

Lera Ghanie

2019924

MA Music Business

Creative Music Management

BMTY7000

REFLECTIVE SUMMARY

This project outlines how an artist would prepare to release music to the public. The portfolio consists of the Single, what the remix would be, a mood board for a single cover, a mood board for a music/promotional video, press release, press shots, social media plan and distribution. We were given a budget of £5000 and only £3689 (*see figure 1*). As a group, we strongly felt as though we had used our budget wisely.

There were three of us in the group: Emma, Winnie, and I. Demographically you could say that we are based around the globe. Winnie resides in Hong Kong, Emma is based in Manchester in the UK, and I am based in Reading in the UK

The singer for this project was I Lera, whom is an MA Music Business Student at Tileyard and due to time constraints of this project, we decided to use a track that I had already recorded but have not yet released. The song is a Funk track called "Pressure" which I had written.

As a team, we held our first group call via WhatsApp on the 1st of March. Within this call, we discussed each other's strengths and weaknesses. It then transpired that Emma already has an events company, which is up and running, I am an artist and quite artistic in my own right and Winnie is very business minded. So as a group we decided it best to make Emma the project manager. We felt this was needed as she had the skill set to be able to construct the project. I was tasked with being the creative director as I have an eye for art and plus it was my track we were using for the project. However, for Winnie, as this is new to her, she was tasked with researching the different streaming platforms, distributions companies and record labels. We then had a follow-up call on the 15th of March, this was to make sure we were on track. We did have a WhatsApp group that we messaged each other daily to stay in contact.

This was by far the hardest task as we had many obstacles to contend with, such as Winnie living in Hong Kong and the fact that the country is 7 hours ahead of the UK and she also works full time. Both Emma and I work full time and I too am married and a mother with three children, with my eldest being severely disabled. However, with all the odds stood against us, we were able to complete the task at hand.

As I was creative director, I do believe that I had the most arduous task. I had to be highly creative, I did not want my work to look like anyone else's and I wanted it to be original. At times I would ask my husband and children to draw what I was describing, to see if they could create the picture I had in my head, but unfortunately, they were not as artistic as I thought. So, within my reflective summary, I have concentrated on the areas I have worked on. Also, it is worth adding that I too brought the project together, creating a google drive so that we all had access and could add anything if necessary.

MUSIC VIDEO MOOD BOARD

A mood board had been designed for the creation of a promo/music video and cover for the single Pressure. A mood board can be an arrangement of pictures, materials, text, etc., into a design style, that can be digital or physical. It is a fantastic way to get clarity of a project (*Chapman, 2019*). The research conducted drew inspiration from likeminded artist to create a final product. The mood board for this task will help keep the style of the projects consistent and allow the goal and expectations to be executed.

The first page of the mood board for the video production is regarding the genre. The genre of the single is Funk. Funk music originated in the 1960s and derives from a mixture of gospel, soul, jazz, and rhythm and blues. Known for its funky bass lines, which have a syncopated beat that makes you want to dance, and steady drums that became popular in the 1970s and 1980s, this genre still influences artists today (*Vincent, 2013*). The first artist to utilise the soul's rhythmic sounds for dance music was James Brown. He wanted to try something new and launched this genre of music in 1965 with songs like "Papa's Got a Brand-New Bag" and "I Got You (I Feel Good)," (*Hancock, 2022*).

Pictures were sourced from the bands Earth Wind & fire (*Ochs, 1970*), SOS band (*McCarter, 2018*), Kool & the Gang (*Besel, 2018*) and Rick James (Rick James-Wikipedia, 2021) as they all adopted James Brown's style, adding rhythm and blues to their mix, to create a smooth yet funky sound. The Brand-New Heavies represents the more current funk band in today's industry (*Keefe, 2020*).

On the second page of the mood board, you will find images that provide the tone of the music video. The images show that the woman and husband/partner are constantly arguing. This creates a negative vibe in the video. The woman in this music video is trying to leave her partner. She is seen as feeling low and depressed. She feels abandoned, as everyone has abandoned her. She is wasting her life away, being in that relationship as her partner no longer loves her. Occasionally, love can be dangerous as a result, of the partnership you choose (*Perina, 2017*). At first, it may seem beautiful, and you are surrounded in a bubble, but over time, cracks will appear, and the relationship will be dominated by darkness. The last two images create that mood of feeling strong, fierce, and having the courage to run away and be free.

The images on the third page represent the settings for the music video. I chose these images to represent the heartless and unfeeling nature of the relationship in the music video. Everything in the property is minimalistic, showing no warmth and love, also the property is in the middle of nowhere. The woman is separated from family, friends and everyone that loves her. SHE IS ALONE. The lighting of the pictures could have been darker, but I wanted to stay with the clear and bright tones and the reason for this is that I wanted to show that everything in life is visible. It may not be visible to the eye, but everything can be visible to oneself, even if it takes longer to act on your emotions. I believe everyone can

relate to this topic. The images sourced, are from various home designs looking to give inspiration on home décor. They truly capture the settings that have been envisaged.

