

the roots of music

RESEARCH + DEVELOPMENT

OBJECTIVES

- / Keep children off the street
- / Bring children from different parts of the city together
- / Support economic development efforts in New Orleans
- / Develop talent for NOCCA and other intensive music education programs in New Orleans high schools
- / Build a nationally-recognized marching band

MISSION

The Roots of Music empowers the youth of New Orleans through music education, academic support, and mentorship while preserving and promoting the unique musical and cultural heritage of our city. Our goal is to provide our kids with the resources they need to lead positive, productive, self-reliant lives.

FOUNDERS

Derrick Tabb
Allison Reinhardt





LINDA WILLIAMS
 Age: 35
 Occupation: Nurse
 Location: New Orleans, LA

Linda is a single mother of two boys. Her oldest is in 8th grade and her youngest is in 3rd grade. She is a nurse and frequently picks up extra shifts at nights for extra money. Often her two boys are responsible left to be responsible for their homework. Her oldest son is very interested in music and is the band at his school. She is very protective of her two boys.

HARDWORKING SINGLE MOTHER
 PROTECTIVE MIDDLE CLASS

THINKS

- I wish I could provide more opportunities for my kids.
- Thinks that more involvement in community is a good thing.
- She doesn't get enough time with kids
- thinksthat New Orleans can be dangerous.
- MUSIC is important
- She's young good looking
- Worried for child's learning environment
- SAD she can't provide everything for her kids
- Like her city's culture is important
- do get involve in the community more
- stressed balancing work and home life

FEELS

SAYS

- Jazz music is my favorite
- Not going
- I am very proud of my sons
- I don't have time to do fun things for myself
- Dont do Drugs! stay out of trouble.
- "I love you!" to her kids every day
- Stay in School!
- Schools aren't teaching the right things these days
- ... to be a rockstar

DOES

- Loves her kids very much.
- Wants the Best for her kids.
- Happy when she sees her boys succeeding
- Likes her eldest's interest in music
- Linda Williams
Age: 35, Occupation: Nurse
- WORKS NIGHTS
- WANTS TO START DATING AGAIN
- PAYS FOR ALL KIDS' EXPENSES
- Play guitar Love to attend the music festival
- Goes to church every Sunday
- Works Long Hours to provide for family.
- Drinks after children in bed
- close all house chores/visit

