

Charles Deelun Somauroo

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Creation Element 1

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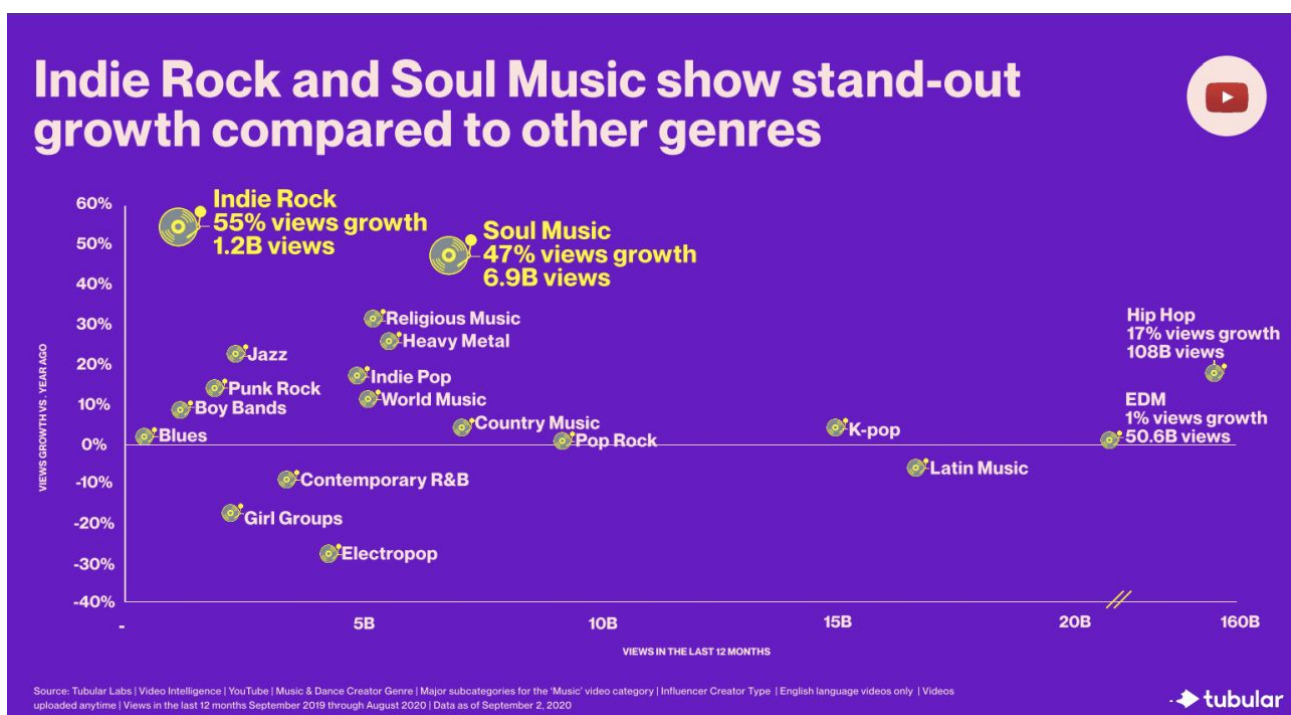
The project

For my final project I'm aiming to write, record, mix and master 6 songs for my band. Also I'm aiming to create a plan for releasing the songs. The band consists of myself and my younger brother and we're called Deelun; our joint middle name. We've been creating music together for the past few years and are both focusing solely on this project now. In this proposal I'm going to be discussing how I aim to go about writing the songs and the different techniques I use, focusing on the style of music that we create as a band, my plan for recording each of the songs and various different techniques that I have learnt whilst being at Tileyard and how I plan to implement them into my work. I'm also going to be discussing how I'm measuring success from this work, firstly from a recording point of view then from a release point of view. I'm also going to be discussing the costs of doing these recordings and my plan for the overall budget of the project.

Writing and style

As a band our music primarily lends itself to the pop genre, but like most groups and artists in the current music climate there are many different elements and genres that make up the music that we create, for example rock, indie and soul. Personally I find it hard to describe in one word the sound that we create as a band without pigeon holing ourselves and i've gotten used to saying this line to people when describing us: 'Two brothers, big melodies, big harmonies'. Our core as a band is based around the live aspect of our music and how we can take the songs that we're creating and get the best out of them live as well as recorded, this starts in the writing process. I always write at a piano or on a guitar before I start recording, usually I will have the whole song finished before I start the recording process. For me personally this is key for creating a good song because if a song sounds good stripped back with nothing but a voice and a singular instrument then you're onto a winner.

