

Michael Harley

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Element one

Written Proposal

Module code

ADAD7004 LON

Outline of Proposal

I am going to create a fully stocked “War Chest” or a document including all the content required for a commercial music producer to send and successfully attain the attention of a record label or their Artist and Repertoire (AnR). The War chest will contain such items as information about me as a producer and my brand ,my production show reel consisting of three commercial songs and three remixes of the songs in different genres , information about the featured artists , who I have worked , existing production credits , social media content including ;photos , videos , pre written posts ,stories , my one sheet and links to existing content

I will be using the up and coming artist’s, my lecturers, online articles and academic sources to support my proposal. I will now go on to break down the war chest and explain my production and mixing processes for the project.

War Chest Contents:

The “War Chest” Will be broken down into several elements that a record label would ever require from a producer:

The Artist :

Mike Harley and Brodie Gee known as Bake House Records. The collective duo The Baker and Hypnotyst together founders of Bake House Records. We are a electro house duo and take our influence from such artists as Gorgon City, Calvin Harris, Deadmau5 and Infected Mushroom and 90s house music.

Featured artists :

After speaking with Sean he advised me that for this type of project I should incorporate several different singers into the project “ *Mike I feel you should get a variety of singers involved in your tracks as it will give you to work with and show off your production skills in more depth*” (Hargreaves, 2020)

Brunette: an artist singer and writer I have had the pleasure of working with for many years who has a very modern style with a very powerful diva voice something similar to Robin S and has worked with such artists and The Beat Freaks and Gregg Chambers.

Emily: A singer and writer from the song writing MA a softer voiced singer who usually sings folk rock songs but has a great tone and clarity to her voice as is also a great topliner.

Chiara: A singer and writer from the song writing MA a bluesy, dark and husky singer who can really convey emotion through her voice.

I have chosen these three singers to work as each one brings something different and unique style to the each one of my songs which will show case my production skills to their fullest potential.

The Brand :

Bake House Records

When presenting yourself to a label or to anyone, it is key that have an established brand with a clear brand image and message you are conveying as the artist. You must know exactly where you sit in the marketplace and who you are aiming your product at.

My brand is called Bake House Records:

We are an electro house collective

Our image is very clear and consistent that we are commercial electro house with a unique twist of modern day 2020 thrown in while keeping all of the cool of the eighties.

"Your brand and image should be a true reflection of you as an artist "(Arm, 2020)

Everything for the type of social media we use, to clothing , colour schemes , the way we act on stage to the way we come across in interviews has been calculated to show our brand and image in the exact way wish to represent and that reflects us as the artist in a positive way.

"Your brand is who you are and how you present that message. If you're doing it right, those who take a quick glance and listen should immediately have a sense of what's going on and of what kind of person (and artist) you are. It needs to be shown in the photos you use in the press, the posts on your social media accounts, and of course, your actual art." (Making A Living From Music For Picture: Part 2, 2020)

The Music/Show Reel :

"If you're ever going to make it in this game, you need a calling card, a way of impressing potential clients with your musical ability. You need a showreel. We explain what to do to create one..."(Making A Living From Music For Picture: Part 2, 2020)

" your showreel should contain a variety of styles. You should also be acquainted with the various types of score that will be used with moving pictures, such as stings, phrases, underscore, themes, and beds, and know which of these to include on your reel, ..." (Making A Living From Music For Picture: Part 2, 2020)"

My music show reel is going to consist of 6-8 tracks equalling to 30 - 45 minutes of original music. My show reel will contain three singles all mixed and masters to the highest quality to allow me to pitch the singles to records labels with a chance of getting cut. I will also include an extended house remix, a stripped back to acoustic elements (guitar and vocal tracks while keeping some of the original sounds from the original track), and a rap version where I will be keeping the chorus of the song and replace the verses with rap vocals of one of the three songs.

After speaking with Sean Hargreaves, we agreed on having six strong songs rather than eight good songs as we felt that eight songs would be too ambitious and that I would not be able to complete the tracks to the standard required for pitching.

" I really like your idea it will show case all aspects and elements and your productions and given the current climate and situation this should be easily achievable". (Hargreaves, 2020)

Existing music:

Harley has had two previously tracks so signed to Universal which unfortunately were shelved and never released.

Productions Credits :

This is to show the label our existing standard and our current position in the industry.