PERSONA + EMPATHY MAP / 02

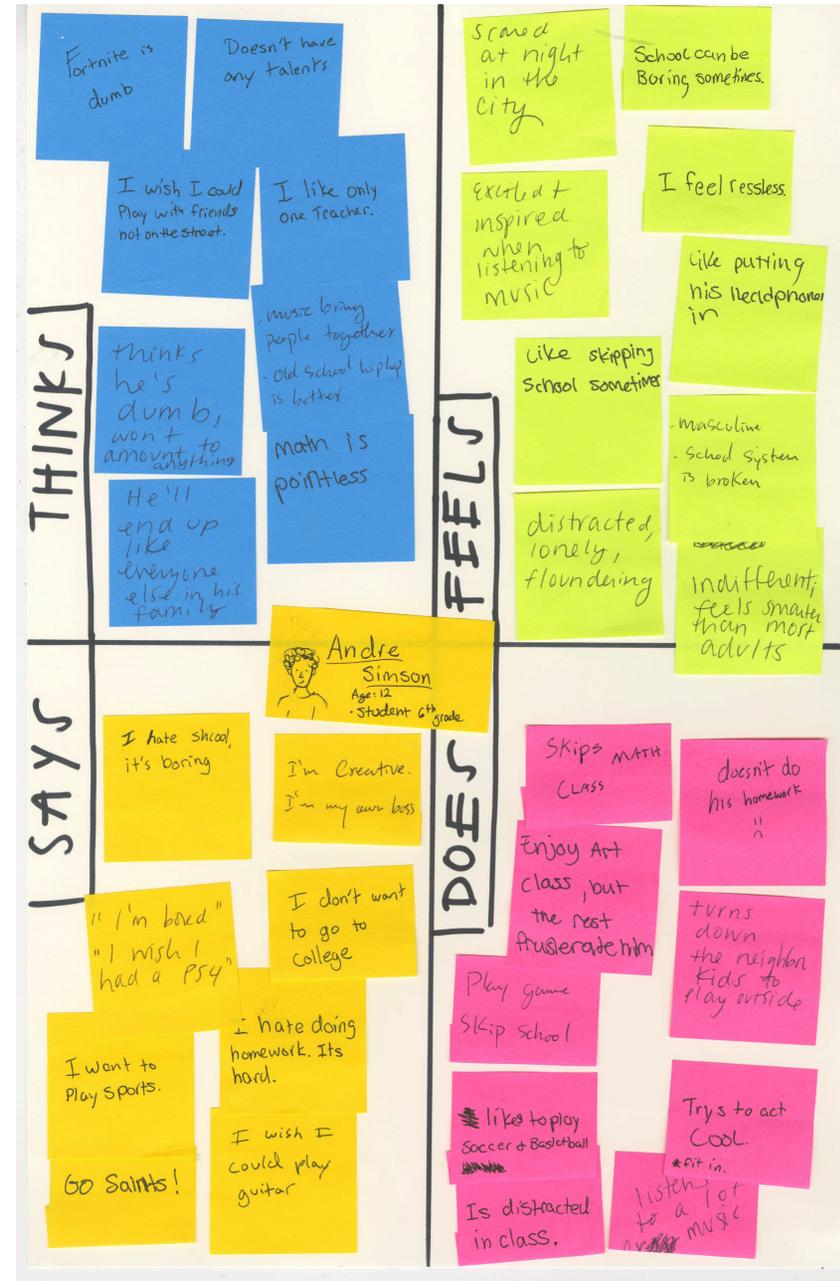


ANDRE SIMPSON

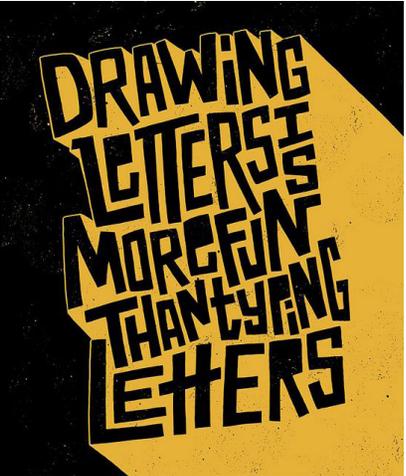
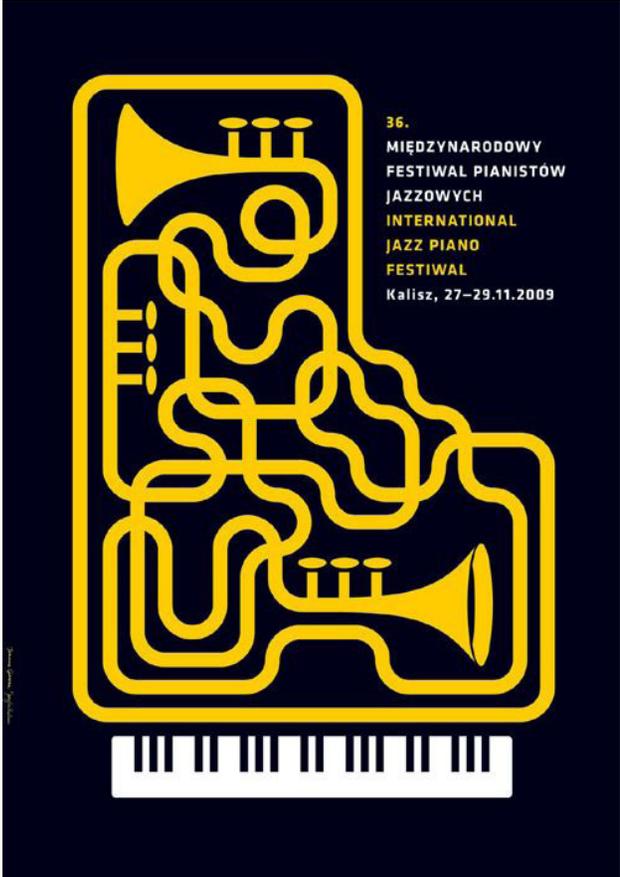
Age 12
Occupation Middle School Student
Location New Orleans, LA

Name is a 6th grader in New Orleans. He really enjoys music, football, and hanging out with his friends. Although his mom is pretty strict on him, he is still a little rebellious and tends to act out from time to time skipping school and other small things of that sort. Of his friend group he is the one that is in the least trouble and is the one that will say, "we shouldn't do that".

