

ABSTRACT

DISSERTATION: Alphorn Video Beverage Advertisements

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DEGREE: Doctor of Arts

COLLEGE: Fine Arts

DATE: May 2020

PAGES: 83

This dissertation is a creative project that produced animated music video advertisements for my beverage company's product line. The project combines my interests in alphorn performance with entrepreneurial studies. I created and designed a beverage brand, developed award winning recipes, screen printed glass bottles, registered a trademark and promoted my brand throughout the business creation process. I utilized a Hasselblad medium format digital camera to photograph the images, digitally drew, inked, painted, airbrushed and animated the conceptual alphorn video advertisement campaigns. I performed and recorded solo alphorn tracks outdoors in a bird filled hardwood forest on the outskirts of Detroit, Michigan. Through this creative project I shared my story, strategically created alphorn video advertisements and

recorded a part of my creative process in writing, sound and video recordings. I created and shared improvised alphorn sound signatures and brand experiences with clients and partners.