

Introduction

The purpose of this summary is to reflect on key aspects of the project both professionally and personally. I will critically analyse business strategies, models, teamwork and look at how the given assignment was able to develop ideas, skills and understanding within a project. I will give critique to myself regarding my role, learning and my progress within the group and look at how the team utilised new technologies to complete the assignment. I will analyse and comment on compulsory assets of the assignment that I oversaw and compare them to industry-standard but also how we could have improved and expanded within our project.

I will be looking at the different divisions that make up a music business and comparatively to our project see how we also effectively worked as a team.

Naturally, I assumed the role of leader within this assignment, I didn't want to assume a position of authority but rather be a person who had a multitude of skills, effective in communication, being easy to talk to but also being able to make concise decisions to move the team forward. I took time to look up the skills and attributes of the roles within this assignment on LinkedIn but overall, I wanted to approach the task with humility but 'A leader is best when people barely know he exists when his work is done, he is aim fulfilled, they say: we did it ourselves (2017). I realised quite soon on the art of effective communication that you have to be firm when decisions are needed, as well as probing people about meeting deadlines was necessary. Admittedly I felt like I was torn between being laidback but frustrated that deadlines weren't met.

Management & Timeline

It was my role to oversee the project, we were able to utilise Monday.com a very useful project management tool that covered all aspects of the project. Monday.com gave us a pretty clear understanding of what needs to be done of the team, allowing us in real-time to show the progress of tasks, attach updates, showings of work and allowed for the team to effectively communicate. From the works updated on to Monday.com, we were then able to have meetings and discuss the different stages we were at.

Marketing Strategy/Timeline/Promotion	Subite...	Person	Status	Date	People	+
Create a timeline w/deadlines						
Decide on distributor and upload to DSP						
PR Company quote for single campaign						
+ Add						

A&R Session	Subite...	Person	Status	Date	People	+
Consult and confirm Artist/Producer & Songwriter		AK +3	Done	Nov 12, 2020	AK +3	
Discuss remix ideas		AK +3	Done	Nov 13, 2020	AK +3	
Meet & Greet for Jerome & Toma		AK +3	Done	Nov 19, 2020	AK +3	
+ Add						

Budget Sheet	Subite...	Person	Status	Date	People	+
Create and compile a budgeting sheet			Working on it	Jan 4	AK +3	
Contract for Toma			Working on it	Jan 4	AK +3	
+ Add						

(Monday.com2020)

We did enter a stage where unknowingly that we were using a free trial version of the project management tool, which was frustrating for all of us, firstly because it was incredibly useful but the downside, we then needed a new tool for us to use as a hub for our work. I took the initiative to look into looking into other project management tools, problems I faced were that other services were subscription-based, very pricey however I realised we could share our work within google drive for free, in the grand scheme of things this was a minor setback, and everyone adjusted brilliantly.

Google Drive

Google strives in being an 'excellent and collaborative tool (Ciccarelli, 2021) 'with 'over a billion users' (Ciccarelli, 2021) I felt it was right of us to use the drive as a hub for our work. A critique using the drive folder is that sending and sharing works isn't necessarily secure and wouldn't recommend it for sending over private files, I feel like it could negatively impact an artist's campaign in the music industry I would suggest using encrypted software. That being said for all intent and purposes for this project it was Thus we were able to use it to upload our work, especially larger files. The team filed their work, clearly and were very concise about what work was added to file and think it needs to be mentioned though we experienced some setbacks the team was very clear in delivered their works. On reflection, I would have used the google drive from the beginning.

