

PHOBOSPHEAR PRODUCTIONS

CREATION PROPOSAL

COMMERCIAL MUSIC & EP

CORFIELD,T.

2240374

CREATION ADAD4004_LON



Word Count: 2349

PROPOSAL

For this latest project my outcomes will be in three goals these are:

1. Fully establish Phobosphear Productions online presence and register the brand as a company.
2. Create a showreel of commercial music to be put to advertisements taken from prime television viewing.
3. Create and develop a five track EP to coincide the launch of Phobosphear Productions.

I aim to fully establish my company Phobosphear Productions and to further develop the brand. To have a successful brand is to instil a sense of personality “A business’s branding is more important than you might think. On the outside, your brand may seem like it consists only of elements such as logos and colours, but your brand is actually the entire identity of your business. Your brand gives you personality.” (Jones, 2022)

My personal love of Sci-fi and electronic music is reflected by the logo (see appendix A) and design of my website (see appendix B). I also want to build trust almost immediately and by having an established brand is one of the ways to do this “Trust from your audience is one of the most important things you can have as a business, but this isn’t always easy to gain. A business that’s missing key elements of branding will have an even harder time getting people to trust them.” (Jones, 2022). It is like looking into the window of a shop, the brand should show what that vendor is about, failure to do so could cause a number of issues with consumers “Branding is something many of us expect to see when we look at businesses in any industry, and missing this could be a red flag to some” (Jones, 2022).

The creation of a showreel will also add to that ‘shop window’ of Phobosphear and it has been through my discussions with my mentor James of Lazy Habits that it has been established to be of huge importance to that branding. The showreel will be 4 carefully selected television adverts with the music removed and replaced with music I have composed and produced. As previously stated, this is to form my ‘shop window’ – my own personal way of standing out in the crowd, music production like all careers can be competitive, but specifically for music production it is about being creative and versatile. So, a showreel will be able to show how versatile I can be “A showreel should act as a taster for your talent, and showcase your versatility. Therefore, set out a list of different genres and styles that you like to write in” (Bastow).

Finally, I will create a four to five track EP for release and to establish myself as an artist. A typical EP is audio totalling no more than thirty minutes as stated here “The release has a total of four to six (4-6) tracks and the entire release is less than 30 minutes” (Nardo). The reason for creating an EP is to establish myself as an artist to further showcase my work, abilities, versatility and to build a fan base. Having an EP would be one of the best ways to do this as it is a short introduction for fans “Because EPs are shorter, they can be an effective entry point for new listeners to get to know an artist.” (Output, 2021). The EP will give me the tools to engage with my audience through social media and further develop my brand Phobosphear Productions.

It is my belief that having a showreel combined with an engaging EP will increase my chances of success to gain work in TV advertising.

THE INSPIRATION

In January 2021 I started developing my career working in education with the successful move and relocation to Reepham High School in Norfolk. Prior to this I was working in North Wales with young people who had been excluded from school. I was a single parent with my son living with me full time so trying to juggle my career and personal life was a mission!

When I had completed my move to Reepham High School I started to reflect on where I wanted to be and how better I could support my family. It was this moment in time when I decided to return back to education myself and undertake a Masters Degree in Music Production as I already had a HND in the same discipline.

This is when I discovered Tileyard Education and my perspective on my career and life goals started to change. Throughout each assignment my ideas of what I wanted to achieve in my career developed into a series of mission statements which are listed below:

- To push my boundaries creatively and experience developing different styles of music
- Further support my family by enhancing my career through sync libraries and commercial music
- To establish myself as an artist but also to setup my own company

INITIAL RESEARCH

Its amazing when you have a hobby or a passion that you love. But how can you turn your passions into a career, which you can earn money to support your family. Luckily as mentioned before, I already have myself established as a Music Teacher working in a high school. But it would certainly be a amazing if I was also able to become a professional producer and hope that by doing my first job well then I might be able to get further work "If you get one gig and do it well, word will get around" (Farrer, 2001) . My interests lay in commercial music and sync licencing. How am I going to understand this complex and growing industry?

I created a mind map of this part of the project and one thing that became apparent to me was research. I made a list of companies which I found online and contacted them with intentions of interviewing staff members with relevant experience.

