iTunes account before translating them over to Final Cut Pro X. In finishing my project, I would use Final Cut Pro X to align the audio into their correct spots and add text boxes over the black background. These texts would include the podcast title, various sources, and other texts needed to help communicate my topic to my audience. I would then overlook my project before sharing it to youtube and attaching links to both my SoGC and reference page.

3. What were your constraints and how did you overcome them?

 In filming my podcast, I faced many constraints. As many know, college campuses are’t the most quiet, so my biggest problem was finding a recording spot with little audio interruption. I had to carefully arrange my schedule around my roommates, so I could record the podcast in my dorm. Many times, I had to rerecord audio because of various interruptions: beeping of the garbage truck outside my window, my roommate walking in on accident, and the maintenance man to name a few! Another constraint involved learning programs such as Final Cut Pro X and [convert2mp3.net](http://convert2mp3.net). This required a lot of time and frustration to achieve the final result of obtaining and producing clean audio. An affordances included me already having some knowledge on how to work with video on Final Cut Pro X. (I mostly had to learn how to detach the audio of the video clippings and place them onto a background to achieve the look of my podcast.) My roommate’s schedule involved morning classes, so as a morning person, I was easily able to work on my project while she was gone. My last affordance includes me already having experience in front of a camera. This really helped me stay confident when recording my podcast and developing a voice. Through my experience with various constraints and affordances during this project, I developed a newfound respect for those within the podcasting industry. Podcasts aren’t as easy as I thought; they take a lot of time, effort, and dedication.

4. How does the design function rhetorically? What is the expected impact on the

audience?

 I used several aspects to create the overall design for my project. Visually, I didn't want the podcast background screen to distract from audio. I kept the background black, and overlaid modern-style text in white to communicate my podcasts name, my sources, as well as other pieces of text to further my topic discussion. I chose the black and white colors to make make my text stand out against the background and appear to be minimize any visual distractions. In respects to audio, I designed my podcast to have very little blank space. This functioned to help progress my podcast and hold my audience interest. To avoid constant speaking, I made sure to include multiple breaks with music playing. This functioned to allow my audience time to process my research and information, meanwhile enjoying catchy music that pertained to the subject. Overall, the design of my podcast functions to effectively capture my audience attention and shine light on music’s ability to influence over entertain. The intended impact I’d like to leave on my audience is for them to walk away from my podcast enlightened and informed on music influence. I’d like them to consider the music they listen to and how it’s designed to function rhetorically.

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