

Reflective Summary assessment

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Part A)

Group work

Working with Marta Teolato and Craig Matthews has been a great experience. When we first got put into a team we created a Whatsapp group chat to stay in contact with each other and to also share ideas like what track we wanted to use of mine. We sharply picked my track *Love Cake*, this is because when I showcased the group three of my tracks *Love Cake* was the one that stood out the most because it has a famous sample and modern drill drum beats. The group also said they liked the track because it strayed away from the typical rap concepts of gangs, drugs and strippers and focused more on finding the right one for a relationship.

I feel like it was good that it was one of the tracks we picked because I could also step into a leadership role. In the first weeks, I organised meetings at the university where we sat down as a group and started writing out the jobs each person had to do to create the portfolio. This was a good idea because it gave a focus to each person to work on and accomplish with a set date deadline. At the meetings, we also spoke about the creative side of the song such as the cover art, music video and event. For each of those things we still stuck with the same concept of the song so they could work parallel with each other for example, the promotional event is a speed dating event where singles can come along and date for 5 mins with each other while my tracks are playing in the background including the exclusive *Love Cake* Single. On the flyer of the event, we plan to put the cover art from the single with a QR Code for people to scan to get a free pre-release listen.

Me and Craig had a few sessions together working on the jobs designated. We planned to build a skeleton of each part of the portfolio such as the Timeline and budget. We managed to complete the skeleton for a few pages which was a good idea because we've all as a group been adding more and more information to the portfolio. We used Google Documents to access the portfolio pages. Google Documents lets us use and edit the files so that everyone can see that it has been done. Google Drive is the website/platform where we as a group uploaded photos, screenshots and spreadsheets for the portfolio.

We used the webcam app Zoom to contact each other over the Christmas period to work on the project. Our first Zoom call was an update to see the work that everyone had done that was set to that individual. (See Appendix no. 1 for Zoom Call photo) I had created a threat assessment including my competition analysis to compare myself with other artists in the same genre and

style. The threat assessment was judged out of one to five in certain categories like 'Use of incentives' and 'regular blogging' then calculated with a final score. Marta focused on creating the mood board and artwork cover for the single, she shared with us her mood board for the song (See Appendix no.2 for mood board). The mood board hit the targets as asked and reflected on the lyrics in the song *Love Cake*.

At the start of the new year, me and Craig were in the studio thinking of an artist who would be good to get onto the remix on my song but then thought that the time deadline would be too short to call someone in and arrange their verse. I knew that Craig is a heavy rap fan so I thought I'd ask him to rap some lyrics. We both sat down and started writing his verse and then practising it to get his delivery tight. As an experienced rapper, I was able to help Craig understand how to hit the beat on time and also how to write down lyrics. In the space of two to three hours, we managed to write the verse, practice the verse and also record the verse in the studio space. This was a successful session because we worked together by using both of our business and music skills. We managed to also film and take footage of being in the studio working together. (see pic 3 in Appendix Part A).

As a group, we also used Facetime to communicate with each other when someone wasn't able to get to their laptop. This was a great technique because we were able to contact each other when someone needed help asap.

Using my previously made website is how we plan to promote the single the most. The reason for this being is that most of my core fanbase is on my mail list which sends out emails to my fans once a month. (See pic 4 & 5 & 6 for website In Appendix Part A). In the email for the song *Love Cake*, it will feature a pre-release link for fans to be able to buy the song before it comes out and then when it drops it will automatically go onto their apple music, Spotify or iTunes account.

Challenges faced

At first, our team was built up of 5 people had me, Marta, Craig, Claudio and Jose. Jose, unfortunately didn't join the course in the end so we had to make do with 4. After we made the group chat on Whatsapp we noticed that Claudio wasn't attending the classes. This made us think that he may not be interested anymore in studying the course. Going into the following weeks me Marta and Craig were communicating on the Whatsapp group chat but no word from Claudio. Unfortunately Claudio had left the course so we had to rethink as a team what our specific goals were as a group. Luckily we quickly reshaped our group and continued to work hard to achieve our goals.