It was during the interview of Blue Orange Supervision Thore Garberg stated "Don't focus on any genre but jump on to a trend. Motown, soul, hip hop, sound scapes". Confirming the need to be versatile in the different styles I can create and produce "The styles found in library music are wide-ranging and varied." (Guy, 2022)

Further to my research was interviewing my mentor James of Lazy Habits and it was from their advice that I should create a showreel.

THE SHOWREEL

One of the people who I spoke to was Dane Bradshaw, Senior Creative Manager at Universal Music in London. It was through this conversation that we discussed the showreel, that it should comprise of adverts taken from the TV during primetime viewing. The showreel should last no more than a minute and a half and should comprise of 4 different adverts with the original music removed and my own creation put in place “you want to try and capture your audience straight away and don’t bore them with a long showreel” (Bradshaw) . This will be another experience for me as I have never had to sync my music to picture.

I shall create 4 different pieces of music roughly a minute long for each advert and then edit them down into one showreel. It's better to have a shorter showreel with high-quality tracks than a longer one with mediocre content.

I shall need to accustom myself with the skills require for video editing. I am already a keen photographer, but as I am using an Apple Mac System and also a PC I’ll need to make sure that I can get software to work on both machines. According to PCMag UK the best software for video editing is Cyberlink Power Director “CyberLink has long been an industry leader in speed and support for new video formats and effects, and it's long been a PCMag Editors' Choice winner among video editors.” (nice, 2023), and at a price of one hundred and thirty nine dollars it could be easily within my budget.

THE EP

An Extended Play (EP) is a musical release that falls between a single and a full-length album in terms of length and content. The idea behind limiting an EP to around 4 to 5 tracks does have some advantages;

1. With a smaller number of tracks, EPs allow artists to maintain a cohesive and focused musical theme. This makes it easier for listeners to engage with the material and understand the artist's intended message or narrative.
2. In today's fast-paced world, listeners often have shorter attention spans. Releasing a shorter EP ensures that the audience is more likely to engage with the entire collection of songs.
3. EPs can be more appealing to both fans and newcomers. They serve as a snapshot of an artist's style and potential, offering a taste of what they can do without requiring a significant time commitment from the listener.
4. EPs are more accessible to new listeners who might be unfamiliar with the artist's work. Asking someone to listen to a full album from an artist they've never heard of can be intimidating, but a shorter EP can serve as a friendly introduction. They can be used to test the waters with new material, provide a quick follow-up to a previous release, or serve as a bridge between larger projects.

Ultimately, the decision to create an EP with 4 to 5 tracks depends on the artist's goals, creative vision, and the relationship they want to establish with their audience. While this track count is common, there's no strict rule, and artists can choose the format that best suits their artistic expression and communication with their listeners.