- RAMBUNCTIOUS
- AT-RISK
- LOWER CLASS FAMILY
- ARTISTIC



MOODBOARD / INSPIRATION



BRAINSTORM SCRIPT

Brainstorm Script - Keaton, Cart, Katherine, Hayley

Beginning - Keaton

- 314,000, or 29 percent, of Louisiana's children live in poverty as of 2016. Only 27 percent of Louisiana's youth were impoverished in 2010.
- Fourteen percent of Louisiana's teenagers were not in school or working in 2010. Approximately 29,000, or 11 percent, of the state's teens found themselves in that situation in 2016.
- Louisiana, 60,000, or 49 percent, of children ages three and four were not enrolled in school from 2014 to 2016. By comparison, 47 percent of young children statewide were not in school from 2009 to 2011.
- Seventy-four percent of Louisiana's 4th graders are not proficient in reading, but that's an improvement from 82 percent in 2009. Louisiana's average in this category is also worse than the national average of 65 percent.
- Twenty-one percent of Louisiana high schoolers did not graduate on time in the 2015-16 school year, but that is an improvement from 29 percent in the 2010-11 school year. In comparison, the national average of high schoolers not graduating on time was 16 percent from 2015-2016.

Music

<https://www.youtube.com/watch?v=j4YPMfAPW0>

<https://www.youtube.com/watch?v=71Gt46aXQZ4>

https://www.youtube.com/watch?v=ioOzsi9aHQ0&list=PLJzeyhEA84sQKuXp-rpM1dFuL2aQM_a3S&index=4

https://www.youtube.com/watch?v=5trSdWbpc4u4&list=PLJzeyhEA84sQKuXp-rpM1dFuL2aQM_a3S&index=47

https://www.youtube.com/watch?v=noHowqKYSXNI&index=76&list=PLJzeyhEA84sQKuXp-rpM1dFuL2aQM_a3S

https://www.youtube.com/watch?v=ec0_eRvrol_0s&list=PLJzeyhEA84sQKuXp-rpM1dFuL2aQM_a3S&index=100

Beginning - Cart

-Black Screen-

-background music that relates to subject matter+
Open with an introduction to the illustration style/organization.
"example" New Orleans is a place full of rich, musical heritage. Roots of Music is an organization focused on.....

Present the problem

There is a huge amount of youth in New Orleans that lack the means/doorways to musical education, including educating them on the New Orleans history that intertwines with it.....?

If we are primarily using illustrations and voice-overs) for the beginning section, we need to nail down our illustration style and such.

Id like to make the illustrations move with the timing of the music
Pull 3 of the bigger links and put in the beginning

Hand drawn- ish

THREE STATS

Poverty

New Orleans had the nation's highest official poverty rate among the 50 largest metro areas in 2017, according to Census data.

Parents

51% of parents in New Orleans worry about violence around their children in school.

school/community

The rate of drug use among high-school youth in New Orleans is 3x higher than the national rate.

Middle - Katherine

Ideas...

Have someone narrate the story/text parts of it. Need background music as well and a few sound effects (but we'll get to that much later)

Beginning of Middle... we dive into the WHAT of Roots of Music:

Possible wording to incorporate from website:

"We believe music has the power to transform lives"

"The Roots of Music empowers the youth of New Orleans through music education, academic support, and mentorship, while preserving and promoting the unique, multicultural heritage of our city."

Dedicated to empowering the youth of New Orleans

"Program provides music history and theory, instrumental instruction and ensemble performance prep

"Serve kids ages 9-14 from low-income households, provide hot meals + transportation to reduce common barriers to participation.

WHAT THIS MIGHT LOOK LIKE: Do we want all the wording/text to fade in and out like the illustrations we liked on Pinterest? Like that one particular motion graphic? I think this could be a really great transition also, not just with text. We don't want to bombard the viewer with too much information so we can pick key phrases that are the most powerful and interesting. Also, show one phrase at a time, fading in and out at a moderate pace, like telling a story. Maybe only certain key words fade in and out?? Like "empowering" and "transform", etc. Thoughts?

