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BA Music technology

Portfolio of writing

Task 1 – Julia Lockheart – Manifesto writing: “What do I believe in?”

Task 2 – Jon Pugh – Reflective writing: “Do you know what you think?”

Task 3 – Ryan Moule - Observational writing: “Identify an image and write a semiotic analysis.

Manifesto

“What do I believe in?”

- Beliefs as a musician
- Values
- Work Ethic of an Artist
- Other people’s perspectives
- Ethical Motivation
- Self – Development as a Musician
- Management
- Culture

Beliefs as a Musician

I have always had strong beliefs as a human being, and I believe that having beliefs is a vital part of living any sort of true and meaningful life. Everything happens for a reason and a purpose, and it serves us. In the book, *The Master key to Riches*, Hill, (1986) states that every trial and tribulation that we encounter through life contains the seed of equal or Greater benefit. It is evident that for musicians to be successful, they must take the information from each experience whether it's a performance, recording session, audition or lesson. Whether the experience had a negative or positive outcome there is always room for improvement.

Work Ethic as an Artist

In the book "Outliers" written by Gladwell (2008), he states that to master any field it generally requires 10,000 hours of practice, which could be three - four hours each day for 8 years. Even though that sounds like a lot of time, it is far from unachievable. As an Artist, there are many other facets to consider that don't directly involve performing but are equally as important, for example, song writing, learning new material, maintaining equipment, wardrobe, booking shows, networking, self-promotion and advertising.

Whichever aspect of the arts you are passionate about, it's crucial to practice on your craft every day. In doing this, many others will stagnate, but you will continue to grow and improve daily and eventually be better than most others at what you do. In 2010, Derek Sivers (founder of CD Baby) gave an entrance speech to the first –year students at Berklee

College of Music and recalled and quoted the old martial arts saying. 'When you are not practicing, someone else is. When you meet them, they will win.' Therefore, we must always stay on top of our game and be constantly raising the bar for ourselves. For an Artist to be successful they are required to finding the new project and have plenty of fun in the process (Edmondson, 2016)

Self – Development as a Musician

Maybe we are all not always mindful of it, but a year or so ago, we did not play as well as we do now and we would not have heard a lot of the music that we have during that time which has influenced our playing and writing. We do not get anywhere or develop without setting goals and breaking it down in to small steps. Setting goals is vital for personal or career development and improvement. Regret is never a positive thing and It is important to reflect on all of our mistakes. It is even more important when we perform. If a show does not go as smoothly as we wished it did, we would most probably just feel like being alone while we criticise every wrong move that we made. We may feel like quitting as I do all the time, but then that is the moment when we should just dust ourselves off, get up and continue the craft. Nobody ever got anywhere giving up easily. If the last performance we played was bad or good, what is important is that we reflect about what went well and what did not go so well and learn from it. This is the most important part of shaping our performance skills (Allen,2007).

References

Edmondson.B (2016) Model yourself after prince—Introverted, Talented, Hard-working and giving—for the best in Business and life. Retrieved on 18-03-2019 (online) from <https://www.entrepreneur.com/article/274902>

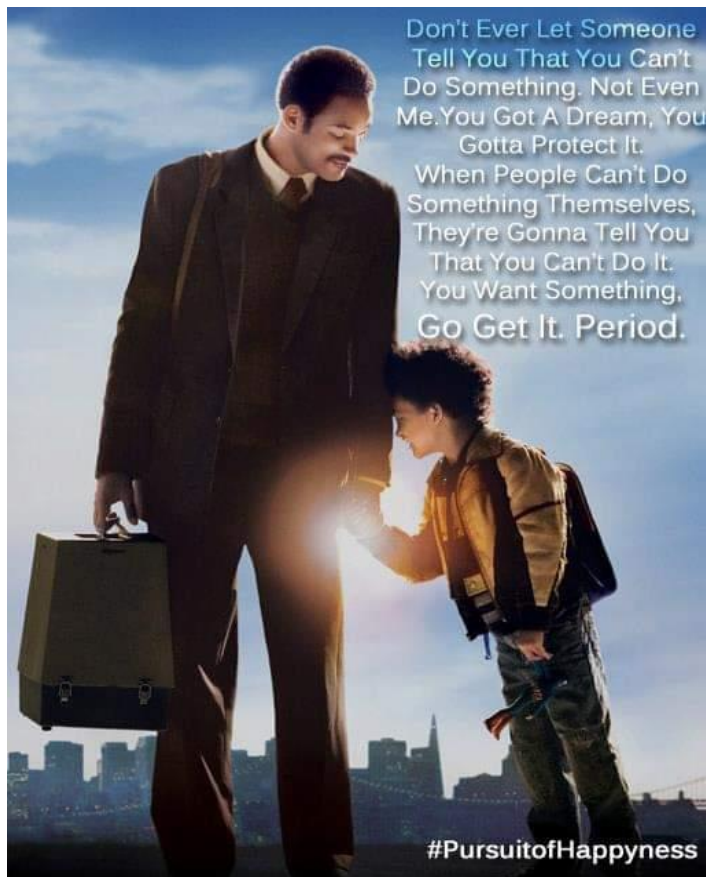
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Observational writing - Semiotic Analysis

