

MA Music Business (Level 7)

Creative Business Project

BMTY7006

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CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS

Creative Business Proposal

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Ethos

I C Greatness Arts Advocacy is a creative organisation that aims to cultivate, nurture and advocate artistic greatness by following the example of greatness set in the word of God.

Exodus 34:10 (GNT)

'The Lord said to Moses, "I now make a covenant with the people of Israel. In their presence, I will do great things such as have never been done anywhere on earth among any of the nations. All the people will see what great things I, the Lord, can do, because I am going to do an awesome thing for you.'

John 14:12 (GNT)

'I am telling you the truth: those who believe in me will do what I do—yes, they will do even greater things, because I am going to the Father.'

The Creative Business Project, I C Greatness Arts Record Label would like to invest in, is the visual album release for the second album EP/LP of upcoming artist Em Ellipsis (Em...). Alternatively The Greatness Immersive Theatre Production at Printworks.

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Abstract/Summary

This creative project will be the planning and implementation of an 8-track visual album for the second release of our upcoming artist Em...(Em E-Lip-sis). Planning and implementation as an introduction to the greatness festival. Immersive theatre production at Printworks, Canada Water venue. The Immersive theatre production would be a creative display of the gospel of Jesus Christ; and a showcase of the talents on the I C Greatness Arts Agency books.

Statement of Need

This Project will work as a springboard to the many facilities and skillsets of the upcoming artist. Maximising on her creative assets to attract consumers and broaden her target audience. As a Christian artist, breaking the status quo with the collaboration of her dance, music and performance capabilities.

With the evolution of technology within the visual streaming age, an artist now has the opportunity to utilise film as a way to expand on their promotional tools. Instagram, YouTube, Tik Tok and Canvas; a feature within Spotify for Artist that gives the analytics user and the artist the ability to create their own innovative visual experiences; giving a new dimension to music listening. The likes of Beyoncé, Solange, Kanye West and R Kelly using this medium; as well as gospel artists such as Casting Crowns, Rob Ruha and most recently Jonathan Mcreynolds. Producing feature films and narrative movies, where the visual content is story-driven, which unfolds with the lyrics and the storytelling of each song. Short visual EPs play like an interlinking series of music videos, experimental films and audiovisuals. Also creating an avenue to document the artists' creative process (*The Art of the Visual Album – News – Spotify for Artists*, 2019).

The use of a visual album is needed because it gives the opportunity to develop a deeper connection with the fan base. For Em... we believe that doing a visual album would give her audience an introduction to her creative perspective and sound. The visual medium giving the artist another outlet for storytelling through her dance and acting experience. Technology giving the artist a greater medium to use the 'screen' from different perspectives, with the use of a variety of camera angles, even the utilisation of the smartphone, with the rise of the vertical music video. Giving the audience a 'selfie-like', personable experience with the artists' creative content (Cirisano, 2019). This is an area that we aim to maximise on with Em... particularly because she has ventured into music production, with a unique edge of producing from her smartphone.

The visual album also allows a broader scope for collaborations and building on the artists' skillset. To bolster the artists and our organization, partnering with film distribution companies, pitching the visual album as well as the immersive theatre production. The film to be shown in cinemas; broadcasted as a special feature on Christian Networks, BET and Music Networks, YouTube, Netflix and Amazon Prime. A full length musical with scripted

scenes; and a narrative that delves into the complexed topics within the present and the coming age, creating a relatability with viewers (*The Art of the Visual Album – News – Spotify for Artists*, 2019).

This Project creating an avenue for Christian Immersive Theatre, taking over the Printworks building for 2 days; giving viewers a creative, personal experience of what it is to know and experience the presence of God. Giving the Bible a new relatability and audiences a greater opportunity to get to know God. The creative production allows I C Greatness Agency to build their books of talents within the agency, with open castings for auditions for the production and scouting for upcoming Christian talent to showcase within the production. Investing in established choreographers, scriptwriters and dramaturgy in order to create a theatre production that can stand alongside the renowned West End productions. Collaborating Music, Dance, Theatre and set design; Undergoing Research and Development within the local community in order to start the creative productions' development process with mentorship schemes where establish creatives nurture upcoming creatives between the ages of 13-24; developing ideas and the blueprint for the final production.