Covid was also another challenge as the new variant of Coronavirus "Omicron" had surfaced and started to spread rapidly in places like London city which we were all were. We chose not to come to university and stay working from home online. For me working in person is much better but when there are these problems we have to find another way around to work.

Creating a project with a deadline in early January can be difficult because of the Christmas Holidays and how busy things can get. We knew that everyone would be going home for Christmas and some away on holiday so we wanted to get the core stuff done. We decided to work at least 3 hours a week on filling in our A4 Sheets of designated work on the portfolio. This was good because we knew that everyone was putting in work and we shared out the work as a group. After we had finished our work we then uploaded it onto Google Drive and gave each other feedback on what we thought was good and what could be improved.

Considerations

Although we have done a great job with planning what sections we were going to do and what hours we have planned to work I feel like to improve next time to start doing the work as earliest as possible. The confusion on Claudio being in the group or not slowed us down so next time, we need to clarify who is in our group 100% and ready to start the work.

Meeting up with Craig in the new year felt like we were strong as a team and also Zoom calling Marta was good but I feel like if Marta was with us in person she would have had a stronger impact on the project. Me and Craig discovered that there were a few things that we could have asked Marta to do but it was too late because she wasn't active online and it was very close to the deadline. Overall it is what it is that Marta was away on holiday so we had to make do and luckily she would always reply when we messaged in the Whatsapp group chat which was good.

I feel like we could have been more creative with the artwork cover and spent more time on it. Marta managed to make two drafts of the artwork cover which was good but it was a simple design because we were trying to focus more on the portfolio work. Next time as a group I think we need to give more time to be creative to make a better artwork piece. Also getting feedback from online fans about the artwork would be great to see what they like and don't like about the artwork cover.

Part B)

Technology and music

Phones and computers are now essential for music artists to succeed in the modern day music industry. Social media is the key for artists to become well known and do well, Apps such as Instagram, Facebook and Snapchat are being used every day by famous artists such as Adele, Ed Sheeran and Elton John to promote and sell their music. New Apps like Tik Tok are blowing up bedroom producers and artists giving them a chance to go into the UK Top 10 charts. Pink Panthress and Kid Laroï dominate the Tik Tok app with their latest tracks pushing them next to well known artists.

For me as an artist, I appreciate that I can connect with my followers every day and show them my lifestyle. I was also an “Overnight sensation” when one of my Facebook clips of me rapping hit over 1 million views but I feel like there is more and more competition to become a music artist now as more people have access to technology. All you need is a phone to record yourself or your voice. Artists A1 and J1 recorded a voice note on their phone and posted the sound on Tik Tok and it reached millions of plays shooting them up and having rapper Aitch remix the track!

With most people having access to a phone and wanting to be entertained when it's on makes the pressure for artists to deliver content is higher than before when there wasn't this type of technology. Artists now have to post content every day to compete with each other to get followers to watch their content over others. I find that this is a bad thing and a good thing because art shouldn't be rushed, you wouldn't rush Leonardo Da Vinci with the Mona Lisa just because his followers may change because they haven't seen him in a while but at the same time it pushes artists to reach their potential level.

Technology with group work

Digital technology is fantastic with group work. It takes 2 seconds to call someone on facetime and discuss the work with each other. 2022 will be the year of levelling up and using digital technology like Virtual Reality (VR) to work together. It is already happening in the Meta Verse created my Meta. You can put on the virtual Reality Goggles and be in the same room as your colleges. (See Appendix Part B no 1. for Meta Verse meeting photo with Bill Gates)

At Tileyard Education in London, we currently have a teacher teaching us from Chicago on a Livestream through Microsoft teams. This is amazing because we can learn information from a different country as if we were actually in that country. He is projected onto the screen so everyone in the class can see his lesson and he can see the class. I think there are lots of positives of this because it gives us an insight into new teachings at just a click of a button. Although this technology is great to connect with each other there are also some negatives such as you don't get that real feeling of the person talking to you which can sometimes make you drift while listening, however with the new invention of Virtual Reality this may be the answer to that problem as it makes you feel like you are right there in the same room.