Finally the images on the forth page represent the way in which the video would be shot. Camera shots are an important part of video production as it contains elements of shots, angles, and camera movements (*San Filippo, 2019*). With a combination of these features, a producer can capture a character's emotion, speech, and movement in a scene.

Most of the video will use the long shot angle, capturing as much as possible within the shoot. However, I would also like a mixture of eye level shots and low angle shots. The eye level shot is when a character is at eye level. It mirrors how we see people in real life. This shot will capture the emotions of the character and the audience would be able to relate. Examples of this are the Jon Snow images from the game of thrones (*StudioBinder, 2020*). Finally, the last image of the thieves in Home Alone 2 is an example of a low angle shot (*StudioBiner, 2020*). This shot is supposed to indicate the power change between characters. In this instance, it will place the camera from down low making the partner feel less important and looking up to his woman.

Once the production of the video has been executed, a snippet (twenty seconds of the chorus) of the video will be taken to create the promo video. The art produced for the single cover will be the first shot, followed by the twenty-second clip and as the music fades out, the art for the single cover will be the final shot. As a group, we decided that we would only need a day to shoot this video and no characters would be necessary, as I would be the main character and could also use my own property to shoot video.

The Budget set aside for this was £700 and is based on using the company Digital Film Maker, who has stated that they are an award-winning video production company (*DFM, 2021*). As I stated to the group, we needed a budget video, but it does not need to look cheap, so this would be a great company to work with.

SINGLE COVER MOOD BOARD

The first page for the singles cover mood board, display the art of various Single covers from Funk groups and works from artist. When researching artwork, I became astonished to realise that all these Funk acts had images of themselves on the cover. They would only concentrate on the band name, creating bold fonts in bright colours or the covers would have a person with a big afro, but still the title would be bold. Art on a singles or album cover is just as important as it can bridge a gap between the artist and a song. It can grab the attention of potential buyers and for those that would passively listen to music, will potentially become active listeners (*Seydel, 2016*).

The art contained within a single/album cover represents the artist and the branding for that project, so there are elements that need to be thought about. A characteristic to

investigate is the colour of the single cover. Colour is powerful; it can arouse many feelings that one never thought they had, so it is worth looking into the psychology of the colour/colours that are wanted in a project. As an artist, you want your listener to have a feeling when listening to music, but the question remains, what type of feeling are you wanting to evoke. The colours within the mood board all represent different meanings, but they too are associated with pressure, exhaustion, etc., but equally they can represent strength and power, depending on the context. So, for example, the red colour, which include the oranges and the yellows, can be associated with aggression, hatred, and animosity, but equally it can evoke the feelings of warmth and comfort (Cherry, 2020).

Within the second page of the mood board, specific artist is looked at in more depth. An artist named Shae designed the image of a black woman with a bright colourful afro. Through her drawings, she wants to empower women. Her drawings display black women with many different hairstyles, using the hairstyles to express themselves. Eyes are always closed within the drawings, indicating that the women are shutting out negativity and wanting peace (Young, 2021). The image really stood out to me. Not only was the afro vibrant, the colours within the afro had meaning, but at the same time it drew inspiration regarding the funk element. As I stated before, many of the funk covers featured large afros, however the afro within the image can evoke feelings, and this is what I want for the cover.

Whilst trying to get inspiration, I also came across Lumezia Studio. They combine art with the commercial world, believing it would give a deeper expression to their work, but at the same time being unique (Lumezia, 2003). Again, the reason for this image was because of the colours and the strong message it sends out.

Finally, Agnes, who is known for her extravagant dripping paint art, created the dripping paint image and she does create powerful pieces. She uses a combination of black enamel paint that she drips and flips off her brush and charcoal, which she then smears using her fingertips (Yoo, 2013). Her art allows you to delve back into your own thoughts and it has been quoted, *"While watching Agnes-Cecile in action, I am reminded of a few moments in my life when I was blindsided — sometimes by beauty, others by happiness, but always unforeseen and often for the better. Through those memories, I now see how drip artwork can be emotionally powerful in a way that is unique to its viewer and usually unexpected,"* (Muchnik, 2018). I want the singles cover to have this kind of excitement.

The single cover would be a picture of the artist herself. The artwork would be a combination of styles, using both the dripping technique and the style of lumezia. The Artist would have a large afro in bold colours covering her eyes; she would also have beautiful and voluptuous lips with the song title 'Pressure' written across, as though she has lipstick on. The words pressure should be written in bold colours, but the colours should be entwined, and the font should be pleasing to the eye.

After researching many companies and trying to find a suitable and affordable business that can produce both a cover in web and print format, Product London came on top. Their premium package is £229 (*London, n.d.*).

SINGLE AND REMIX

As the remix of the track was not able to be produce due to time constraints and the fact that we were in various parts of the country or in other countries, I had to make an executive decision on how I would like the track to be remixed. Now as I am a fan of Funk and Soul, I am always on the dance scene and many of the DJs on the scene play a lot of soulful house. This music is extremely popular with Soul and Funk fans, so I researched soul artist whose music had been remixed into Soulful/funky house. As I know of allot of tracks that have been remixed this way, I decided to pick three tracks that are my favourite and have really made and impact on the scene and in terms of bass and melody. Within the portfolio I listed the original tracks followed by the remix and they were Alicia Keys- Common (YouTube, 2016), Angie Stone-Wish I did not Miss You (YouTube, 2001) and Iseley Brother- Living for the love of you (YouTube, 1975).