The Pursuit of Happiness is a film which is based on the true life of Chris Gardner, this story looks at the high's and low's in Chris Gardner's life on his journey growing from a struggling sale – person into a very successful, multi-millionaire stockbroker. The Movie represents the American dream and it also gives us an insight to various American characters. In the movie, Will Smith play the leading role of Chris Gardner, while his real-life son, Jaden Smith played Chris Gardner's seven-year-old son. This assignment analyses the artistic relativity of Chris Gardner's African- Americans' American dream from the expression of equality and individualism (Junhong Ren, 2014).



The term 'The Pursuit of Happyness' is an alternative saying of "Life, Liberty and the pursuit of Happiness" which is in the Declaration of Independence in the United States. The connection and relationship between father and son signifies through the beam of sunlight at the centre of the image. The word 'happy' within 'happyness' is portrayed in red font, and the font style and colour attracts the viewers attention which denotes a key motif in the film. A singular toy held tightly by the boy connotes that the characters are not wealthy people, secondly, the toy looks cast aside, which signifies the strength between the father and son relationship. The main characters full name is boldly stated, denoting that he is a very influential and recognised actor, therefore attracting a wide range of audience.

The key lesson that I learned from the 'Pursuit of Happiness' was that we cannot allow and we should not allow anybody to ever deter or discourage any of us to follow our dreams, just because we were not able to make it work for ourselves. For me, the scene in the back of the taxi connotes the message perfectly. Regardless of what obstacles may be in the way, try, try and never stop trying to accomplish your goals. That is how we pursue our happiness, and Chris's story is a testimony to that. In the Movie, this is brought to light when Chris speaks to his son. During the scene where Chris and his son are chatting while playing basketball together. Chris said to his son that he may as well forget playing basketball. Then, immediately after, he told his son, "Hey, don't you ever let someone tell you that you can't do something. Not even me".

This scene in. denotes a perfect example of how and what parents say and do can really have such a profound impact and effect on their children and their futures. The story signifies through the true events of Chris Gardner's life that everybody has the opportunity or chance to get their own 'pursuit of happiness' if they have goals, self- motivation and determination. Happiness is not something that can actually be pursued, and we all have the capability to have all of the happiness we need. It comes from within and being content and at peace with ourselves.

References:

Junhong Ren, 2014

Reflective writing

My passion for music stems back as far as I can remember. My dad had always played in bands and I remember watching him play to big audiences and that is when I realised that this was the path in which I would like to pursue. When I was 9 years old, he began teaching me how to play the acoustic guitar. He taught me techniques such as rhythm strumming patterns and scales.

I borrowed a 4- track cassette recorder from my music teacher and I would take it home and spend countless amounts of hours recording my ideas down, over- dubbing multiple rhythm guitar layers and then laying down solo sections over the top. In my bedroom I would play cassette albums of classic guitarists and play over the track which I found so much easier than reading straight from the music sheet.

I was in a band until I left school where I joined the Armed forces. For the six years I was there my guitar came everywhere with me, even to Iraq in 2004 to help keep morale up in my squad.

Returning home from the army led me to a job I disliked and that took me away from my passion for music, so In 2014, I handed in my resignation at British Gas and I began busking and playing Open Mic nights across Cardiff, Newport and occasionally Bristol. My goals have kept me focused and determined throughout. In 2016 I travelled to Los Angeles where I got even more inspired and determined after having an opportunity to perform at the 'Pig and Whistle' on Hollywood Boulevard. I started to believe in myself more than I ever did before that point and it only made me work harder. Since then, I have played hundreds and

hundreds of gigs across the UK, but during the past 6 months I have taken a step back from performing every week so I can spend more time writing and in the studio. One of my goals is to release my solo EP, which I'm excited to get finished so I can finally start plugging it with the contacts I've made through networking over the years.

My dream is to be able to share my music all over the world. There would be no better feeling other than knowing that the music I created had a positive impact on someone. Over the past 6 years I have been using loop stations for my live performances and I have also used them while song-writing and composing my own material and ideas. I have never been a wizard in the music tech department, but deep down, I have always thought that if I could learn everything that's needed, then I would like to be a completely independent artist/producer. I no longer believe in getting signed to a big record label is the answer because I have been inspired by so many artists who are completely independent, this gives me faith that I can achieve this myself. I am loving how much that I am learning so far and it feels so great to be able to get on with projects at university or at home or anywhere alone or with a team.

References

<http://www.gowerlife.co.uk/daz-english-the-journey-of-a-musician/>