Technology in the early 2000s was a curse to the music industry because of all the illegal downloading of songs but now luckily it has been flipped around and has made the music industry create big revenues again. With platforms like Spotify and Apple Music giving the chance for artists to create money through distributors has also given hope for DIY music artists. Stormzy was a big key player in the DIY movement back in 2015. His business model was to use Youtube freestyles such as *'Wicked Skengman part 1'* to lead his followers to Spotify, iTunes, Apple music and even to purchase physical products like CDs to receive money. Many artists then followed Stormzy's ways with the same approach which lead to a tidal wave of DIY artists breaking through and smashing the charts for example Novelist, Central Cee and Aitch.

To show the level of greatness that technology can achieve Stormzy in 2019 headlined Glastonbury which is one of the biggest festivals in the world.

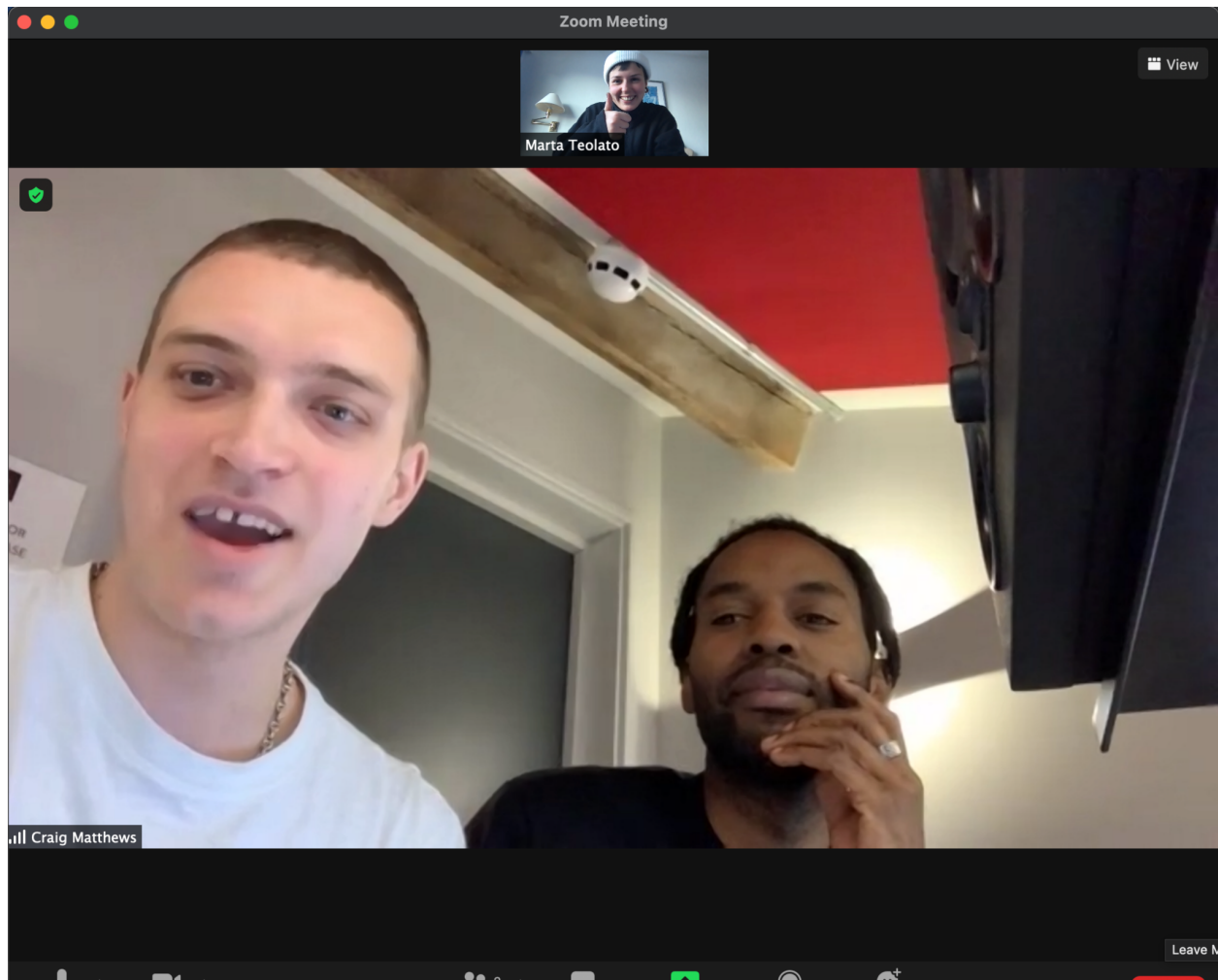
NFTs and Blockchain are new digital technologies ready to take part in a new world change. NFTs also known as Non Fungible Tokens can be sold with music royalties of artists. This is very exciting but also scary. Famous people are buying NFTs online and promoting them but nobody knows if NFTs are still going to be around in a few years which may take a five and people will be just left with a digital image. Blockchain on the other hand may be a saviour towards the music industry, this is because Blockchain is a ledger that can record data and keep it safe. People can also be paid through Blockchains like bank transfers with high protection. The reason why it'll be good for the music industry is that currently, it takes a long time for people to receive money from Platforms such as PRS who pay royalties only 3 times a year whereas Blockchain can send it through instantly and keeps the record of who sent and received money safe.