Project Activity

In order for the projects such as these to be considered. It is crucial that a team is built, for relevant tasks to be achieved at an excellent standard. Team members would include, Creative Director, Producer, Film Director, Executive producer, Dance Choreographer, Dancers, Actors Artists, Technical director etc.

For the visual album segment of the project, R Kelly's multi-chaptered R&B story 'Trapped In The Closet' (Chapter 1-12) demonstrates a great example of what we would like to achieve with Em... but with an added modern edge, songs' having their own personality; the incorporation of dance and spoken word similar to Beyonce's visual album 'Lemonade'. The iconic cinematic feel of the late Prince's 'Purple Rain' visual album is also something we are taking influence from. Finally, and quite significantly, Jonathan McCreynolds's visual album 'People' which narrates his journey with God through poignant lyrics and acted-out scenes (Quinn, 2017).

Methodology

We decided to take on this method in creating Em...'s second EP release because we felt it would aid in expressing her artistic voice, using a variety of platforms for audience reach and album promotion. Alternatively, we could have simply recorded a regular 9 to 11 track album with 2 music videos for the singles; but we, as a record label and agency, aim for our artists to fully reach their greatness. With all of Em...'s capabilities, we think a visual album is more favourable.

We are also considering the use of the visual album as a route to promote the Immersive theatre production as well as some of the other artists on the label with features on some of the songs.

We are hoping to commence in the implementation of this product, tentatively mid to late 2021. We have split our timeline into three parts, made up of four months, projecting for the project to be completed within an approximate 12-month time period.

Project Timeline

1st Quarter - Make Album, Tracks Mixed, Mastered. Work with the Film director to create storyboard treatments, visual concepts, song order etc. PR (Seydel, 2017). Start reaching out to film distribution companies.

2nd Quarter - Official dance video released for the album singles, Tutorial released on TikTok and artists YT vlogging page encouraging followers to share the video and post videos of themselves doing the dance choreography using #ChristianCreatives #icgreatnessarts as well as @ Em...’s handle pending relevant song releases. Promotional Dance competition and or Acting casting, the winner gets to be featured in the visual album and join ICG Arts Agency books. Begin Liaising with Printworks for venue quotes.

3rd Quarter - Launch Visual Album first on official record label website on the Em...’s page - exclusive unseen bits only available to website subscribers. The week following released on YouTube and promotional snippets on Instagram, Twitter, Facebook and Tik Tok.

Outcomes

- Increase in Em...’s consumer followership via social media platforms such as Instagram, Youtube, TikTok and Facebook
- Increase in Em...’s Album sales
- Increase in consumer buzz for the immersive theatre production
- Upcoming artists joining the books
- Investment partnerships for the immersive theatre production
- Research and Development for the Immersive theatre to have commenced

Evaluation

The success of this project is determined by the utilisation of the team allocated for the project and the funds managed effectively. The setting of realistic team deadlines to ensure that benchmarks mentioned in methodology and further goals are achieved.

Dissemination

Our communication strategy will include, press release and relevant project component plans. Liaising with potential investors, partners such as church charitable organisations such as Winners Chapel, KICC, Hillsong and film distribution companies; delegating responsibilities to a team member with relevant experience, managed/ followed up with the team overseer.

Budget

In order to achieve this project, there is a significant consideration in attaining a third party investment, as well as utilising business savings and applications for grants and bursaries. In order to make the numbers digestible/tangible, the budget was separated into two segments: the planning, producing of the Album release budget; Music Video/Visual Album production budget.

Visual Album

Mixing/Mastering of Tracks

Concept

Location, Wardrobe, Props

Rehearsal

Production Equipment

Cast & Crew

Shooting Schedule

Food

Editing & Post-production (Marketing/Album Promotion)

Immersive Theatre

Research and Development

Venue Rental

Equipment Licensing

Rehearsal

Health & Safety

Casting Crew

Actors, Singers, Dancer etc.

Bibliography

Cirisano, T. (2019) *Vertical Music Videos: How They Finally Took Off* | *Billboard*, *Billboard*. Available at: <https://www.billboard.com/articles/columns/pop/8496623/halsey-vertical-video-without-me-no-1-interview> (Accessed: 12 May 2020).

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