

Portfolio - Single Release

A Reflective Summary

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1 Portfolio presentation

Audio File

1 Original R&B song -

1 Drum and Bass remix - a concept remix that can expand the artist and producer market.

1 Afrobeats remix - A concept remix to give the song another dimension and reach.

1 Avant garde remix - Soft EDM - A concept remix that demonstrates a different perspective of the song - using Ai Technology

1 Cover art (2 remix)

1 EPK -

1 Marketing strategies _ To promote campaign with UnHurd

1 Video assets to promote the song (Visualiser and teasers)

In this reflective summary I will refer to Giza Pajamandy - Smith (Myself) as GS and Edina Hadzihafizbegovic as EH

This report is an evaluation of the work conducted to create and present a portfolio for the promotional purposes of a song and remix. The portfolio was created by EH and GS.

We met and talked regularly to stay up to date with the creation process of the remix and to discuss ideas for the promotional campaign portfolio. We assessed our skills and areas of expertise in order to complete the tasks needed to start brainstorming ideas. and create the assets for the p[romotion of the song

Process of the creation of the portfolio .

1. Song selection

G.Smith proposed the choices of 3 female artists. After discussing it as a group, the song Hold on was chosen as the artist, Liseli B was getting ready to promote the track but did not know how to proceed. We assessed the artist's talent and need for development and decided to go ahead with Liseli B. The song is an R&B track that is inspired by 2000's R&B.

2. Producers to work with

As a group we decide on the genre for the remix, EDM leaning more towards the Drum & Bass style. EH suggested William Hendry, a Music Producer enrolled on the MA music production course at Tileyard. EH contacted him via email and he agreed to undertake the task of remixing the song in the D&B genre. We kept communicating via email throughout the project. We decided to ask 2 other producers to work on the track, in order to have different creative input for the remix project. I was very excited to have the opportunity to work on a remix for a song.

3. Cover art

We pitched an idea for the cover art to the artist she agreed. The artist agreed that she needed to tighten her marketing strategies and create coherence between her musical work and visuals. The lyrics and theme of the song are based on a broken love relationship where the 2 partners keep trying to stay in touch via phone. As a result the idea to use a text message as the artwork for the campaign came about. The artist was pleased with the idea and contacted her graphic designer who created the artwork pretty quickly. The idea of the Text message is the beginning of a campaign that will be involving a music video shoot.

4. EPK

We have selected pictures from a recent photoshoot from the artist and built an EPK on Bandgoozle and canva . For the purpose of the EPK we needed artist photo, biography and relevant info on the single which was provided by the artist herself. The EPK is composed of the artist bio a press release about the release of the song - one picture from the artist, a audio version of the track

Conducted an email interview to gather information about the artist to write the bio. The color scheme used was suggested by the website who guide the process of creating the digital asset needed for a campaign.

5. Video asset

We have decided to add to the portfolio an audio link of the song. A short intro of the song. ~~The idea from the visualizer was put forward after receiving the first video. As a group we decided to ask the graphic designer to improve by making the texts move. He was very efficient, took our idea into consideration and took very little time to complete the task and we were satisfied with the results.

6. The budget

A theoretical £5000 budget was allocated to this project. In today's world of music promotion trying to promote a song without a budget is almost mission impossible. We have chosen to spend 40% of the budget on the

creative process of making the song and the remix and 60% of the marketing and promotion.

There are a lot of resources out there encouraging independent artists to Do It Yourself but the reality of the Music market is different. Promotion should be taken very seriously as this will make or break the artist. User generated content can be a source income but to be successful in making an income the content posted online. Artist should nurture their social media

The A&R process

Overall the process was enjoyable. It was interesting to have to have the opportunity to plan the release of a commercial song in the genre of R&B. To work closely with the artist by pitching ideas for her promotional campaign, and trying to meet her needs and vision.

Collaborating with my peer, EH was really good and insightful as she was an artist herself. We were able to share our ideas, communicate via email and whatsapp, and met to discuss our plans.

b) Reflections on the impact of all types of digital technologies with reference to the creation and promotion of original popular music and team development on creative industry projects

AI technologies and Music production

Digital technologies are at the center of all music releases nowadays.

