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Senior Project Proposal
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Dr. Paul Schuette

Project Proposal

Project Overview

My senior project is to create, record, mix, market, and distribute a five song EP of music from a musical entitled *My Elijah* which is being composed and written by my younger brother, Alejandro Rodriguez. I plan to build an instagram account throughout the course of the semester to promote and market the EP which will be released, prospectively, by Thanksgiving. This entire project will also serve as a tool to promote the future completion of a full length stage production. This project spans various categories of the MBET program. Music technology is implemented in the recording and mixing aspect of the program, while music business is covered by the marketing and distribution parts of this venture.

Execution Plan

I began the project by organizing a recording schedule for the instrumentalists, my tech assistant, and my photographer. Scheduling was a roadblock that I had to work around. Generally cast albums are recorded live with everyone in the room. For this project and the space I used, this was not practical and instrumentalists schedules rarely coincided. Although this was not the standard approach, the sidestep ended up being very successful and what I expected to be the hardest part of this project ended up unfolding quite smoothly.

Step two of this project is the mixing of the recorded songs. I will be taking a rather simplistic approach to mixing in order to capture the rawness of the story as well as the strong emotions that encompass the overall tone of the album. I foresee having trouble with my own subscription of Protools and the limited plug-ins available within my own arsenal. I plan to organize and plan accordingly in order to make the most of the university resources available: rooms with speakers and specific plug-ins that I want to use, on campus. While I finish this process up I will begin to draft a marketing plan spanning this project and including a marketing idea for whatever comes after/beyond my senior project (years in the future). Once I approve

photos and videos for editing I will be able to move forward with the actual campaign on the instagram account. The idea is not only to promote the release of the album but to spotlight the entire team that has helped bring this project to life. These posts will happen over the course of 8 weeks prior to music release. The only obstacle I foresee is how quickly I can get approved shots edited and post ready from my photographer, but I would not consider this a major issue.

The final step is sending the finished mixes to get mastered for which I will be hiring a fellow classmate with mastering experience and then sending the tracks off to a distributor, which, as of this date, has not yet been chosen.

Timeline:

By Progress Meeting 1:

- Have established a research paper topic by Sept 20th
- Mixes have been finished and are ready to be sent off to be mastered
- Establish plan for marketing plan draft
- Have photography, album art, logo design, and team bios approved
- Upload first post between Sept 26th and Oct 3rd (posts will happen at least 1-2 times a week)

By October 17th

- Send finished masters to distributor to allow for a 6 week period prior to release date.
- Outline/OR/ rough draft of marketing plan complete* (unless this paper goes along with research paper deadlines)

By Progress Meeting 2:

- Most instagram posts will have been uploaded
- This meeting is two days prior to the expected album release date

Resources:

Ideally the only University resources I will need will be access to mixing suites/room 204 in order to complete the mixing portion of this project. I am very aware of the pending moving date and am planning to finish up at least the mixing portion of the project a little ahead of schedule in order to avoid clashing with the move to Terra.

As for other resources I will be relying on my own finances in order to pay for mastering as well as any fees involved with the distribution process. The team and instrumentalists were all called for on a volunteer basis.