My Drive > Orange Crush - Project 'Right There' 

Name	Owner	Last modified	↓	File size
 Right There Remix	me	4 Jan 2021	me	—
 Behind The Scenes	me	31 Dec 2020	Caitlin Skea	—
 Press/PR/EPK	Zurich Official	29 Nov 2020	Zurich Official	—
 Contacts	Zurich Official	29 Nov 2020	Zurich Official	—
 Team Logo	me	28 Nov 2020	me	—
 Song Artwork	me	28 Nov 2020	me	—
 Budgeting Sheet 	me	7 Jan 2021	me	70 KB
 Right Here SEPT MIX MASTERED.wav 	me	6 Jan 2021	Zurich Official	53 MB
 Orange Crush - Project Timeline  ★	me	2 Jan 2021	MaDDu Official	—
 Release Timeline.docx 	Zurich Official	1 Jan 2021	Caitlin Skea	10 KB

A&R

On Reflection I think for me this was of the components of the project I enjoyed the most, the whole team assumed the role of being an A&R that being 'Responsible for talent scouting and the artistic and commercial development of the recording artist' (Music Careers, 2018). As a group we understood the key responsibilities of an A&R through my leadership I was able to source an artist and Caitlin the producer to create a single campaign. In a traditional sense, the role of an A&R is required to scout talent but we were faced with the challenge of being in a national lockdown for the majority of the project I found Jerome via Instagram and he was happy to be part of the project. Both him on Toma

(whom Caitlin has a friendship with & also studies at Tileyard) were happy and keen to be part of the project.

I felt to understand and grasp the role I had to identify key responsibilities such as

- reaches out to the musician and may have the power to decide whether or not to sign a new artist'
- Musicians point of contact at the label during negotiations
- Artists bring their concerns to the label via the A&R rep.

It was important for us to present ourselves professionally with every endeavour showcasing professionalism as a team and to Jerome & Toma. Jerome and Toma both credited the team immensely in communication, they said that the team gave knowledgeable and critical feedback which would both help them in their professional careers.

Promotional Video

For me and Caitlin, it was clear from the get-go we wanted to produce a video showcasing Jerome, Toma and the remix of the song release, in our first set of meetings we wanted to do research and get inspiration for the video we both looked at content online, television shows that fit the aesthetic we of what we desired, we drew inspiration from Netflix's 'Song Exploder' and YouTube's 'Genius'. After those initial meetings, I came up with a treatment.

Treatment

On Screen: The words 'Jerome Thomas ft Toma - Right There' is Typed, big bold font

Intro playing: Song begins

We move to **Scenery OF LONDON**. Highbury, Stoke Newington, Clissold Park, People, (Any Toma locations?) Bright, Loving, Warm, Gold, Greens, Spring, Early Summer Vibes



We then fade into a London road. The camera (**walking along the street**) meets Jerome captures some things that inspire or draw his attention outside.

We then have a moment where Jerome acknowledges the camera smiles covers the screen

Camera gets covered

Goes to Toma- we have a moment of him in full producer mode or even playing some instruments, puts headphones on etc. (in time with music)

He walks towards his computer does goes into producer mode he also catches the camera looks away turns of computer. (Effect of when you turn off the TV)

Screen goes black (Music cuts out)

We hear a voice Hear a voice:

"So what inspire right there" Jerome answers.....

"what's your inspiration to right" Jerome answers.....

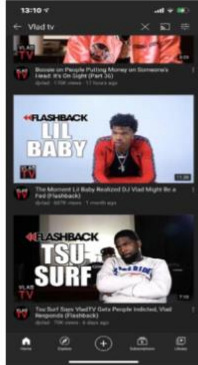
(question, questions, questions) (Stylistically cool, slow, thoughtful like Jerome)

While this dialogue is happening, we go from a black screen to a blurred visual (camera over Jerome's shoulder while he's writing the song lyrics of 'right there') playing with an option of slow motion and then enters into a blur.

Screen fully blurs

A jovial voice (Caitlin asking Toma a question - fun giggly your friendship dynamic)

(Toma will look at the camera) while Caitlin is talking to him.



Then the camera switches to him at the computer working out the stems.

- X2 definitive points in this frame.
- x1 Of Toma talking through the stems
- x1 voiceover/recording of Toma talk about the stems for editing purposes. If he could try and same the same thing twice Perfect. The voiceover stylistically calm, cool, articulate like Toma

Ends with something about his creative process, uplifting, positive sentiment,

Goes to black

Beat kicks in (dum, dum, dum....)