Provide some NUMBERS/STATS in a creative way:

Open 5 Days a week, 12 Months a year

2500 hours of music education

30,400 meals

1400 bus journeys

150 instruments

WHAT THIS MIGHT LOOK LIKE: We want this part to be super creative and not list-like or treated the same way as the text/story, so maybe we have this big infographic illustration and it kind of pans into each statistic, zooming in and out and around. I see like a cool, city, neon "open" sign (kind of like open for business sign" for the first stat. For the Music education stat we can add in bits of illustrations of different instruments or maybe even a teacher and student in a music classroom? Just kind of overlay and fade in/out these illustrations so that they look playful and engage the viewer so there's not just type and numbers on the screen. For 30,400 meals maybe plates or cups slide in and out of the graphic giving more information or showcasing different New Orleans food (playing to the cultural part of it too). 1400 bus journeys-I picture a cute kids bus rolling down a city street bustling with music and kids playing all sorts of instruments inside. Again, this illustration can be very loose and playful and expressive, rather than super realistic or too vector-y. Again, keeping to the hand

drawn-esque quality we are looking for so it's not too clean and corporate. 150 instruments---different instruments pop out from different sides of the graphic with lots of lines and shapes coming out of the instruments almost like confetti to indicate sound.

Get into the MAIN MESSAGE:

MAIN POINTS/OBJECTIVES

Keeping kids off the streets

Bringing together children from different parts of New Orleans

Support Economic development and music education

Self expression

Celebrate culture

Wants kids to lead positive, productive, self-reliant lives

WHAT THIS MIGHT LOOK LIKE: These are the main objective listed on their website so I think these are pretty important. These are their MAIN GOALS for the program. So again, we might list these like the other text-based parts of the graphic OR we can treat these differently. Ultimately we want to highlight the positive and fun and celebratory nature of the program and their goals. Maybe there's a kid playing a trumpet or a piano (or anything) and the phrases kind of list out in a way that matches the beat, then fade away, and then after that another goal plays to the tune and then fades like the previous one.

End with a CALL TO ACTION (Red--This might fit better in the END part of the motion graphic):

HELP/GET INVOLVED with The Roots of Music by volunteering time, following on social media, spreading the word, and signing up for newsletter (GIVE TIME + FOLLOW ROOTS + STAY IN TUNE) --I like this call to action phrasing!

WHAT THIS MIGHT LOOK LIKE:

Fading in and out in a not-too-clean-typeface, we can end with "Get involved with the Roots of Music" -- this fades out and now enters the call-to-action: "Give Time" (maybe clock hands or a ticking sound is illustrated during this part) or one of those cartoon alarm clocks that shake and ring in the morning. This fades out and now enters "Follow Roots" and we show their social media (but we'll hand draw the social media icons instead of using the actual platform logos). This fades out and now enters "Stay in Tune." This is referencing their newsletter so maybe we illustrate that in a unique way, maybe the paper rapidly flips pages towards the end and then fades.

Hopefully this makes sense!

End - Hayley

Hayley Rutledge

Research

<https://www.nola.com/expo/news/erny-2018/07/3165ddb6dc7495f16-statistics-that-show-how-to.html>

Part 3 of Roots of music script

SFX: low beats of drum. To evoke a serious and somberness

Voice over: "the roots of music has done so much and can do so much more with more support. These kids are hard and are on the streets and see the harshness of life."

Fade in from center out: Illustration of a kid sitting down hugging their legs a single street light illuminates them. More of the environment fades in showing a street at night. Fades out.

Fade in illustration of kids lining up for a meal at roots of music.

Voice over: Child poverty is real for these kids not just in New Orleans but in Louisiana.

Fade in uplifting, music fadeout illustration

Fade in from center out: Illustration of 3 kids smiling and holding instruments. And two adults handing them other instruments

Voice over: "Derrick Tabb, Allison Reinhard the founders of roots of music want you to help these kids by bringing joy back to their lives through music."

Fade in new illustration with yellow back ground (symbolize happiness) of kids playing music in a band.

Voice over: "these kids deserve to have a safe place to come and be kids and have time to dream and perse opportunities. Go and donate now and make an impact your contribution matters."

Fade out band illustration

Fade in the roots of music logo, with the word donate underneath.

Fade out.

