COURSE:

ICM528DE_21S1 CONTENT CREATION

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Master of Science in Interactive Media and
Communications

Building An Online Presence & Platform

A Proposal by: Angel Vazquez

Problem Statement

The problem statement: How does an artist without a digital platform or independent distribution create an online presence and platform to release their works?

For years now, I have been planning to release music on digital channels, with the changing landscape when it comes to digital music, it has been difficult to figure out how to navigate through the landscape of the digital music industry. With more channels now open to independent artists, record labels have been losing a grip on the ability to put music out to the masses exclusively.

Streaming services like Youtube, Spotify, Pandora, Apple music, etc. have become the main source for listening, and purchasing music. This opens up the door to much more undiscovered talent out there that builds a following and a platform for their music. This platform shows not only the artist's music, but the history of their work, suggested music based on the current artists, and discovering similar works by other artists.

How music streaming in changing the industry

According to a new study by Counterpoint Research, online steaming has grown 32 percent year-over-year, reaching 358 million subscribers.

The two leading platforms are Spotify with 35 percent and Apple Music, with 19 percent. Amazon Music is third with 15 percent of market share. (www.ludwig-van.com)

Methods

Music Creation

This project will include the creation of an EP under my stage name (Restless). The EP will be titled "Summer 2086" as the tentative title.

Half of this project is going to be the creation of the music, while the other half will be discovery and creation of an online platform. The main type of music I will focus on is electronic music and it's subgenres.

Plan of action

A plan of action shall be created that lists the step by step actions needed to be taken in order to finish the EP, and release it through the proper channels online. Exploration and research into different distribution channels will need to be done, as well as services required to allow this platform to flourish, that will include researching and finding graphic designers, digital artists, pricing for services, due dates, release dates, etc. All of this will require coordination, planning, and the ability to stay on schedule and complete tasks

What I need to know

- What distribution channels will I use?
- Graphic design work and pricing
- Visual design work and pricing
- Promotional packages
- Label submissions
- Collaborators
- Formal webpage, and all my platform links
  from different music services
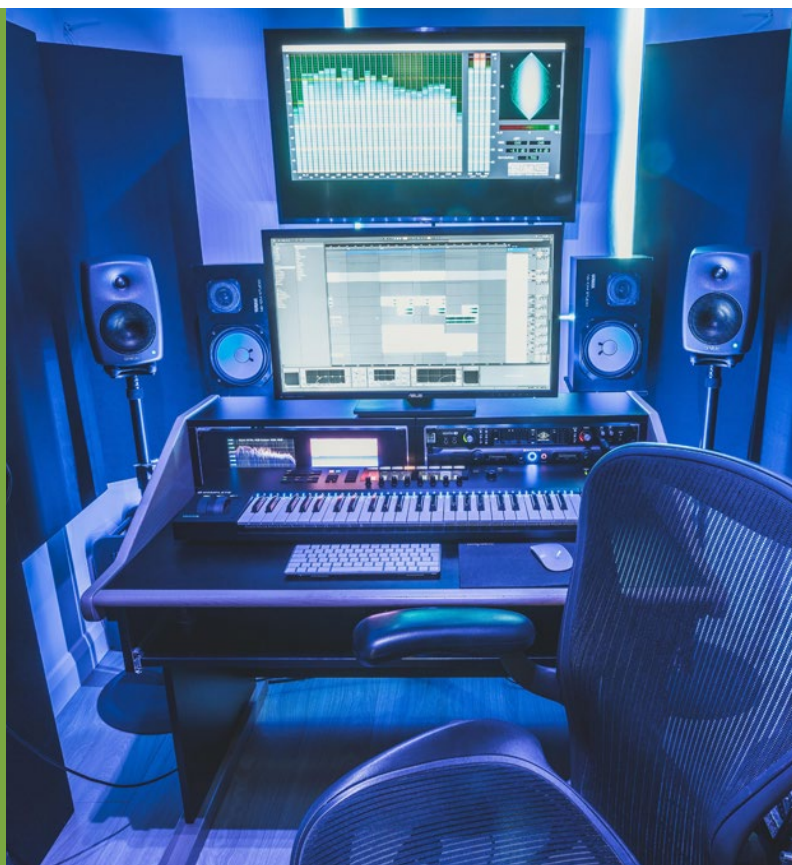
Deliverables

Deliverables will be created weekly to showcase the progress of my project, and to ensure that the project remains on schedule. Weekly progress reports will be made after the plan of action is completed that lists all the different phases and milestones that will be needed to complete this project. The plan of action will be one of the first artifacts.

Workflow will be scheduled and labeled in Asana to show progress as it is completed daily, and MP3 exports of the music being created will also become artifacts for weekly analysis and show of progress. Digital files created for this project will also become artifacts as they are created.

Having all of these deliverables, and game plan will allow not only for the release of this project, but set the stage for future releases and all the necessary steps that need to be done and accounted for when releasing music to streaming services and digital stores.

Artifacts

- Weekly progress report
- Work flow organization on Asana
- Plan of action
- MP3 previews of album progress
- Exploration of outlets
- Digital files of works in progress

About the music

As a music composer/producer, my compositions span many different musical genres. The artist name/stage name I use is "RESTLESS". It speaks to my desire to be the best I can be: My ambition is restless. My main body of work consists of electronic music such as house, dubstep, and ambient. I also create cinematic scores, popular music, and experimental sound design.

I have been making music most of my life, I was introduced to digital audio workstation software in an electronic music class during my softmore year of highschool, and have continued to make music ever since on my computer using libraries of instruments and sounds. This project will allow me to finally upload not only a new EP, but establish the propper channels I need in order to create music and have my platform grow from now on. The main objective is to get this EP done by the end of this course or at the very least have the date set for an official release later on this summer with all work completed.

Project goals

- 3 or 4 tracks

- All electronic music

- All music streaming platforms will be used

- Visuals and designs to be created

- Platform and main webpage created

- All social media accounted for

- Branding and content created

- BMI and payment channels updated

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