Extended Diploma in Music Performance & Production
Project proposal template

In producing the project proposal, and in preparing for the project realisation, you should familiarise yourself with Units 12 and 13 of the qualification. In particular, you should understand the assessment and grading criteria, which will be used to determine standards of achievement.

Unit 12 requires you to produce a project proposal of about 800 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed, nor should they be excessively long and unfocused. Your project proposal should be sufficiently challenging to ensure you have the best possible chance of meeting the grading criteria in Unit 13, the extended project.

Your project proposal should include:
- *Centre name and number*
- *Candidate name and number*
- *Project proposal title and date*
- *Main area of activity/ pathway.*

The project proposal must be word processed and presented under the headings listed here:

Section 1 - Context
(Approximately 300 words)

This section provides you with an opportunity to reflect on, review and summarise your progress and achievements through the first 11 units, and the knowledge, skills and understanding you have acquired. What you know now, and what it means to you, compared with what you knew and could do before you started the course, and how this has influenced your choice of pathway and your project proposal.

It also provides an opportunity for you to explain your reasons for choosing a particular pathway and to outline both your immediate and longer-term aspirations. You should use this section to clearly explain the concept and aims of your personal project, and what you anticipate producing, making reference to the critical and contextual perspectives within which your own work is situated.

Section 2 – Research
(Approximately 50 words)

This section provides you with an opportunity to record the initial research sources that you intend to use, both primary and secondary and the ideas that will support and inform the development of your project. Your sources of research should be as wide as possible, including: libraries, museums and galleries; books and magazines; theatre and live events; film, TV and radio, and websites and digital sources.

You should include references to print or digital media in the form of a bibliography presented using the Harvard system of referencing, within the template provided.

Section 3 – Problem solving
(Approximately 100 words)

In this section, you should describe how you intend to overcome problems you are likely to encounter during the development of your proposed project. Give examples of both practical and theoretical problems that you have resolved through your previous work.

Include examples of personal initiative and commitment that you have previously demonstrated and use this to anticipate the level of comprehension, appreciation, knowledge and proficiency that will be necessary to achieve your identified goals.

Section 4 – Planning and production
(Approximately 50 words)

This section provides you with an opportunity to outline your planning and organisation over a period of weeks, and the activities you will need to carry out in order to successfully complete your project within the agreed time-frame. Your planning should be presented within the template provided. It is important that you consider how you will balance ambition, time and realism in the realisation of the project. This should include what you are going to do, how you will do it and by when.

The more time and thought you give to planning your project, the more successful it is likely to be. Remember to include time spent on: sourcing materials, performing questionnaires, accessing workshops, tutorial and peer group feedback opportunities and where you will incorporate independent study. You should also outline the resources that you will need and an indication of the form in which you will complete and present your final realisation within the allocated timescale.

Section 5 – Practical skills
(Approximately 100 words)

In this section, you should describe the practical elements of your project and the materials processes and technical skills that you will need to apply in order to successfully realise your proposal.

Give examples of techniques and processes that you have used during previous units. This can include the development of a range of skills used to support and ensure the successful communication of experiences and ideas and the resources you will need to access in order to fully explore the potential of your project concept.

Section 6 – Evaluation and reflection
(Approximately 100 words)

This section provides an opportunity for you to explain how you will reflect on and evaluate your work, as both an ongoing activity and at the conclusion of the project.

You should describe how you intend to record your decision making, and how you will document changes to your ideas as work progresses.

The evaluation should be referenced to your stated aims and be reflective and analytical rather than a description of actions completed. When working in collaboration with others you should comment on how this may impact either positively or adversely and steps you can take to minimise disruption to your own progress.

Section 7 – Presentation
(Approximately 100 words)

The final section provides an opportunity for you to describe how you intend to organise and present the work generated throughout the development of your project. You should consider the most appropriate formats for communicating the development of your ideas to an identified audience, both visually and conceptually and how you will present your conclusions and outcomes.