TREATMENT / OLD SCRIPT

The Roots of Music Script

BEGINNING

SFX: Band drums and instruments playing

Voice Over: Lists 3 statistics about New Orleans relating to kids

Shot: Illustration of Louisiana & New Orleans

Stat 1: Child Poverty

Voice Over: Talks about the first statistic (*New Orleans had the nation's highest official poverty rate among the 50 largest metro areas in 2017, according to Census data.*) add *Census data year*

Shot: Illustration/ infographic

Stat 2: Unstable Homes (Parents/ Adult)

Voice Over: Statement talks about how problem affects kids and how it causes distress. (*51% of parents in New Orleans worry about violence around their children in school.*)

Shot: Revolves through illustrations of hard working parents, no parents, bad parents, ect.

Stat 3: School or Community

Voice Over: Talks about the 3rd stat (*In New Orleans, the rate of drug use among high school youth is 3x higher than the national rate.*)

Shot: Illustration of school, kids in classroom, kids struggling with homework.

Transition: Fades to black, pause in music, voice over "But one Organization is trying to change all of that through roots of music"

MIDDLE

SFX: fade in Band music. *The energy of music is quick and up beat. Music is based on New Orleans jazz and band.*

Description: This section of the video talks about Roots of Music and the work they do. Establish the organization's philosophy or empowering youth and lighting the creative seed in every child to be happy and pursue dreams.

Voice Over: GIVE TIME + FOLLOW ROOTS + STAY IN TUNE. These are the words that are the foundation of Roots of Music.

Solve Problem 1: Roots of Music provides meals to kids who can't afford a meal.

Voice Over: "We serve kids ages 9-14 from low-income households, provide hot meals + transportation to reduce common barriers to participation.

Shot: Illustration of community giving to kids, Kids looking down at the ground look up with a smile. Kids opening a fridge and not finding it empty and looking surprised.

Solve Problem 2: Roots of music provides a stable support system where parents are absent.

Voice Over: "Lots of kids live in unstable homes and feel unsafe or alone. Roots of Music empowers the youth of New Orleans through academic support, and mentorship, while preserving the unique musical and cultural heritage of our city."

Shot: Illustration of kid crying by themselves and another kid extending a hand and making friends. The kid becomes a part of a group and looks happy. A music teacher in front of a class.

Solve Problem 3: School and community are dangerous and roots of music provides a safe place.

Voice Over: We have a place that kids can come and stay off the streets. We are Open 5 Days a week, 12 Months a year. So far, we've provided 2500 hours of music education, generated 30,400 meals, given 1400 bus journeys, and collected 150 instruments.

Shot: Quickly show small transitioning illustrations of an open sign on a door. Door opens to a classroom with kids learning music. Zoom to a kid at a desk and food appears on desk. Desk transforms into a bus, bus transforms into a tuba or a large instrument.

SFX: Band music begins to relax and fade out.

Transition to End Description: (Bring up call to action) Evoke the energy and diversity of the organization. Try and show that all kids come from all walks of life and have their own struggles. (This hardship will lead into serious tone at the end)

SFX: Music stops to create a dramatic pause.

ENDING

Shot: Text: GIVE TIME + FOLLOW ROOTS + STAY IN TUNE.

Voice Over: "We give time to our kids, We teach them to follow their dreams and to be proud. Roots of Music helps them stay in school and off the streets for a better future."

Text slowly fades out, 0.5 second pause of silence.

SFX: Low beats of drum to evoke a serious and somber tone (possibly Blues)

Voice Over: "The Roots of Music has done so much and can do so much more with more support. These kids are on the streets and are exposed to violence."

Fade in from center out: Illustration of a kid sitting down hugging their legs a single street light illuminates them. More of the environment fades in showing a street at night. Fade out.

Voice Over: "Child poverty is real for these kids not just in New Orleans but in Louisiana."

SFX: Fade in uplifting, music (uplifting band music or energetic jazz).

Shot: Fade in new illustration with black background Kid is standing alone, kid follows the upbeat music, background transitions to yellow background (symbolizes happiness) kid smiling and holding instruments. Zooms in on kid and he transforms and is now wearing the Roots of music Band uniform.

Voice Over: "Derrick Tabb and Allison Reinhardt, the founders of Roots of Music, want you to help these kids by bringing joy back to their lives through music."

SFX: Large single instrument sound.

Shot: Kid is smiling and playing an instrument matching the single instrument sound. Fades out.

SFX: Music continues to be upbeat.