Jerome laying down smoking 'chillin' ('Right There' plays)

The shot is in duo tone - Red & black or range and black



Toma shot in duotone green and black or yellow and black



The End (Typewriter)

Outro Credits (Music Playing) – Zoom clips of our meetings everyone included (Alex, Chris, Caitlin, Aston, Jerome, Toma)

(New,2020)

I think our keenness wanting to create something special was up against a few barriers out of our control. I think if we were capable of producing this treatment it would have been a brilliant and entertaining way of showcasing all the elements. We were unable to meet in person due to government restrictions but with a revision of the plan and treatment, I had to change the direction of the video keeping some of the essences of our vision intended. We still wanted to show Jerome & Toma and the construction of how the song was made but we had to adjust the elements and tools used to produce a professional piece of work. As stressful as that may seem I tend to work well under pressure, I think Caitlin found it stressful but having experience of having work needed to change in a short time I was able to communicate to her that this happens frequently within creative industries. Below I have evaluated and discussed the importance of technologies in completed the promotional video.

Apple iPhone 12 max - using the iPhone was incredibly useful and multidimensional, I was able to capture photos of and videos of Jerome within a tight window and the quality came out quite well.



Anchor.com - is an audio/podcasting app founded in 2017 it enabled me to record the interview I had with Jerome, it produces high-quality audio, I think the audio was substantial personally there were a few things I felt in terms of audio quality which could have been better such as volume levels as it was hard to record without external noise I do find at some points with the promo video the quality of the sound could have been better, but factoring in budget and resources

Selfie Light - To produce some of the video and photo content I was able to use my selfie light – that enabled us to get a better quality of photo and video, it was hard times that I was producing and directing content myself as well as finding the balance within the lighting. There was a slight sense of feeling overwhelmed ideally, I would have incorporated all of the team in the creation of the promotional video or comparatively if there was a real budget would I was would have a director of photography, director, and assistant to produce the work.

iMovie - I used iMovie to create the final footage for the promotional video, it was a handy tool and was easy to navigate, for our project it also saved us money as I was able to produce the video myself, I did have a moment of trying to use your adobe lightroom but found it incredibly complicated and with time constraints iMovie produced similar results. If we had the financial means I maybe would have sourced a professional editing service.

Zoom - was integral to our whole process but specifically within our promotional video we were able to conduct the interviews and record them via zoom and then use them for editing. I also felt it gave an added depth the video showing how within today's climate the importance of technology or useful it is. In the video at 2mins 7secs to 2mins 30 you see me conducting an interview with Jerome about how he navigates in the music industry, I think this moment had beautiful sentiment, the visual represents a kind of empathy that through the current climate we strive to create with new technology and also adapt.

Google Drive - I and Caitlin were able to upload our work to the drive, which was good for the editing process, we could upload the videos and content to comment on what was beneficial to the project or not, which helped with the smooth running of the editing process. She was able to upload her half of the project onto the drive with then enabled me to be able to download and work on it in iMovie.

The editing process was probably one of the most tedious parts of the tasks for myself, with limited editing skills and not being a professional it took a long time to edit, in the early stages I did use Adobe premiere pro 2.0 but found it too hard to use. iMovie has a simplicity

about it that its easier to add pictures, headings, audio. Once I got into it I did find it quite enjoyable. On reflection, if I had more time or budget I would have sourced out a professional editor may be using fiver.com to 'find the perfect freelancer for your small business'(Fiver International Ltd2019) or possibly sourced out a production company such as The Palace Of The Dogs a company that is 'Redirecting the purpose of art with our society to guide conversations that will empower the voiceless'. My feeling behind them as a company is that Jerome and Toma being independent their company ethos and alongside with production value could have benefitted our team. We could have used Rotar videos or other music video making sites but I wanted to be artistic and have a sense of truthfulness.