My view of digital technology in the music industry is a positive one. I think that it can save a lot of time and money by having meetings online due to not having to travel. It can also bring lots of opportunities for artists to collaborate and also find work through networking sites such as posting on social media and job websites like Indeed or Linked In which can be done by the use of a phone. Although meeting in person is still my favourite way to have a meeting because you can express emotions and show them how passionate you are whereas it's hard to do that online. Living in a generation of people wanting everything instantly digital technology can give them what they need. From a music perspective just by clicking onto the streaming platforms they can listen to their favourite artists. There is still plenty of work to do with the fairness of how these platforms pay artists but at least it's been a big improvement from illegal downloading. The future has much to hold and I'm looking forward to stepping into the digital world.

Appendix

Part A)

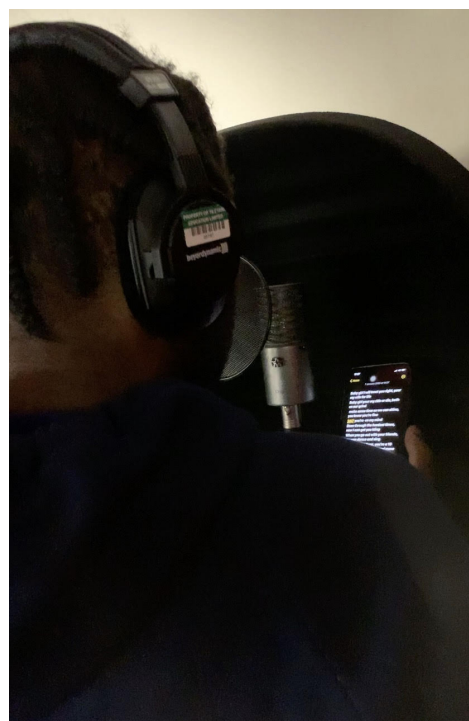
1. Zoom call screenshot of Adam, Craig and Marta