If i'm honest the biggest inspiration for us are Oasis, not specifically musically but mainly culturally. Obviously it's any band's dream to have as big a cultural impact as Oasis did in the UK during the 90's but I feel that if there was ever a time again for a band of two brother's singing song's of hope when there doesn't seem to be much in our generation, then it's now. A research report conducted by tubular (seen below) shows the growth of views by each music genre on YouTube in the past year. It shows that Indie rock has the highest growth with 55% with Soul music coming up just behind with 47%. The reason behind this I feel is simple, unrest in the



younger generations due to the worldwide pandemic, similar to the growth of Punk music in the 1980's. People are looking for a way to express their frustrations and are using this music as a

channel for this, which leads me to believe that when the pandemic is over venues will be full to the brim, which is the reason I believe this music will continue to grow and I'm glad that it's a genre that we tap into as a band.

The recording process

When going into the recording process we have a clear plan in how we want to create our sound. As we're aiming to create that big anthemic sound live instruments are key to this style, but keeping it current in elements of our production is paramount to gaining play listing from Radio stations and attracting record label interest.

I have spent many hours working on drum sampling and I can never quite create drum patterns that have a natural feel and flow like a drummer's played them, which is why we have chosen to record the drums live for our tracks. This obviously is a lot more complicated than sampling, I'm lucky however that once the covid pandemic started I moved back to my families house and convert an old barn we have into a studio. This has been an incredible space for us to create music in, we've moved our piano in and I have built a small vocal booth in it. In this space we plan to record the drums as the acoustics in the room are good and there's enough space to not worry about reflection from the walls into the mics. I plan to have Marcus Copeland, also from the course, playing the drums on the tracks.

Another element of recording that is key to our sound is guitar. Although I can play guitar to quite a high standard I also like to get my good friend Todd Blackmore to come along and add his incredible guitar skills onto the tracks that we record. I feel that it helps ideas flow more having someone else who's more skilled than you in to record.

The rest of the recording on the tracks I will do, such as piano recording, using two Aston starlights at the back of my Yamaha U3 piano in an XY pattern that I learnt at Tileyard, the vocal recording using an Audio Technica AT4050 mic and vocal production, Bass guitar and synths, as well as any other effects and pads that I feel fit the tracks.

Plan of release

Obviously the plan for these tracks is not just to hand them in for the final project but to release them and there's several ways to do this: Singles, EP's or a mini album.

For the past decade the number of artists releasing albums has dropped massively. This is due to things such as streaming sites and social media. Streaming sites like Spotify and Apple music allow artists to upload their tracks online for a small fee. It's a place where people can like and create playlists of their favourite tracks, this has meant that most people don't listen to whole albums anymore but skip between their favourite songs.

The impact of streaming sites on the music industry has meant that the purchase of albums in the past decade has dramatically declined, meaning that many record shops such as HMV have shut down as people would rather spend the fee for an album on a monthly subscription to a music streaming site.

Social media's effect on the music industry has been huge over the past decade. It allows artists to upload content about their release and personal lives for followers to see. This is great for building an audience and promoting music but its meant that fans are constantly looking for activity and engagement from their favourite artists. Gone are the days where a band can go away from the limelight for a few months to record an album, they now look to release a track every few weeks to keep up their engagement.

Paul McCartney did an interview with BBC Radio 2 "Sold on Song" on the 17th September 2005 where he was discussing his songwriting secrets, he mentioned how in the 60's artists would release single after single and then pile it all into an album and then release that, which is very similar to how music is released now. Take Lewis Capaldi's multi platinum selling album 'Divinely Uninspired to a Hellish Extent' released in 2019, the album's made up of 12 tracks, 6 of which were previously released by the artist. I find it fascinating that it's going as it's going round full circle, so when people say that albums will become redundant no-one can actually predict what's going to happen in the longterm future of music, it's like when someone said that 'guitars are on the way out' when The Beatles started to make a name for themselves, so in 10 or 15 years we may find that full length concept albums are more popular than singles or EP's.

It's difficult to predict how the climate of the music industry is going to be post Covid as we're not sure when we're going to be able to get out and tour the music that we're creating. The only way that we're going to be able to promote it will be online for the foreseeable future. Tiktok and Instagram are the main social media accounts for promoting music online. Take 'drivers license' by Olivia Rodrigo, who promoted her release of the song on Tiktok and after its fourth day of release it broke the record for the most single-day streams on Spotify (non holiday) with 15 million global streams, as well as breaking the record for fastest song to reach 100 millions streams. On TikTok the hashtag "#driverslicense" gained over 888.5 million views in one week. It's clear that you need a social media presence to gain real traction in the music industry in the current climate. My brother and I have both gained a few thousand followers on social media each without putting very much effort into it and having studied social media trends for a while we feel that as soon as we are ready to release music we'll gain followers on our social media platforms with the right strategies and plans.

