



MY FINAL PROJECT

Project Violet



WHAT IS MY PROJECT?

- My project is to perform live with my band (Santhe) we will be playing gothic rock/alt songs (around 8 songs). Also, I will be working on promoting my band and the final performance. I am going to make all the promotional material like posters, videos and ticket links. Videos will be uploaded to social media (Instagram/TikTok)



WHY I CHOSE TO DO THIS PROJECT

- I want to develop my guitar-playing, stage presence and performance skills. This will provide me with evidence for when I apply for University.
- Further develop Photoshop skills to make posters on a professional level. This will help me to get into the marketing business to promote more gigs for Santhe and other bands.

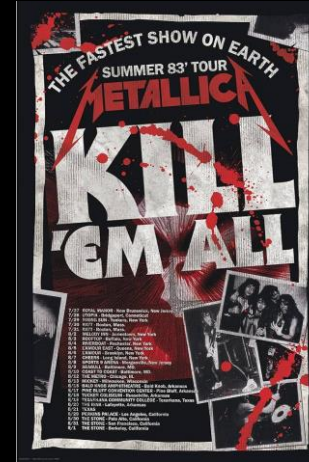


HOW IS MY PROJECT RELEVANT TO THE MUSIC INDUSTRY?

- I will be promoting the event so that the students can perform in front of a real audience.
- Without promotion nobody will know about the event.

PROMOTION IDEAS

- Posters
- Relevant trends on social media
- Other bands on social media (South Arcade)
- Music Video?





RESEARCH

- I will research different ways to promote this event by looking at gig posters and how other bands promote themselves and their gigs.
- How to promote the event on social media platforms.
- What makes a successful gig and how they promoted it.
- How to interact with social media followers/fans.
- Books on how to get gigs and make them successful.

PRACTICAL SKILLS

- Guitar/bass playing skills
- Promotional skills – posters/social media
- Graphic design – artwork, programs, posters
- Communication skills – being able to work with a venue so that they can promote the event as well
- Time management – making a timetable, making sure I meet the deadline and not leaving any work left behind.



HEALTH & SAFETY



- Very important when setting up a music gig
- Making sure every cable is taped down – trip hazard
- No risk of falling objects
- Sound isn't too loud – hearing loss
- Risk of electrocution
- Mosh pits

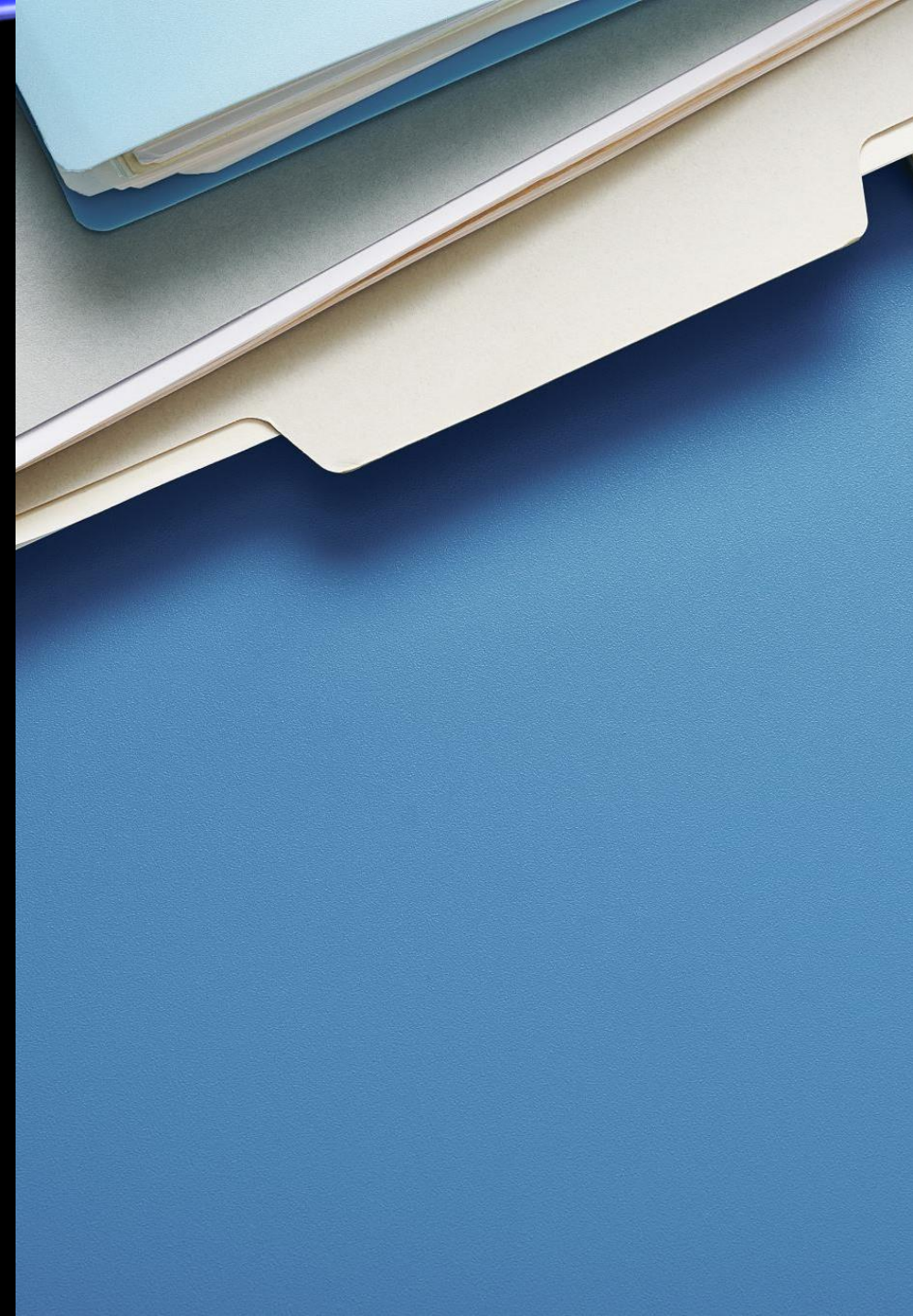


RESOURCES

- Editing software – photoshop, Adobe Express
- Music equipment – instruments, cables, pedals, amps, speakers, microphones
- Access to iMacs, MacBooks, printers
- Media students/ Photography tutors to take promotional pictures for those who will be performing
- Rehearsal space
- Library
- Music tabs

EVALUATION & REFLECTION

- Document everything and post it to digital space and reflect on what needs to improve what went well – rehearsal videos, any promotional work, posters, any research that was done
- Final project evaluation – what could have been done differently, improvements for next time, including everything that was worked on from beginning to end.





SETLIST

- Are You Ready For Me – Pretty Vicious
- Vivica – Jack Off Jill
- Doors – Lahannya
- Love Song – Jack Off Jill (Originally by The Cure)
- Wasted – Boa
- Helicopter – Bloc Party
- Ignorance – Paramore
- Enjoy The Silence – Lacuna Coil (Originally by Depeche Mode)

BACK-UP SONGS

- Angels –Within Temptation
- Amaranth- Nightwish
- Forsaken- David Draiman (Possibly)
- Rebel Heart – Djerv (Possibly)



THANK YOU FOR LISTENING

Any questions?