

Trinity Saint David University

Tileyard Education

Final Portfolio Project

Project Proposal

Creation module ADAD7004_LON

Academic Year

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Project Proposal Title:

Producing for music libraries

Executive Summary

In my work, I will demonstrate my versatility to produce different genres of licensable music for music libraries, analysing the production techniques used in the creation, the music technology and the social and cultural impact of the sync market in the music industry.

For that purpose, I will create a folder containing approximately nine tracks in high tempo in three different genres that have been approved (100–150 bpm) using the software, such as Logic Pro X, and Ableton, putting various popular techniques in practice and some alternative methods. At the end of the study, there will be a whole repertoire with an original music portfolio ready for submission to music libraries for licensing. When the publishers have approved these tracks, we will conclude what music is more successful for music licensing and how we could create licensable tracks more effectively.

Why do I want to do it?

I am highly impressed with the opportunity to convert long studio hours into something that will be helpful for my future music career as a producer by solving problems of the business when they need the right sound for their corporative messages.

As a music freelancer doing sound for audio-video projects and sound professional with video-editing skills, I am familiar with the synchronisation of sound to moving image. But I need to get more knowledge about how video + audio works together and how all parts of the market work in sync to make it whole and successfully.

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Aims and Objectives

Aim

To create a portfolio of licensable instrumental tracks in three genres as alternatives: Trap, RnB and Hip-Hop, which will be ready for submission for music libraries and publishers.

Objectives

- To research key technologies for the production of licensable music
- To research key technologies in the genres I chose
- To research the historical, social, cultural, technological and ethical contexts of music licensing and music libraries
- To research key libraries
- To research relevant audience/market
- To analyse the requirements under which this particular production process is best applied to a specific audience/market
- To plan a set of music projects that use this production process as a basis
- To demonstrate this production approach through its implementation through a number of projects, using references
- To use the evaluation framework to evaluate my production process and its relevance in music licensing and audience/market

Methodology

The research method will be mainly related to practical performance in creating a musical work incorporating the main production techniques that are subject to analysis. The research methodology used will be based on the principle of analysing both quantitative and qualitative dates.

An assessment will be made based on the research. As the investigation will be in music libraries, music production and technology, the main factor in making this assessment will be analysing these three genres during a practical performance. I will try to implement exciting production techniques, which will be borrowed from people who “landed” with their tracks successfully. I will work with Logic and play each sound with a MIDI controller to create instrumentals.

Every track will be mixed and mastered at the appropriate level of the highest standard quality.

Quantitative research

In this stage of research:

- I will try to find answers to the following questions:
 - What are the tips and tricks for producing?
 - Who are the customers?
- I will make a list of all libraries, which I get a sample of those of them which is suitable for my music approach.

- In parallel with that, I will research what genres music publishers have been approved. The next step will be to research how to submit the tracks.
- I will research the advantages and disadvantages of a particular library as I give special attention to the issue's legal part. Here the main approach will be to research whether they work on an exclusive or non-exclusive contract basis.
- After library research, I will be going to get familiar with the technical part of the issue. It will be mainly related to getting more knowledge of how to produce licensable tracks.

There will be collected data in the aspect of:

- how many tracks have been approved for films,
- how many tracks have been approved for TV shows,
- how many tracks have been supported for games,
- how many tracks have been approved for commercials,
- how many producers get passive incomes from royalties by submitting for syncs, and
- how many producers get active incomes from exclusive licensing.

Qualitative research

I will use that kind of methods of research by getting the:

- Observations
- Interviews, YouTube tutorials, and blogs
- Surveys
- Documents, books, literature, and journals
- Comments in social media groups
- Library owner's interviews
- Publishing companies' interviews
- Music supervisors' interviews
- Other researchers about this topic

Scope and Constraints

Scope

- The project will consist of three Eps with three tracks. Each Ep will be a different genre.
- The genres will be hip-hop and trap, and RnB, which I am familiar with.
- The chosen tempo will be limited to 100–150 bpm, which is preferred for tv, film and advert scenes.
- The tracks will be only instrumentals without vocals.
- The place will be limited to my home studio in London.
- The equipment will be iMac, Nektar MIDI controller 45 keys, Maschine MK2 and Sennheiser 280 headphones.
- The deadline for the project will be 3/05.
- The budget 500 £ – Logic DAW, plugins and hardware.

Constraints/limitations

Constraints are limiting factors that can affect the quality, delivery and overall success of the project. This is the triangle of influencing each other parameters, such as time, price and scope, which affect the quality both as a whole and individually. Any deviation from one of them leads to negative consequences for quality.

Considering these factors, I will prepare the right strategy that will help me avoid future problems with my project. To this end, I will follow the exact quality parameters, plan a budget and deadlines that will fully meet the condition for successful implementation to avoid the so-called condemnation of a plan known as scope-creep, to set realistic expectations and to not miss out on radically different styles from what you can. Decisions will not change often, but the next clear concept for each time

I will avoid genres that they have experience with and that are in my heart. It is very clear to me that the acquisition of new skills to make a style that is not typical for me would put in uncertainty the quality, cost and time of the project. In addition, using templates from previous tracks that have brought me success would be a time saver and a cost saver and would also provide me with a solid foundation on which to stand. Although starting on a pure white sheet has its challenges and positives, I prefer to add my style, improvise on the go and change the template.