For both these tracks to be completed at a high standard, my professional judgement is that it would cost £500 per track.

PRESS SHOTS

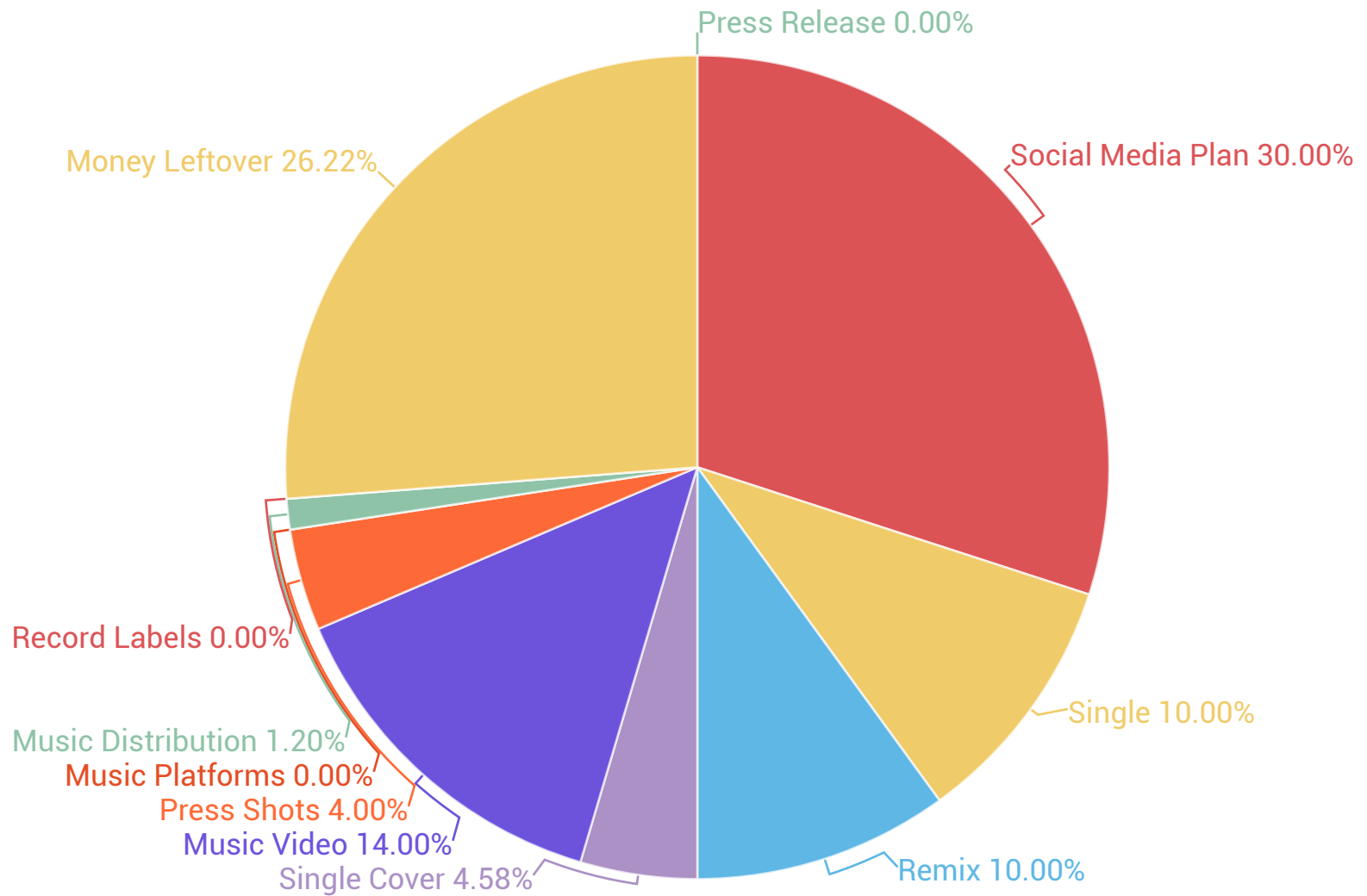
As for the Press Shots, these pictures were sourced from me. As I am an artist, I have many pictures that I had purchased over the years that are stored on my hard drive, however it is an understanding that fresh pictures would need to be done and therefore I would need to find a photographer. Whilst researching I came across a lady called Sarah Louise, who is a wedding photographer, but also does photography for unsigned bands and she has many packages.

As for this project we would only need a Studio shoot. She was the cheapest at only £200 and this included edited pictures on a disc or USB (*Louise, 2022*).

When reflecting on this project, I do think that there are things that we could have done better, for example communicating more, however we worked with what we had, and we worked well as a team.

Budget Spend of £50000

(figure 1)



This chart shows the percentage of funds used for the project

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