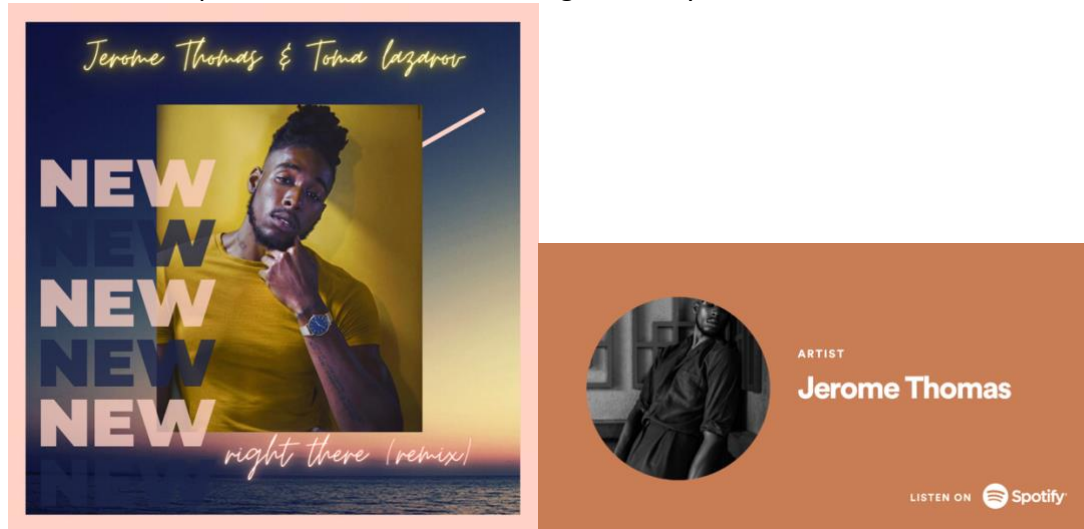
Album Artwork and iconography

I think Alex worked hard with the artwork producing variants of the single artwork, but I feel like, within the project that did let us down, I think comparatively with industry-standard it did fall short for example. I think in reality this is what I would have factored in bringing in a designer for artwork with an extensive budget to produce something that was more aligned with the music and artistry of the single. Feedback from Jerome himself was that he felt it was "nice" but following his previous pieces of work, it didn't necessarily align with the works he's produced previously. I think Alex could have done a bit more research and took more of a critical approach to the artwork and maybe look at industry standards such as Peter Saville, Vaughan Oliver or even upcoming digital designers and artists. I did try and speak up and try and steer Alex into that direction, he was open to listening and did make some changes, but I still felt he didn't quite get a grasp of the intention. I also have to factor in budget and capabilities.

One the things continuously throughout the project we tried to achieve but didn't was to produce a live performance, I think at the beginning of the project we collectively were excited to try and achieve this but multiple factors came into play, by the time we have a final cut of the final song was late into December which meant due to Covid-19 we were unable to produce this, we did brainstorm ideas of possible doing a video on zoom with an audience watching but again it was too late in the project timeline and being able to produce it would us needing to have rehearsals, sound equipment, production and other things. I feel what let us down was that the song was overdue Toma due to personal issues never had the some delivered on time so we're unable to achieve it.

Another aspect of the campaign within the project we weren't able to fully execute was the social media aspect within the marking and promotion. Again, due to time constraints and one of our team falling ill for some time I had asked everyone to produce some content for the single for when it would be released. I think the music industry is starting to understand the importance of social and in today's climate being equally important to the industry, social media sites such as TikTok are producing artists or getting them record deals I think this would have been a useful tool for our project. I think in hindsight if we had a member of the team that was versed in digital marketing or social media management it would have been hugely impactful for the campaign to boost Jerome's awareness, increase engagement.

Here are examples I created but we never got to fully execute.



Evaluation

I think the production of technologies played a huge part of us being able to achieve and complete this project the various parts and software were incredibly impactful. It goes to show how the music industry can embrace and use technology from anywhere in the world to produce the wanted out come. Though there were setbacks within this task and elements did not achieve the process was joyful and gave me incredible insight into the work need on working on a project from idea to inception. effectively you need a team that have different attributes and skillsets to create great work.

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