Voice Over: "These kids deserve to have a safe place to come and be kids and have time to dream and pursue opportunities. Go and donate now and make an impact. Your contribution matters."

Shot: Fade in the Roots of Music logo, with the words "donate today" underneath. Fade out.

###

TREATMENT / NEW SCRIPT

The Roots of Music Script

Black screen.

Upbeat New Orleans Jazz music throughout the motion graphic with transformations and key words moving to the beat of the music.

Style of illustration is loose, simple, stylized. It looks similar to loose pen drawings.

The Roots of Music logo type reveals itself in script form as though it's being written onto the screen as accent lines, with small points following the outlines.

A line from the end of the logo on the letter "C" of Music circles the logo in a counter-clockwise fashion.

The logo remains circled briefly and then the line rewinds, and the script is unwritten, making the screen black again.

Lines coalesce and begin to form the shape of New Orleans, presenting a statistic: *(45% of children in New Orleans were found to be below the poverty line, according to 2016 census data.)*

The lines forming New Orleans retract, and then form a row of children and parents, showing the second statistic: *(51% of young people in New Orleans are worried about violence.)*

"Roots of Music is dedicated to empowering youth" appears swiftly in a hand lettered, painted-sign style. A "marker," that resembles a stylized music note (a rounded-corner arrow with a short tail) sweeps in a reverse "S" motion through a select few of the hand rendered letters aiding in the dynamic transition of the previous quoted phrase.

The "marker" then reverses the previous "S" path to hide the quote. Ending in the bottom left corner.

Previous quote has disappeared. The marker/arrow/line will transform into a tuba and the part of the phrase "Through academic support, music education, and mentorship" will reveal itself out of the instrument.

Scene moves to the right more to hide the tuba. The marker/arrow/line from one of the words of the phrase will sweep in an "S" motion and reveal "While preserving the musical heritage of New Orleans." City signs/street life of New Orleans will be illustrated and combined with this type on the screen.

Illustration disappears and the music note "marker" on the phrase will sweep in a reverse "S" motion then transform the phrase into another one: "We serve children from low-income households."

And again: "and provide meals and transportation."
Illustration of school shares the screen.

Bus transforms and information about the number of meals served and bus rides given appears in a dynamic fashion, similar to the painted-sign style, emphasizing the numbers: (narration will be in full sentences instead of parts of information) "2500 hours of music education / 30,400 meals / 1400 bus journeys / 150 instruments."

These stats/numbers swiftly transform into "We provide a safe place" with a music room or house, etc. illustration sharing the screen.

The Stats fade off of screen. New lines begin to draw a band uniform and a marching stick. Once Uniform is done forming, there is an explosion of yellow centering from the marching stick. The background transforms from black to yellow. Uniform and marching stick begin to march/ dance to the right screen, and to beat of the music as instruments march to the beat of the music behind the uniform. The Marching stick then spins up in the air. It reaches the peak and with one sweep the stick reveals the roots of music logo. Marching stick falls back down leaving the logo on screen.