Creating the remix and portfolio for this assignment was a great experience and a reminder of the importance of digital skills and trends. The creation of quality music is the priority to sustain a career in Music. Powerful production software such as Logic Pro or Fruity Loops allow producers to create original songs from almost anywhere. The most interesting fact from creating the portfolio, is how quick the producers commissioned to create the remix came up with a demo idea. 2 of them presented a remix idea in 24h which made me intrigued about the program they used to achieve such a result in such a short period of time.

One of the producers used the Moises.AI (*Moises App*., 2023) - a web app that uses Artificial Intelligence to remove vocals and instruments in any song and create the track on the Logic Pro software. Another AI website that alters tracks used to create one of the remix in the portfolio presented is www.vocalremover.com -

The screenshot shows the VocalRemover website with a dark blue background. At the top, there is a navigation bar with the logo, links for 'EXAMPLE', 'HOW IT WORKS?', 'GET IN TOUCH WITH US!', a language selector (US flag), and 'LOGIN' and 'SIGN UP' buttons. The main heading is 'Remove vocals from any song'. Below this is a 'PRODUCT HUNT #4 Product of the Day' badge. A text block says: 'Do you want to remove vocals from your favourite song? It's super easy! Upload it on Vocalremover and enjoy its instrumental and acapella (vocals only) versions right away!'. A diagram shows a central 'Your Song' icon with arrows pointing to 'Instrumental' and 'Vocals' icons. At the bottom, a 'Listen to our Demo:' section contains three audio player controls for 'Original', 'Instrumental', and 'Vocals', each with a play button and a progress bar.

This site allows users to use its services for free however they can only upload one song to the website in 24 hours. To have full unlimited access to the service user can become a member through patreon where they pay as little as £1 per month. (Vocal Remover, 2023)

. AI is Capable to creating lyrics with emotionality that can be used to compose new music, create unique mashups, and also help create robotic actors. The possibilities are vast and endless. with these mechanisms.

Social media

A social media presence is important to any promotional campaign and opportunity to build an international presence . Music artists strive at developing a presence and community on platforms like Instagram, TikTok, Youtube and Twitter. To do so they need to be actively posting and interacting with their followers alongside releasing high quality music and visuals. The work of a Music artist has never been so challenging especially if they are seeking revenue from it. Their marketing strategies should focus on social media growth by planning a content calendar and defining their identity and values. Instagram and Tiktok users are very engaged with both platforms. They seek new content everyday while browsing the apps. These behaviors are the norms for a large number of people. Music is dominating the TikTok social media platform as it is known for making songs viral and breaking records on the charts. Independent artists should not miss the opportunity to make full use of this platform. It is the platform to discover new music. Songs can rise up organically on the app even if they've been outside the mainstream for decades. Marketers can also hire influencers to help a song take off, sparking a wave of user-generated posts from their fans. (Whateley, 2023)

The ability to connect with fans on social media results in brand awareness

the ability of an artist to connect with his fans through social media platforms with the fans and responding to comments that are offered by those fans. This relationship facilitates the flow of information and contributes to the consolidation of an artist's fan base. (Owusu, 2022)

Social media can help generate more income by driving their merchandise, music sales, or asking for donations. There are also many social platform that offer a subscription model to access exclusive content. Instagram joined the list last year and now offers a feature that allows you to monetize your content by putting some of it behind a paywall/ monthly subscription. (Gandola, 2022)

Another advantage of growing a presence of social media for music artists is paid advertising opportunities or products on the profiles. Artists can be asked to promote products there and get paid for it. They can also collaborate with big companies and might see them as influencers.

The content artists post on social media needs to be engaging. Social media has 2 sides: the one that the online user sees and the one marketers are interested in: the analytics. The great aspect of these platforms is to be able to analyze your audience and define your target market which is helpful to promote materials and understand who your fans are.

The high demand of online content can be demanding for an artist so often they require support in managing their social media pages because it can be overwhelming. As an industry expert, keeping up to date with the new trends is essential to understand the evolution of the music market which is constantly changing.

Social media is popular, graphic design websites have templates available to the size of the different platforms. For example Using Canva you can create all the promotional assets for Facebook (cover, Instagram, Tiktok, and more). A lot of aspects of our online experience is linked to our social media profiles. They are an integral part of music promotion but also of life as well.

