

Self-Reflective Summary

This is my self-reflective summary, designed to give an insight and deeper analysis of the individual work done by myself and the main tools, tactics and elements that I used in relation to the campaign of the song “Relax” by Dami Dina. In particular, my role and contribution to the group project will be assessed in relation to the current music industry dynamics. Finished off with an overview on the main focuses and ideas when going ahead with my tasks.

For this single release, I thought the best solution was to assign myself the role of Artist. This is because as an upcoming musician hoping to make a debut very soon, I am eager to start learning the processes of what I would be tasked to be doing by myself and the different steps taken in the process. I began by writing the song through inspiration from different artists I admire such as Childish Gambino, Chance the Rapper and Frank Ocean. I understood the appeal of a single and felt it was best suited for me to something more uplifting instead of sombre. Knowing how people across the world are feeling at this moment, the title ‘RELAX’ really came naturally and from there I wrote the rest of the song.

Production for the original track was carried out by Jefe Salomon, a friend of mine and was given the assignment of creating a relaxed summer vibe song to go with the melodic lyrics. The way the song turned out was better than I could have hoped. A few hours of recording the vocals over the instrumental as well as sending it to Curty McDevitt to engineer the mix of the song the single was well on the way to being finished. Moving on to the remix, I found it would be best to get a different instrumental on the same vocals to contrast the original, not only in atmosphere but in mood as well. I wanted to have the remix relay the same message but in a more cinematic, less carefree way. This was executed brilliantly by long-time friend and Grammy winner, Nate Fox. Changing the aura from ‘summer tune’ to ‘winter anthem’. This was a huge sigh of relief as I was not sure what to expect after detailing a story of how I wanted the contrast in songs to be. This was because I was not sure if I was being over the top or if I was asking for something impossible.

Once the song was completed, I then had to detail the execution of the songs to the group and begin working on the EPK with Julia before beginning a plan on a photo shoot as well as video for the song. The EPK was well written and gave a great overview of my current level and accomplishments in the industry. However, due to the climate of the country, we were not able to get a schedule on a well-orchestrated video for the song, so we settled with getting the photoshoot done and a music video to be made instead by Florian. The headshots were to

capture my serious and introspective side. As much as I like to be playful, I also have a very serious side and I am very introspective in almost every thing I say and do. I see life as a learning ground full of consequences and lessons to be learnt. I do have funny lines, and catchy lyrics but I also have a grander message I want to get across in my songs. You don't have to look far to see the story as well. This is why I decided to have a more serious look for the photo shoot.

After the photo shoot, I began prepping for the interview to be conducted by Florian's friend. This is the first interview I have conducted with a random person, so I was looking forward to it, even if it was on the phone. I prepared as much as I could and spent more time making sure I knew a skeleton of the answers I wanted to give. I felt a bit sad knowing how much I prepared for it in comparison to many assignments I failed to hand in when in lower education and secondary school. This interview lasted 10 minutes and it was documented and recorded for Florian to later select areas to put on the website.

Additionally, I was tasked with developing my artist biography as well as compiling a playlist of songs which I feel contribute to how I have become an artist. This was to help appeal to the blogs we would be reaching out to. This would give them a better insight of my journey and where I want to be and what I stand for as an artist. This also gave me a deeper dive into who I want to be as an artist, this is something I had never really thought of so deeply as these are not the questions you find yourself asking when you are addicted and head over heels in love with the craft of making music. You never stop and ask yourself 'why?' or 'who do I want to be?' because you are so engrossed in the process of making music which you believe is amazing and you feel you could play at a party with your friends and have them believe in your music as much as you do. This made me realise my music moral which I will begin to live by and make sure I get across in projects far past this debut. The biography and playlist also came in handy for Giulia and I to make mood boards to kind of give a colour, brand, theme and look to my 'essence' as a creative.