All current production credits for any songs produced or played on will be entered here .

Fan Following details :

“ chart analytics is the first stop for AnR’s and it even has an AnR tool included the lazy way of doing it if you ask me I prefer to use my ears and my own experience to decide on the artists I take onto the label” (Arm, 2020)

Chart analytics is a website and program that is the first place that record labels will go to check an up and coming artists numbers

Using chart analytics to break down the following numbers:

Instagram followers, Facebook ,Twitter, Spotify monthly listeners, YouTube plays .
SoundCloud followers and listeners,

Social Media Content:

Included in the social content will be:

Photos, videos , stories , pre written material posts it will included everything needed for a successful social media campaign.

Photography:

Head shots , photo shoots , to be added here

Music Videos:

Current links to music videos will be added here

Electronic Press Kit / One Sheet:

See an example of one of my previous one sheets below



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FACEBOOK

<https://www.facebook.com/mikeharley6>

TWITTER

<https://twitter.com/mikermpharley>

SOUNDCLOUD

<https://soundcloud.com/mikeharley>

LINKEDIN

<https://www.linkedin.com/in/mrmikeharley>



Up and coming Music Producer Mike Harley a recent graduate from Tile Yard Education

For the last year Harley has been studying his Master's in Commercial Music Production at Tile Yard. Alongside his MA Harley is currently being mentored by "Faithless's" "Sister Bliss".

For the last year Harley Has worked as a recording engineer for "Ayo Beatz". Working with such artists as *KC Pozzy* an Afro beats artists who recently signed a publishing deal with *Sony Music* with his album *Ice Water Boy* ft. *Ms Banks*.

Harley is currently producing with his own label "The Beat Bakery London" who produce dominantly UK house and Pop. "The Beat Bakery London" are currently working with an artist known as "Tierz" who has supported such artists a *Dappy*, *Mob Deep* and *Xzibit* as well as having support of ex *Radio 1* presenter *DJ Memzee*.

Several of Harley's tracks have had national radio plays with: *Capital Extra*, *BBC Radio One*, *BBC Introducing*, *Link UP TV*, *SBTV*, *VEVO Official*. As well as catching the eye of the

press: Croydon Advertiser, Red and Black Magazine, Kent Messenger.

Harley has great in-depth knowledge of industry standard DAW Including *Logic X* and *Pro Tools*, as well as audio plug-ins such as *Waves*, *Native Instruments*, *Spitfire Audio* and *Universal Audio*.

Harley is talented musician playing guitar and Bass at a grade 8 standard as well as several other instruments including drums, piano and synth.

Harley has worked as a studio manager for *NXG Records* a London based independent record label. As well as being an in house producer for *Kreativ Monstar's* a South London Label where he under took such roles as the preparation of the studio, recording, mixing and mastering as well as the musical development of artists.

Harley has a passion for music production and gives a 100% into any project he undertakes to make sure the end product meets the desired need of the client.

Having a one sheet that stands out from the crowd is so important

According to AWAL it should include:” *Artist name / logo , press photos , a brief biography , major achievements , Press quotes , social media handles and numbers , Album or touring information, videos and extra imagery , official website and contact information*” (9 Tips for Creating a Killer Artist One Sheet, 2020)

It you have a professional looking one sheet containing all the correct information making the labels life easier and it will create a great first impression.

First impressions really do count it’s all about how you present self and how you are remembered in some one’s mind.

After attending an AnR session with Charlie Arm the head of Tile Yard Music he said “ *First impressions are cruital if that AnR thinks you are rubbish and then tells your boss your rubbish they will just ignore and trash any emails or material that you send. Make your first impression be remeberable and professional* ”Arm, C., 2020.

“First impressions count, and you need to be ruthlessly self-critical. Remember, most of the executives you're targeting will be getting piles of these discs across their desk every week. What they're listening out for is the sound of someone who can deliver, and that goes for technical and technological ability as well as the musical goods. Unlike a band demo, it's important that your showreel sounds at least like a competent recording. (Making A Living From Music For Picture”: Part 2, 2020)

Overall Production time of Project :

I will be aiming for 6-9-week turnaround time for the project given the current situation maybe quicker if the situation changes. I am going to split the time evenly between tracking and mixing. I will save time by mixing on the fly as well go along in the tracking. The 9 weeks. Break down will be as follows:

Preproduction : 1-4 weeks

I will be recording songs I have already written with my production team which is a total of 3 original songs then an acoustic version, a house extended mix and a rap version. I will have all the tracks written and produced to a high standard before entering the studio to save time.