The biggest obstacles that could occur in working on the project would be to classify them as things beyond my control and obstacles caused by my actions.

To the first group, I would immediately refer unexpected circumstances related to COVID or other health problems and problems with technology.

The second group includes time delays, deviations from the concept, increased costs, a high similarity with the references and insufficient distinction from the competition.

To manage these potential opportunities for unwanted outcomes, I manage risk factors.

By creating specific timescales, budget strategies, which will include planned reserves of time, and resources in case of emergency.

Impact

The changes that have occurred as a result of the COVID pandemic in the context of Brexit caused massive damage to the UK music industry, mainly due to the freezing of the live sector, with which the economy lost more than 1 billion. To fill these gaps in lost music revenue, publishers focused their efforts on developing synchronising marketing and streaming. To this end, they decided to change their mentality of controlling the creative process and give a chance and a green light to new independent artists and producers to build their own business and profit from the music they love to make.

After the subsequent economic lockdown, the need for more and more original music to produce games grew at a tremendous pace, gaming skyrocketed to the most profitable business, and corporate videos, independent movies, Netflix, Tok-tok, spot-video gained vital meaning, this undoubtedly reflected on the need to look for urgent ways to supply quality and original music.

Variety and authenticity began to break precedence in how musical supervisors and screenwriters rated the tracks sent.

My project will be of interest for publishers as it will contain original music and high-quality production that will fully meet the needs of the market because:

- it will contain interesting structure, interesting mood, interesting production methods, and emotion;
- it will be released at the right time and
- it will become a significant part of the tools needed to rebuild the music industry and economy.

This will increase revenue from movies, videos, commercials, develop culture, develop technology, improve and expand business-to-public relations The benefits of realising this product will be for me as an artist and producer. It will prepare the ground for future growth and active participation in the music industry as a music professional who makes money from music.

Resources

Online library and YouTube tutorials, social media should prove adequate for most of the research and analysis required by this study. I will also use my home studio equipment for my practical work. The leading software that I will use will be Logic Pro 10.04 and Pro-tools for recording, Mixing and Mastering. As for external devices, I will use the Novation 61 key MIDI controller and Focusrite MIDI interface.

Time Table

The creation of the project will go through the following stages.

- define the genres
- chose references
- deconstruction
- research
- create an analogue track to reference
- evaluation of positives
- evaluation of negatives
- evaluation what is missed and what needs to be approved

Measurement

To appreciate the success of the project, I will measure the following parameters every week:

- Costs – I will determine if I have managed to fit within the budget I have asked. And if I have not reached myself in more as an expense. It is possible to be a plugin or an instrument. You have not given extra funds for a course or a book, for example.
- Quality – To measure this characteristic's success, I will ask for feedback using an online survey and comments section under my posted songs, which I will receive from other

producers, listeners and influencers. The results will give me an accurate idea of each song's advantages and disadvantages and guidance.

- Time – I will measure this by using the schedule as I will update weekly.
- Scope – I will use the giant chart to measure all the activities that should be required in building the project.
- The performance of the project: I will Measure the project performance to get a clear picture of my projects health
- The satisfaction of stakeholder: if the project meet all requirements and expectations that's garanted stakeholders satisfaction
- Project goal: if the project meet the objectives It means ,that it meeting the quality, time and satisfaction of stakeholder.

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Appendices:



Project Title										Project Schedule																				
Start Week										april 1/4/2021																				
Week	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	Notes
Starting	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	Apr	
Phase	research	research	research	research	research	research	research	research	research																					I will research on new production techniques about each genre
One preproduction	choose	choose	choose	choose	choose	choose	choose	choose	choose	reference																				
	create	create	create	create	create	create	create	create	create	template																				
	prepro	prepro	prepro	prepro	prepro	prepro	prepro	prepro	prepro	production																				
Phase										create	create	create	create	create	create	create	create	create	create	chords										I will create chord progression for each track, melody, drums.
Two production										create	create	create	create	create	create	create	create	create	create	melody										
										create	create	create	create	create	create	create	create	create	create	drums										
										create	create	create	create	create	create	create	create	create	create	arrange										
										create	create	create	create	create	create	create	create	create	create	transition										
										create	create	create	create	create	create	create	create	create	create	edit										
Phase																				rough	rough	rough	rough	rough	rough	rough	rough	rough	rough	I will do mix preparation, rough mix and final mix for each track
Three postproduction																				mix	ed	mix	ed	mix	ed	mix	ed	mix	ed	
																				final	in	final	in	final	in	final	in	final	in	edit
																				master	master	master	master	master	master	master	master	master	master	mix
																														create art work organise data and make ready for submission