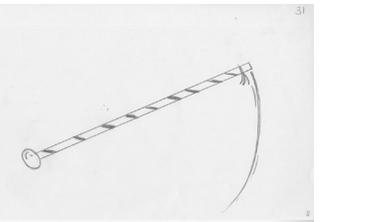
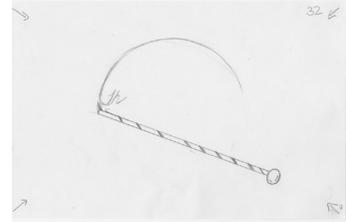
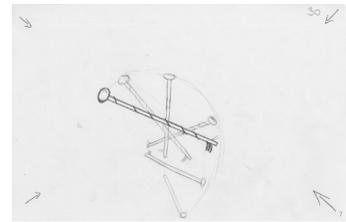
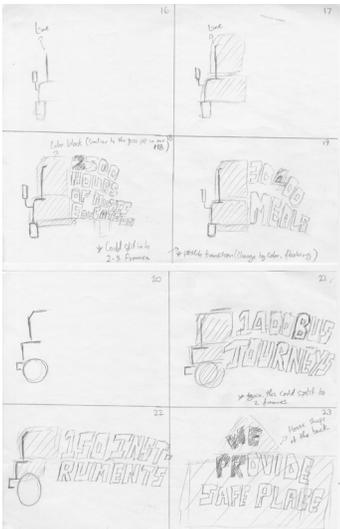
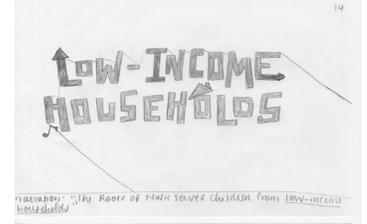
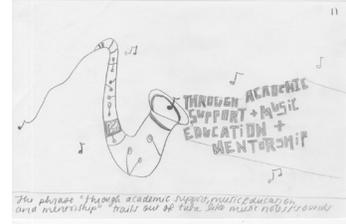
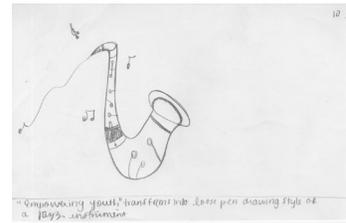
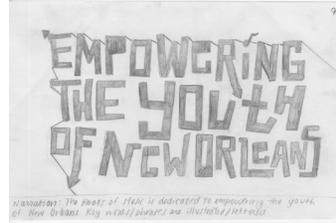
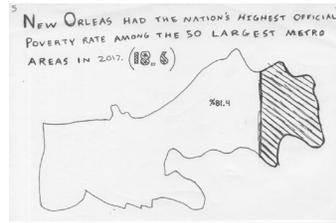
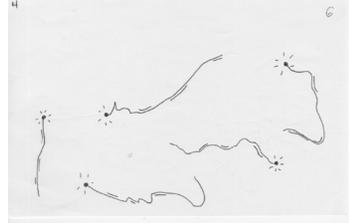
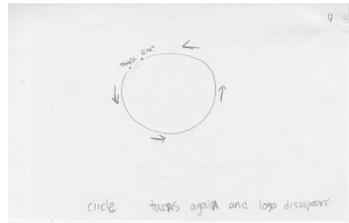
The Roots of Music logo type reveals itself in script form as though it's being written onto the screen as accent lines, with small points following the outlines.

A line from the end of the logo on the letter "C" of Music circles the logo in a counter-clockwise fashion.

Underneath the logo "learn more at therootsofmusic.org" fades in a sans serif. Both the logo and website remain on screen.

END

TREATMENT / STORYBOARDS



TRANSITIONS

Transitions for Motion Graphic Video #1

Lines Begin to draw Logo.		Logo is Drawn & Filled in. Circle is traced around logo & Begins to make logo Disappear.	
Logo disappears & lines begin to trace New Orleans.	Lines Draw New Orleans.	New Orleans is filled with Grid & (45% of it) representing 45% of children are in Poverty.	Text retracts & Pops Backout revealing New Stat. 45% grow to 51% to show kids worried about violence.
map gets pushed out By Narrator.	Text Pops in & stays During Voiceover.	Text UNDraws Itself Leaving a yellow shape.	Camera zooms out.

Transitions for Motion Graphic Video #2

camera Begins to rotate a Saxophone playing Music.	Shows all of saxophone.	Text "Academic Support" Popsup.	Text "Music Education" Popsup.
Text "mentorship" Popsup.	Saxophone exits to left Text Retracts Back to lower Right corner.	Moon & Piano Push in.	Text on piano "PLAY MUSIC Learn"
Text Pushes Pins to Right Text "Have Fun"	Camera ZOMS in on Text.	Text Retracts to lower left corner.	

Transitions for Motion Graphic Video #3

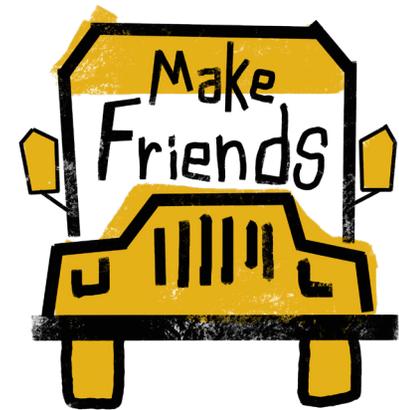
			Screen wipe to New color.
Transition to marcher & marching band.	marcher Moves to Right of screen.	instruments pop in & follow marcher.	Baton is thrown in air.
			website Popsup.

END

ILLUSTRATIONS



ILLUSTRATIONS



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