Finally, we all congregated to look at Eva's marketing plan and steps for me as an artist. I found a lot of it very inspiring and helpful. Starting from the beginning where she did an internet search of me and showed me the chances of me coming up high in the search. I have always been aware of another individual with the same name as me and it never crossed my mind that people may get us confused but with the additional digital branding done for this campaign, I do not think it will be easy for me and the individual to get muddled up as he is in

a completely different industry to me. Furthermore, we developed a great 7-week strategy for accomplishing streams as well as accumulating a new following. Seeing and hearing Eva in her element gave me inspiration to continuously get better at anything you start doing as you can only learn and go up in craftsmanship. When you develop a skill, you can't unlearn it, only improve on what you know and mould it into way to benefit your mind. The marketing strategy was very in-depth and gave reason for everything as well as tell us how each of our elements would be implemented and how myself as the artist would be forefront in the pitch.

Reflective Essay on Modern Digital Technologies

This section is dedicated to talking about the technologies in our industry and how newer innovation may affect the industry and how I myself feel about this. Technology is only going to continue changing industries and forcing them to adapt to how the technology has changed ways of thinking. A common example used is the change from physical media to digital streaming with the age of Spotify. When individuals do not adapt or change with the new systems given, it is hard for them to grow. This can be seen with labels' initial push and negligence of streaming platforms, deeming them as a waste and not impactful because it did not add to their revenue margins as well as physical media did. This only caused a stunt in the industry as with western music being a late comer to the streaming craze other music heavy cultures such as the Asian territories who embraced it much faster ended up garnering higher followings and higher media integrations before western societies. We have only just caught up in terms of integration and we may be close to seeing an even grander scale of change, and this can be seen through the integration of Blockchain by companies.

Blockchain allows payments on its network to be made peer-to-peer. Without the need of a third party to verify the legitimacy of the transaction this has and will change the music industry forever. Blockchain can give artists increased control over the pricing and terms of use of their work. When developed the aim was to create a 'fair trade' ecosystem for artists which could begin to topple the reign of record labels and performance rights organisations. This was due to the current lack of transparency from labels as well as unforgivable mistakes such as paying the wrong people and failing to give royalty money to artists who can earned it.

Blockchain technology has transformative potential for royalty payments in respect to recorded music. This is because Blockchain is a database for copyright information, aiding easy royalty payments between all owners of the copyrights whilst also offering transparency through the value chain. This in essence can cut out the middleman, it explains why in recent years we have seen the rise in more music distribution channels such as DistroKid, Ditto, Tunecore, CDBaby and Artists Without A Label.

This is already seen with the new distributors being able to handle fast, frictionless micropayments from independent artists. Long gone are the days where admin fees are deducted from royalty payments and the turnaround for the money arriving taking months – years to arrive. New music distribution chains have effortlessly created a new standard of distribution that labels have been forced to follow with quick, low transaction costs for each song released.

Personally, I believe that this is where the music industry will be heading as we have already seen the transition with entrepreneurs in the business industry and we can already begin to see the same shift now with artists making their own distribution channels and start-up creatives can learn on the go or take classes online or even research on YouTube areas which they feel they need to improve in. from writing lyrics, to singing, to vocal practice, to production. It is now all possible to be learned and managed without a label. The only thing missing is being able to track and delivery money to recipients involved correctly without a label and this is where Blockchain comes in.

Blockchain has the ability to provide transparency and traceability for all individuals, music industry and laymen alike. With all the possible applications discussed in this essay, I believe that the greatest application Blockchain can really have on us humans is the ability to be in control of our own destiny. Hopefully this technology will be free for all in the distant future and allow us all to be able to create, own and distribute our content s we see fit. The music industry is due for a change soon and I would not be surprised if it was brought about by Blockchain.

In summary, Blockchain is still evolving daily as a new form of technology. But it has astounding promise and potential. Not just for the music industry but for worldwide applications. The Distributed Ledger Technology will undoubtedly shape the way we view transactions in the near future, the question is only about the matter of how. Understandably the public may be disgruntled if the government finds another way to use this as a form of control and restriction on the public instead of allowing it to help us flourish. The paradigm shift may be coming sooner than we think after the events of the 2020 pandemic. To date in December of the year, we have seen an almost nationwide abolition of coins and cash due to Covid-19. It is known that during crisis, us humans do tend to thrust ourselves even further than we thought possible, with each world war bringing about astonishing new technological booms.