

Reflective summary
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Creative Management
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The assessment task included group work assignment to create a portfolio for a single release that contained an EPK, remix, budget, and video. The group members contained me and one other person. At first, we tried to reach out to the other fellow students to add more people to our group but realised that groups were already formed. At first, I was concerned that it would be a lot of work for two people, but it turned out to be just fine. Luckily after the other group member and I spoke on the phone, we realised quickly that we got a long very well, which is an important part for a project to really work successfully. For me, one of the main important factors in working with other people and especially on a creative project is their work ethic, commitment, positive outlook, and good character. I believe the other member did have all those attributes. She was also understanding, fun and friendly as well. These qualities make the process much more enjoyable, easier.

Adé Adefolalu music lecturer at Tile Yard education and entrepreneur said that “One of the key considerations for project management is mindset, meaning the established set of attitudes held by someone” (Adefolalu, 2023)

“If you do not have the proper mindset when it comes to project management, you stand a greater chance of failure” (Adefolalu, 2023)

As a group, we spoke on the phone first to familiarise ourselves with each other and the assignment and to make sure that all the elements were understood. We decided for the campaign and portfolio to start with research.

We also met up at first to discuss the project further and discussed our strengths and areas of expertise which both contained elements of creative direction and management for the

project. We did further research to fully understand the artists identity, values, needs and audience etc.

The medium communications used to exchange ideas and data with the producer and artist and other relevant parties involved in the creation of the campaign are phone calls, emails, and WhatsApp messages. After gathering all the required essentials of the portfolio, we regrouped to finalise everything and put it together through a shared google sheet of all the equal contributions to the portfolio and deadline. We expected that we could just meet up again to piece together the assignment during the week sometime before the deadline.

We had good and consistent contact throughout the process with each other. Although phone calls were long sometimes, it saved us the time it would take to meet as we both were restricted with having other deadlines and work in mind. On the positive side, the frequent phone calls also helped with understanding each other better as well as being able to discuss any concerns or problems that happened during the process. This approach for communication worked for us.

Both were engaged, committed and available for each other and I believe we had good teamwork in helping each other through the process of the project. This contributed to a successful portfolio as I feel we both put in the efforts and discipline required for this project.

According to Adé Adefolalu, music tutor at Tile Yard Education and entrepreneur “If you don’t have isn’t disciplined or wired to the discipline, you are in trouble, because it requires such discipline, you have to adjust your mindset accordingly” (Adefolalu, 2023)

The portfolio is a report representing the development of Liseli B’s promotional campaign release of her upcoming single titled “HOLD ON”.

Furthermore, in the process of making the remix for the single we contacted a producer through email that I had previously worked with before, as a songwriter at a song writing camp. We thought the producer would fit the brief well and felt more secure in choosing a producer that one of us had worked with before. I knew he was good and able to mix and master the song as well.

However, the producer wasn't available to meet in a local studio, so we eventually decided for him to work on the remix at his own studio, on his own with our guidance and feedback.

In this process we stumbled on a few small errors in terms of communication. We offered to set up remote session through zoom, which is a software for video communications tool, multiple times. However, the producer was busy with his own commitments and assignments, and it seemed that he ignored this offer and was only available to communicate through email. We eventually had to accept the restricted time available for everyone to be available to meet or set this up.

We sent a small brief to the producer and a deadline. After the producer sent us the first draft of the remix, we enjoyed the different direction of style. The feedback on the details that we wanted to achieve, and change followed in an email as reply to the producer. The second sample of the remix was better, and we were ready to showcase the remix sample to our artist.

When listening to the remix with the artist that we were working, we found that Liseli was not impressed with the direction of the style and was thrown off by the heavy bass, saying that it was "off key".

In this moment I realised that we should have considered the artists input more on for example the type of style that she wanted for her remix as she wished for a style in EDM or a house. However, in the brief we did mention EDM and house.

Most important, we needed to discuss how to approach this issue. As we discussed on the phone, we concluded to express our feedback to the producer in a respectful and constructive way.

As creative directors we decided to trust our expertise and stick with the change of direction as it fit the style of the song very well. We did have the drum and bass style of remix in mind before as well and went with it. However, we weren't fully happy with the heavy bass and

started doubt if the key to the song was correct. We mentioned the key issue to the producer and in the end, it was all clarified that it was in the right key to begin with.

The back and forth with emails and errors resulted in difficulties such as wondering if everything was fully understood via text only and with all parties involved in the creating development of the song. We tried to communicate with the producer to amend this problem by suggesting zoom again and he was accepting of this.