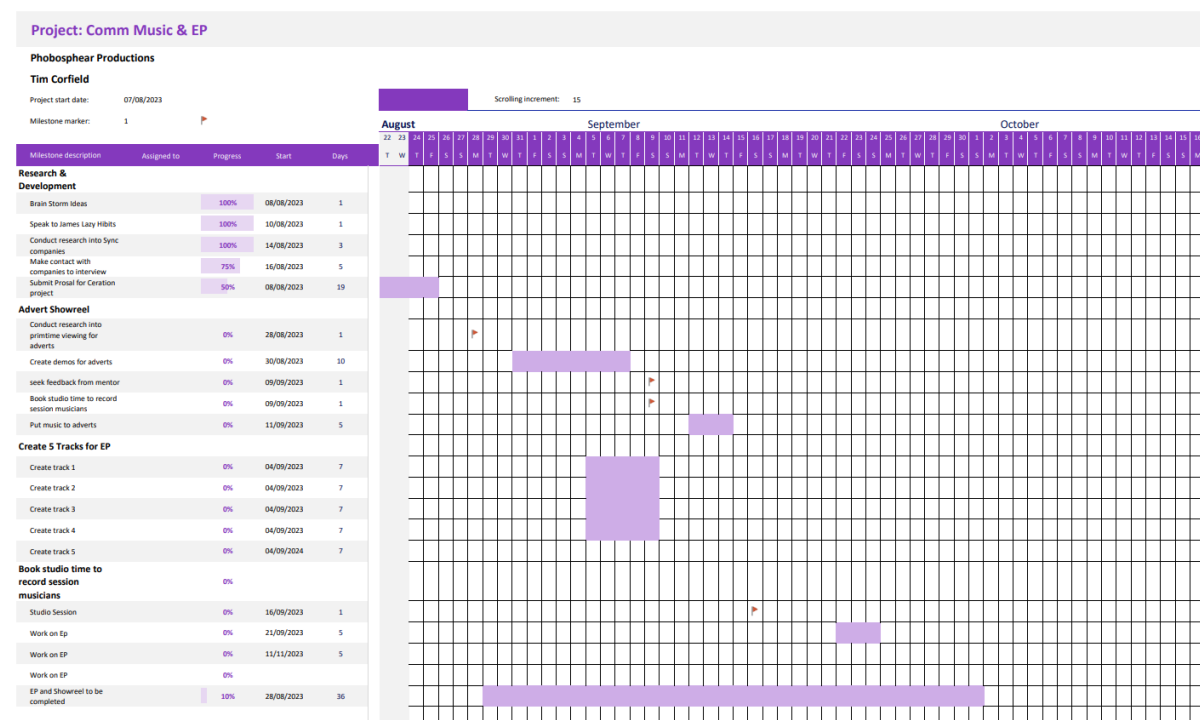
MUSIC I FOLLOW

Throughout my life I have listened to several different genres of music from classical, jazz, rock, pop and many more. But the music that has stuck with me, that I keep going back to is the sounds of an electronic band Orbital. I love the how they manipulate and layer different sounds into their music and its technique that I do myself. This will certainly be one of my influences when creating my EP.

I have also enjoyed the sounds of the British band Muse and their use of incorporating classical works into their music. As I have undergone taking grades with the ABRSM on the Clarinet and the Piano I feel I have a good understanding and appreciation of the classical genre. For the creation of this EP I would not like to make my music sound too electronic and it would be advantageous to try to included as many real instruments as possible in each song.

HOW TO RATE SUCCESS

To aid me with tracking my progress and success for this project I have developed a Gannt chart. This will be a working document which I will be updating throughout this project. Some of the details I have included are start dates, percentage of progress and completion dates.



SWOT ANALYSIS

To further my success I need to understand my own personal attributes, for this I shall use a personal SWOT analysis. This is a self-assessment tool used to evaluate an individual's Strengths, Weaknesses, Opportunities, and Threats. By using this simple business tool could increase my odds at being successful "If you don't have the tools to get your music in front of fans or industry influencers, the odds of them finding you in this oversaturated arena are very low" (Stopla, 2017). It helps individuals gain insight into their internal attributes (strengths and weaknesses) and external factors (opportunities and threats) that can impact their personal and professional life. This analysis aids in identifying areas of improvement, leveraging strengths, addressing weaknesses, and making informed decisions about future goals and strategies.

Strength

- I am personally motivated to succeed to enable me to better provide for my family.
- I have a good understanding of music and theory from my education and upbringing.
- I have access to my own personal recording studio but also access to Tileyard facilities.
- I have a number of musical colleagues who are willing to work with me.

Weaknesses

- I need to better my understanding of commercial music for adverts and sync.
- I need to carry out further research into making my music broadcast ready.
- Have a better understanding of social media and how I can take advantage of these tools.
- I have poor time keeping skills which I need to come up with strategies to help.

Opportunities

- Through recent song writing camps I need to make the most of the contacts I made with other writers.
- Make use of the Tileyard studios and the people associated.
- Sell my music through sites such as Tunecore and Distrokid.
- Look at incorporating my existing band The Metros with this project.

Threats

- Allowing myself to become distracted through poor time keeping and management.
- Taking on too much for this project
- Losing touch of the Showreel and my life goals.

CONCLUSIONS

There is a danger that I may make this project more complicated than it needs by creating too much work for me to successfully finish to a high standard. I have acknowledged that it would be better to complete a 3 track EP to a high standard rather than 5. I also need to be mindful of balancing my teaching role at Reepham High and making sure that I allow time to complete my assignment. I will need to focus and have clear expectations on what I can personally achieve.