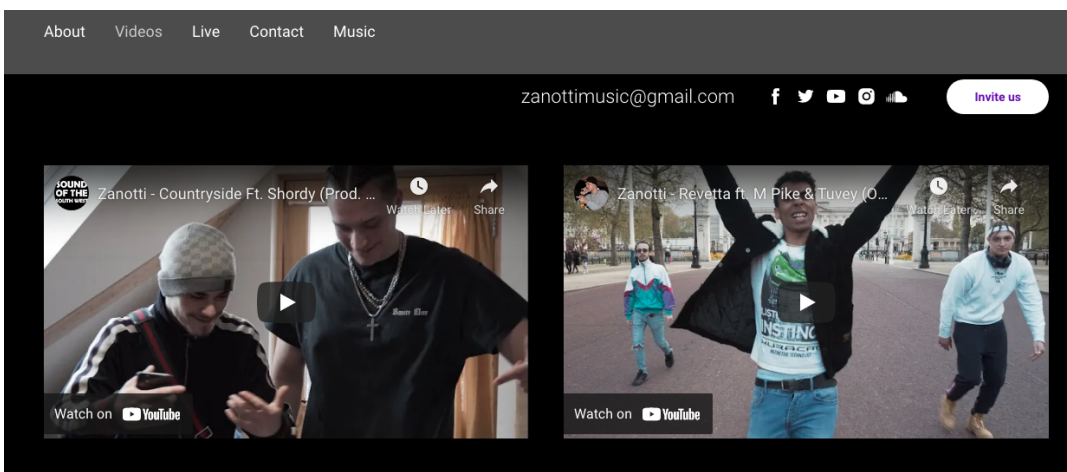
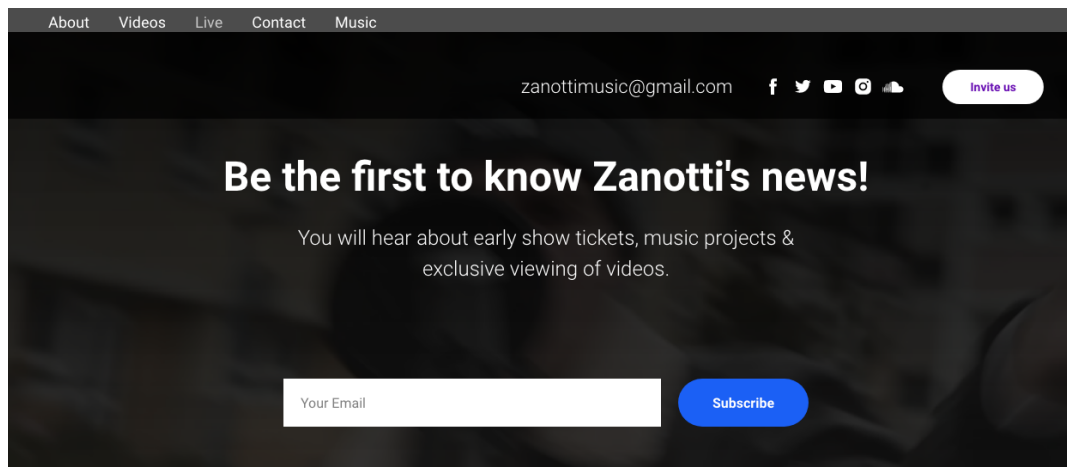
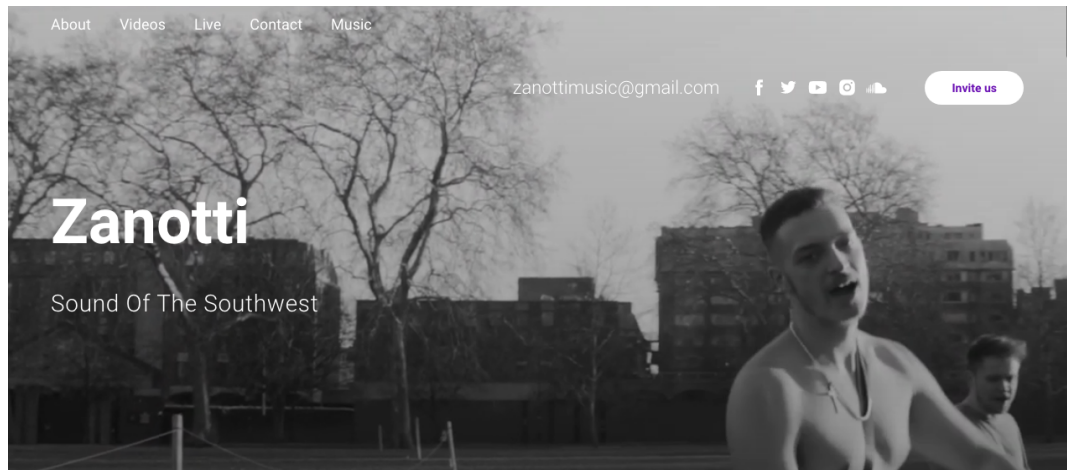
2. Moodboard for music single *Love Cake* by Zanotti



3. Craig recording his verse for the remix



4 & 5 & 6. Zanotti Website



Part B)

1. Metaverse example with Bill Gates