After all the examples sent and tribulations, we decided to go with the first example that was presented in any case. After all we did like it the most out of all the examples sent. What I would have done differently is to allocate more time to set up a remote session so that the artist and producer were able to communicate with each other and perhaps able to avoid the problems that occurred otherwise.

In the process of making the remix for the single I presented an idea to the other person on how we could possibly present the remix artwork and the marketing strategy. I have been following the artist, rapper, and singer Coi Leray on social media and her recently released single 'Players'. Coi Leray has followed up post release with her single 'Players' by further releasing several remixes of the song in different styles. For example, Busta rhymes and Dj Sage players remix, Players David Guetta remix, Coi Lery x Tokischa remix. (Instagram, Leray C, Accessed, 2023)

We were inspired by this idea as it would help to perhaps the artist Liseli widen her audience and appeal to different crowds as well as prolong the momentum of her single release. The artist had already an idea in mind for one of her promo videos for the song release. The other person in the group elevated this idea and with the use of our expertise the artist decided to go with the idea we had for her upcoming release on May 3rd 2023.

The decision to use our concept and artwork for her release made us happy and fulfilled as we felt we executed the task successfully.

Overall, we are pleased with the outcome of this portfolio and project. We carefully studied a few marketing points and teamed up with un:hurd to potentially collaborate with their

immense experience in this field. (*unhurd*. (2023). Time management was good, but I can't help to wonder how useful it would be to use project management templates in the future, for example, software planners and programs such as Monday.com.

But for this time, we chose to stay with the more experienced programs that we felt comfortable with considering the time frame. We used software such as excel sheets to create a budget template and other strategies inspired by PRS (Bandzoogel. (2023, March 23).

It was also useful for us to use a shared google sheet where we could share the same portfolio amongst each other simultaneously and amend any errors.

For the EPK we decided to have two versions, one as a traditional PDF and another one as an optional link that could possibly also be a website and easy to share to bloggers, radios, and any music supervisor in the industry. We discovered a page on the internet named bandzoogel.com. (Bandzoogel. (2023, March 23). The website allows you to create ideas and use templates for your own EPK. We thought the use of that website was fantastic as it looked elegant and showcased everything needed for an EPK.

One of the reasons why we wanted to have the two options was also by default as we discovered that bandzoogel.com. doesn't download PDF well. It only looked good with all the features which didn't allow to download. Because we had already started on making the PDF version that was almost done by using another website named Canva, we also decided to use the bandzoogel.com one as a link.

Because I'm a music artist myself, I am previously familiar with using my own EPK's and understand them well. I would usually pay a professional graphic designer to do this for me. During the process of making the EPK, I would have wanted to add the audio and video to the PDF as well, but we ran out of time to add this feature to the PDF. I feel that it could have been a good feature to add but we probably realised this too late. Despite of this, we were able to share and present the portfolio and the assets separately and the different components involved by sharing links and a folder.

With this experience, I learned that the website and software we used for this project didn't allow us to have the features we wanted for the portfolio. Instead, next time I would consult with perhaps a graphic designer on how to best approach this issue or allocate more time to research those aspects of the project and adapt the skills myself.

The other person member in the group managed to suggest and present a few more remixes for us which we thought were useful and great to share as a concept of what I previously discussed. Considering the time frame, we had as a group, I thought we executed the project well and I feel good about our achievements. It allowed us to better understand the process of releasing a single project and how much planning it involves and challenges one might be faced with when there is a deadline involved.

When learning from these failures and challenges, I can better apply myself in the future. However, it is important to remember that we are learning is a part of the process.

“There are no mistakes in life, only lessons. There is no such thing as a negative experience, only opportunities to grow, learn and advance along the road of self-mastery. From struggle comes strength. Even pain can be a wonderful teacher” (Sharma, Accessed 2023)

One of the most important realisations during the process was how subjective music taste can be sometimes and how important it is to be objective in situations when dealing and working with people.

Artist work and producers work can be a sensitive manner as it is their own personal achievement and taste. Being an artist and songwriter myself, I know the importance of respecting that space and approaching it from that aspect. When we were faced with a challenge and missed, we decided to adjust our approach accordingly and stay positive throughout.

For example, Adé Adefolalu music lecturer at Tile Yard education and entrepreneur said, “When it comes to project management, you have to be aware of the true nature of the individuals that you are working for and working on behalf of and look at their mindsets and make adjustments to yourself or make adjustments in your team” (Adefolalu,2023)

I felt in the end we managed to present a very successful portfolio of different options demonstrated with great ideas and with passion and willingness to learn. Both of us in the group feel proud of what we have presented and within the time scale that was offered to us.

What is important now is to take the valuable lessons learned into consideration of the process and apply it effectively for next project. There is always room for improvement.

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