Ideally it will take me 1-3 weeks to prepare all three tracks at my home studio , I am going to program/ record as much of each song as I can and get the tracks to the position where I can send the tracks to the artist before we enter the studio and the artists and musicians

can record their parts .With another week added to act as a safety net / a chance for the artist to learn their parts and just encase I encounter any issues such as my book completely failing or Logic releasing an update that is not compatible with my Universal Audio hardware and software or they extend the lock down and I am not able to record any artists.

Possible Issues and Solutions

Tracking :

Tracking: I will be only be tracking vocals with the possibility of limited guitar and bass parts I can record the guitar and bass at home but all three instruments will benefit greatly from the equipment available including: Neeve preamps, LA2A compressor and the distresser as Although I have the software version nothing beats the real hardware.

Mixing :

I will be mixing all the tracks at my home studio using a combination of Logic X for composing and Pro Tools for mixing I will be liaising with Sean where we be sending mixes back and forth for feedback and any adjustments he thinks I need to make on the tracks this could include anything from mix errors to the actual structure and writing of the song.

“ Mike I think it’s a great idea that we set up a SoundCloud playlist for your project so that you can upload any new tracks for me to listen too and to provide feedback.” (Hargreaves, 2020)

Before bringing the mixes to into Tile Yard’s Studio to check and reference and adjust my current mixes using the selection of speakers including Adams and Yamaha NS10’s. To make sure that songs sound great across all speakers.

I want my songs to have a commercial sound overall but to have outstanding vocal that wouldn’t sound out of place on a Spotify playlist but unique enough to will catch the ear of any AnR who listens to the track.

Artist references for my final Project :

Below is a series of links that I will be referencing my songs and mixes against to make sure they are to the same standard in terms of mix and topline.

The weekend Blinding Lights <https://www.youtube.com/watch?v=4NRXx6U8ABQ>

Doja Cat Say So https://www.youtube.com/watch?v=pok8H_KF1FA

Dua lipa Physical <https://www.youtube.com/watch?v=9HDEHj2yzew>

Sunship M Dubz remix Bump n Grind <https://www.youtube.com/watch?v=hdJyLJMaQMY>

Robin S Show me love <https://www.youtube.com/watch?v=Ps2Jc28tQrw>

Conclusions:

To conclude my overall aim is create three original songs followed by an acoustic, extended house remix and rap versions of the three original tracks to send out to record the labels complete with a war chest containing all the information a label would require from an artist. The entire package of the War Chest will be completed to the industry standard to give it the best chance of catching the attention of a label executive.

“you need to chase, cajole and charm your way past countless receptionists to try to get hold of the executives you sent them to. For me, this is the hardest bit of all. It's the composer's equivalent of being a cold-calling insurance salesman: no-one wants to talk to you, and they will produce every excuse in the book to avoid doing so. Also, these executives are genuinely busy people, and will be fixated on whatever project they currently have on the go. As so often, it's a fine balance between annoying them enough to persuade them to speak to you, (Making A Living From Music For Picture: Part 2, 2020)

Once you have the executive's attention after annoying them into submission you have to present the best product possible and sell yourself as an artist correctly to give you the best chance of succeeding and remember to have the correct professional attitude.

“It has been known for people to become very exasperated when they realise that their demo has not received a printed review after it's been sent to SOS, and they then begin showering the magazine with phone calls and emails rudely demanding an explanation. However, far from having a positive effect, abusive emails or phone call tend only to reduce the chances of getting a review. Even those famously 'difficult to work with' pop stars probably spent years being nice and subservient before they got to the position where they could afford to behave like a rotter. By the same token, you might not like the fact that the A&R person has been sent one or two of your demos and hasn't called you back, but bombarding them with angry mail telling them how aggrieved you feel is not the best way forward.” (How to Get Noticed by Record Labels, 2020)

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Awal.com. 2020. *9 Tips For Creating A Killer Artist One Sheet*. [online] Available at: <<https://www.awal.com/blog/9-tips-for-creating-a-killer-artist-one-sheet>> [Accessed 16 May 2020].