**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

Extended Diploma in Music Performance & Production
Unit 12 Project Proposal

|  |  |
| --- | --- |
| Candidate Name | Luke Ayres |
| Candidate Number |  |
| Pathway | Level 3 Extended Music Performance and Production |
| **Project Title** | **Project 4- Extended Project** |
| **Section 1: Context (approx. 300 words)** |
| **Throughout my time on this course, I have collated many skills that may prove useful both now and later in life. One of the main ones being planning and research. I have developed a strong ability to plan and produce projects/events. I now find myself working to and meeting deadlines that I have either been set or set myself. I have become more efficient with the way that I work, and that has improved my overall productivity. I have also learnt more about live performances. This has boosted my confidence while playing live and has led me to do some gigs of my own.****Coming into college, I was already extremely familiar with music production. This is why I have chosen to produce and release a single for this final project. For this project I am going to produce, release and promote a single in the genre of house. This is the genre that I usually work in, so nothing out of the ordinary for me. I will then release and monetize my track and create a marketing strategy to get my track in the hands of the right people. I will send the track out to handpicked artists and labels with the hope of it being supported. I will document the whole process on my digital space. With plenty of research, a clear plan and un bias evaluation and reflection, I believe this could be a great project. I have been producing and releasing my own music for close to 5 years now, with a discography of music on all streaming platforms. This put me in good stead for any production-based projects. Although I may not have learnt anymore about production/production techniques on this course, I have been given ample time to use my creativity and work on personal projects. These are the reasons I have decided to do what I am doing for this project.** |
| **Section 2: Research (approx. 50 words)** |
| **For my research, articles and blogs will be my main source of information. I am already very clued up about the subject I will be writing about, so my research will mainly be checking dates, times and specific details that I otherwise might miss. I have a few books on some subjects like mastering and mixing. So, I may refer to them when evaluating my project. I have also said that I will be sending my track out and getting feedback from other artists, linking into primary research. I will be gathering feedback about my track to gauge the consensus about my piece. As I have said already, im very clued up about this subject, so secondary research will only be used when needed. Primary research is going to be my main source.**  |
| **Section 3: Problem solving (approx. 100 words)** |
| **Problem solving has never really been a big problem for me. I seem to always overcome the issues that cross my path. If I am to encounter any issues during this project, I will simply try to find a way around them, and if I am unable to do so, I will change to project ever so slightly to accommodate for the problems we have encountered.** **For example, if my USB corrupted with all my production files on. I would move the files over to another drive, wipe my USB clean and then put all the files back on there. If this didn’t work, then I would have to buy a new USB and re upload the files. Problems are never ideal, but you are bound to encounter some when doing a project like this.****I’ll give an example of when I overcame a problem. I once had finished a track and agreed to release it with a label. When I went back to export the project file, there was no audio. I tried everything from closing and reopening my DAW, to deleting whole sections of the track. It never got fixed. I had to start all over again, copying the same structures, sound design and mixing techniques to replicate the same sound. This was a struggle. However, I did manage to recreate the track to the same quality, maybe even a little better. I met the deadline the label had given and released the track which was a roaring success.**  |
| **Section 4: Planning and production (approx. 50 words)** |
| **Planning is not my strong point, especially when it comes to creativity. I have spurs of inspiration that could happen at any moment, and they tend to be the best tracks.****The first few weeks I will spend doing research. Research will include pages like “History of Dance music” and “Famous House producers”. I will then move onto starting my track. I would ideally like to have my track finished a couple of weeks after that. Once the track has been produced, mixed and mastered, I can then start sending it out. After I have got the feedback from other artists, I can then begin my evaluation and reflection.** **As I said previously, my plan and schedule need to be flexible in order for me to produce my best work.** |
| **Section 5: Practical skills (approx. 100 words)** |
| **This project plays into my practical skills. I have been producing and releasing my own music for close to 5 years now, so I have picked up a great deal of knowledge about both production, and the industry.****In this project I will be writing, producing, mixing, mastering, releasing and promoting my own house single. There are elements that I am extremely familiar with. Using existing knowledge of production, as well as the small amount of knowledge I have picked up about production on this course, I will use FL Studio to create a professional sounding, high quality track. While producing, I will use my knowledge of structuring, sound design, programming and sampling to create the base for my track. When mixing and mastering, the use of EQ, distortion, reverb, delay and compression (amongst additional effects and mixing tools) will help me characterize my sounds and instruments while also making them sound cohesive and coherent. After this I will level all my sounds and prep for master. Mastering is not my strong point, so I will be relying on videos, books and help from peers to make sure my track is streaming ready. Upon release, I can then utilize my knowledge of the industry to promote my tracks on social media, aiming to get it into the hands of my target audience. As part of my promotion and marketing, I will be sending the track out to preexisting contacts, as well as new artists that I have not previously been in touch with. This gives me a great chance at getting the track played out.**  |
| **Section 6: Evaluation and reflection (approx. 100 words)** |
| **Evaluation and reflection have always been one of my strong points. I am good at being critical but also praising my own work. There is little to no bias when reflecting on a piece of my own work.****I will evaluate all choices I have made whilst producing the track. I will give reason for the choices I have made and why I have made them. This helps to give the person marking my project an insight into why certain choices have been made and why they affect my project. I will then evaluate the final product. Throughout the project, I will be reflecting on my process and how they can be made better. Asking questions like “Why did I do this?”, “How did this impact my project?” and “Will this work in the long term or is it a short-term solution?”. This project is all about building myself as an artist. I need to start thinking long term.** |
| **Section 7: Presentation (approx. 100 words)** |
| **All my work will be recorded on DS (Digital Space). Each element of my project will be split up into different pages and Sub-headings. This makes it easier for the examiner to look at my work. I will give evidence such as screenshots and snippets of sound when showing how I made the track. This helps people to visualize my process and gives them an insight to how I have done things. I will do the same for other aspects of my project, such as artist feedback and the process of distribution. Screenshots will be my main way of presenting my project. This is what I am most comfortable with and have had the most success with.** |
| **Proposed Research Sources and Bibliography (Harvard Format)**  |
|  |

|  |
| --- |
| **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** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |