

2021

## **Brew Hero: Milwaukee Park Heroes**

Robert Treacy

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## Artist's Statement

During the project for the DAC Capstone course, I contributed music for a campaign video made by Runni Liu. I watched Runni's video watched it to decide what kind of music should be added. After watching, I decided to include music with an upbeat, jazzy feel. I thought that this would add to the video's positive feel.

When coming up with the music, I studied the musical jingles I had experimented with earlier in the semester and decided to expand on one of them. After hearing this, I thought that it had the potential of being a musical piece of its own. I made the music sound like a classic jazz, improv piece since I love that kind of music and, as previously stated, I thought it would give the video the upbeat feel it was going for.

Project Title: Milwaukee Park Heroes

Name: Robert Treacy

Major: Digital Arts & Culture (DAC)

Expected Graduation: Spring 2021

Project Medium: Video recording

Technology and Software Used: iPhone Camera App