I feel for our music the best way of releasing it will be by releasing our first 2 tracks as singles a month after each other, followed by an EP which will be of 4 tracks. The third will be another single. Then a month after the EP's released we'll release another track, followed by another a month later. The aim is to release in a strategic way by making sure that we don't leave too long between each release.

Live shows

Now that there's an end in sight for the pandemic live shows are something that everyone's looking forward to and as I previously said the live element is just as big for our band as the recorded product is. Organised gigs are already taking place around the UK as trial events for post Covid gigs. On Sunday 2nd May 2021 a mini festival was held in Liverpool's Sefton Park, involving the indie band Blossoms containing 5,000 fans; the largest number of people legally crammed into such a small place in the UK since the pandemic started. All attendees had to take supervised lateral flow tests at one of four testing centres in the city the day before the event and were only allowed entrance if they had a negative test. The event was a huge success and it means that there is nothing stopping the rest of the festivals that have been announced to take place over the summer.

For us this means that we'll be able to play open mic nights on a weekly basis around the country to work on our chemistry on stage before we plan to do two showcase gigs in Liverpool and London, which is where we feel our main audiences will be based.

Budget

In 'bedroom studios' the cost of equipment is nowhere near the amount that top end studios pay but the quality of the tracks becoming almost exactly the same. This is due to you not needing big mixing desks and the most expensive mics to get the sound that you want, VST's nowadays provide you with almost all the tools you need to create masterpieces. Take Billie Eilish's Grammy winning album 'When we all fall asleep, where do we go?' which was produced by her brother Finneas, who also won the grammy for 'Producer of the Year' at the same ceremony. The whole album was produced inside their childhood house on Finneas' laptop using Logic Pro.

By keeping the costs down in production it means that you can spend more money in the marketing and visual content stage of a release. Uploading tracks to a site such as 'Distrokid' for them to put on sites such as Spotify and Apple music costs around £20 a year for unlimited tracks, so you definitely won't break the bank uploading music. Then the cost of photos and videos are where I think the main amount of money will be spent on. It depends on the quality of the shoots you want to do but I am in contact with photographers who charge between £50-£100 for a full day shoot and I'm also discussing video content with a videographer who charges around £200 for a full video. Although we haven't decided officially whether or not we're going to go down this route it's good to know the prices and options that are around should we want to spend our money on this.

How I'm measuring success

Measuring success from the project can be put into stages: The first is finishing these tracks to a standard that we're happy with, whether or not we need them remixed or remastered afterwards is what we'll decide later on but getting them to a standard that we're happy to send them over to links that we have in the industry.

The second stage would be getting management, a label, publishing and a booking agent. In the mean time we'll be uploading our tracks to BBC Introducing Merseyside and will continue to gig until we get a backing from a label and booking agent. From here we'll do a tour and continue releasing tracks until a schedule is planned with a label to release an Album.

This is the plan for the next 18 months after we finish the tracks. Some might say it's quick and unrealistic but i believe in our music and our product and I know we'll gain a strong following once we start releasing music properly. After this its the longer term plan, bigger tours and festivals and eventually go over to America and Asia, as we've seen previously that these two demographics adore bands from the UK, most famously the Beatles and The BeeGees, as well as most recently One Direction.

Conclusion

To conclude I feel that the music that my brother and I are making with our band will standout in the current music climate. With the world being cooped up so long because of the pandemic live music will start to take off in the summer and live focused acts I feel will dominate the music industry. With the tracks finished and the right planning on social media and the fact that we are brothers the sky's the limit for us. Following in the footsteps of brother's in bands such as The BeeGees and Oasis who both used their USPs in their favour to boost their careers, as Noel Gallagher said in an interview 'Two siblings singing together is like an instrument that you can't buy in a shop' and our aim is to play on this as much as we can with our close harmonies.

Keeping a small budget is important when starting out in music because before you know it you can spend a fortune on unnecessary things, for me the biggest thing has been learning how to produce the music that I want to create in the time that I've been at Tileyard, which has saved money on paying producers. Making sure that we have a social media presence throughout this process is key to gaining a strong following, especially on Instagram and TikTok. If we follow the plan as I have it set out I'm sure we'll reach the goals that I have set us in the coming years, and songs by DEELUN will be sung in every household.

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