Additional requirements (not included in the 800-word proposal):

- Proposal cover sheet and project title
- Bibliography
- Project timetable
- Digital presentation

Unit 12 Project Proposal

Candidate Name	**Jozef Tancos**
Candidate Number	**10633466**
Pathway	**Music Performance and Production UAL Level 3Extended**
Project Title	

Section 1: Context (approx. 300 words)

For my project I will be performing live with my band (Santhe). We will be performing cover that are within the goth rock/metal genre. We want to reach the goth/emo audience because on social media and a lot young people are into this genre of music today. As well as doing that I will also be doing a lot of promotion for the band and the live performance. I will be doing this by talking to previous students who have done this before, I will be reading books about how to get gigs and reading articles.

I am doing this to get more familiar with promotion and to get my band out there and become known around the Bradford area.

Our band has performed previously at the Underground during lvl3 final performance and we have also organized our own gig in August during our summer holiday the same year. I am now focusing on band promotion and how to reach our target audience using social media like TikTok and Instagram. I will be doing this by looking at other bands on TikTok like South Arcade and Chig to take ideas from them for our band promotion. Videos like Guess the (Instrument user) and videos of our rehearsals.

Section 2: Research (approx. 50 words)

Primary research will be tutors, Student who have organized past gig for college/outside college, Surveys, other promotion material/past promotion for live performance.

Secondary research would be books, magazines, articles, music tabs for song we will be rehearsing.

Section 3: Problem solving (approx. 100 words)

If a band member is not present we will have a backup for them to rehearse with the band and take their place for the time being. Another problem that can occur is not finishing the work before deadline to which I would have to speed up the process and if so as a band we would have to scrap one of the songs also promotional material like video ideas will have to be scrapped.

Section 4: Planning and production (approx. 50 words)

For this final project we will have 14 weeks to complete it.
I would have to work to a strict timetable of rehearsals, Promotion and learning songs. I will make a timetable and update it every week and set myself target for the next.

Section 5: Practical skills (approx. 100 words)

My practical skills for this project will heavily rely on my guitar playing skills and using photoshop/adobe express to make posters and promotional videos.
I am self-taught in using photoshop and I know how to use most of the tools to make my work look professional. I have some experience in making posters and leaflets, I have done some myself during last years final performance and this years project one performance.

Section 6: Evaluation and reflection (approx. 100 words)

I will be posting every rehearsal to my digital space and reviewing it and evaluating what needs to be better or what I need to work on the most. I will also post my progress of promotion like posters, videos Etc. I will also evaluate these and reflect on what could be better for other videos. I will also show these rehearsal videos to one of the tutors to help me and the band to tell us what we need to change and what can be done better.

Section 7: Presentation (approx. 100 words)

All of my work will be documented on to my digital space using videos of our rehearsals, promotional material like posters and videos which will be followed up by a written-up evaluation of what is going on and what can be done better.
I will also be posting various promotion on social media platforms like TikTok and Instagram. These will also be uploaded to digital space as evidence and to reflection on how many interactions the post has gotten to let me know what could be done better and what can m,ake it get more interactions and views.
there will also be a final evaluation which will be in more detail highlighting the whole project and process.

Proposed Research Sources and Bibliography (Harvard Format)

dittomusic.com. (n.d.). *How to Get Gigs in 2023 | Guide for Musicians & Bands*. [online] Available at: https://dittomusic.com/en/blog/how-to-get-gigs-complete-guide-for-musicians.

dittomusic.com. (n.d.). *How to Get Your First Gig as a Musician*. [online] Available at: https://dittomusic.com/en/blog/how-to-get-your-first-gig-as-a-musician.

Gareth B. (2007). *gig-getter: how to get more gigs than you can play.* GBA Publishing.

Keyes, D. (2022). *How To Promote A Concert (15 Ways To Get Fans To Your Music Show)*. [online] Music Business Academy. Available at: https://www.dk-mba.com/blog/how-to-promote-a-concert.

Borg, J. (2024). *How to Successfully Promote Music on TikTok in 2024*. [online] Amplify World Resources. Available at: https://amplifyyou.amplify.link/2024/02/promote-music-on-tiktok/.

Project Action Plan and Timetable

Week	Date Week Beginning	Activity / What you are intending to do - including independent study	Resources / What you will need to do it - including access to workshops