But having opportunities like these are not to be missed especially when you are seated in the fire pit of Tileyard and feeling the positive energy and vibes around you. This is an exciting time for me, but I must not let this cloud my judgements as I need to be prepared to adapt and potentially change as the project develops. With everything I have experience and learnt I don't want to throw any of it away. One of the actors I find inspirational is Anthony Hopkins and he says "Life is tough, but you have to just get out of bed. Get out and do it."

REFERENCES

(No date a) Distrokid - Upload & Sell Your Music on Apple, Spotify, Amazon and ... Available at: <https://distrokid.com/> (Accessed: 23 August 2023).

(No date b) TuneCore: Sell your music online - digital music distribution. Available at: <https://www.tunecore.com/> (Accessed: 23 August 2023).

Bastow, A. (no date) *article: How to create a Killer Music showreel, Composerfy. Available at: <https://members.composerfy.com/posts/article-how-to-create-a-killer-music-showreel> (Accessed: 21 August 2023).

A showreel should act as a taster for your talent, and showcase your versatility. Therefore, set out a list of different genres and styles that you like to write in, sift through all the music you've written thus far, and find a piece (or two) for each genre.

Garberg, T. and Corfield, T. (2023) 'Music Publisher Questionnaire: Working with Music Writers'.

Guy, E. (2022) How to get started (and get paid) composing library music, MusicRadar. Available at: <https://www.musicradar.com/news/how-to-get-started-get-paid-composing-library-music> (Accessed: 23 August 2023).

The styles found in library music are wide-ranging and varied.

Jones, K. (2022a) Council post: The importance of branding in business, Forbes. Available at: <https://www.forbes.com/sites/forbesagencycouncil/2021/03/24/the-importance-of-branding-in-business/> (Accessed: 21 August 2023).

Branding is something many of us expect to see when we look at businesses in any industry, and missing this could be a red flag to some. Without branding, you have very little to show for your business.

Jones, K. (2022b) Council post: The importance of branding in business, Forbes. Available at: <https://www.forbes.com/sites/forbesagencycouncil/2021/03/24/the-importance-of-branding-in-business/> (Accessed: 21 August 2023).

Trust from your audience is one of the most important things you can have as a business, but this isn't always easy to gain. A business that's missing key elements of branding will have an even harder time getting people to trust them.

Jones, K. (2022c) Council post: The importance of branding in business, Forbes. Available at: <https://www.forbes.com/sites/forbesagencycouncil/2021/03/24/the-importance-of-branding-in-business/> (Accessed: 21 August 2023).

A business's branding is more important than you might think. On the outside, your brand may seem like it consists only of elements such as logos and colors, but your brand is actually the entire identity of your business. Your brand gives you personality.

Nardo, R. (no date) A hitchhiker's guide to releasing an EP - TuneCore. Available at: <https://www.tunecore.com/blog/2017/07/hitchhikers-guide-releasing-ep.html> (Accessed: 21 August 2023).

The release has a total of four to six (4-6) tracks and the entire release is less than 30 minutes.

Output (2021) What is an EP? why should I release one?, Output. Available at:
<https://output.com/blog/what-is-an-ep> (Accessed: 21 August 2023).

Because EPs are shorter, they can be an effective entry point for new listeners to get to know an artist.

Stolpa, A. (2017) Music Marketing Strategies: How to make it in the music industry, Music Careers | Expert Advice - Careers In Music. Available at: <https://www.careersinmusic.com/music-marketing-strategies/> (Accessed: 24 August 2023).

If you don't have the tools to get your music in front of fans or industry influencers, the odds of them finding you in this oversaturated arena are very low

nice, P. hardware is (2023) *The best video editing software for 2023*, PCMag UK. Available at:
<https://uk.pcmag.com/video-editing/16182/the-best-video-editing-software> (Accessed: 24 August 2023).

CyberLink has long been an industry leader in speed and support for new video formats and effects, and it's long been a PCMag Editors' Choice winner among video editors.

APPENDIX

- Appendix A :



Phobosphear Productions
Bringing Music to Life

- Appendix B:

