AIM110.1 Project 1: Genealogy Tree

Student Name:

Student Number:

Use this project documentation template for Project 1. Make sure to read the project brief in the unit guide carefully to get a full and correct understanding of this project and its requirements.

Genealogy Tree:

Example:
Paste the URL of your graphical tool or padlet link below.
Make sure your padlet sharing is set to public and visitors can view.

https://padlet.com/10322482/artist-influences-tgr5wdnm9wy2q6hr

Mid-project reflection:

- ***Process**: What are the challenges you have identified in this project? How are you approaching these tasks and how could you improve these workflows? Give an example of your research so far (e.g. discuss an interesting quote you found in one of the pre-class readings or from the SAE Library databases). What are your next steps with the project? Cite reference sources in APA7 format.*
- ***Person**: What communication skills have you used in this project so far (e.g. verbal, visual, emails, peer feedback etc)? How are you encouraging and helping your peers? What feedback have you collected and how will you use it? Have you given feedback to others on their work? Give examples. What communication skills does this project require, and how are you responding to feedback and giving feedback to others?*
- ***Proficiency**: What skills, techniques, knowledge, or technologies are you using to achieve project requirements? Give examples analysing the strengths and limitations of your work in your field and reflecting on the skills, knowledge and research relevant to your project.*
- ***References**: Use a minimum of 1 in-text citation, with corresponding full reference using APA7. Add your full reference to the reference list.*

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Narrowing down artists for inclusion in this project was a challenge due to my broad range of taste and style so I have chosen artists that represent different areas of interest for me in electronic music production. Areas I have focused on include sound design, live performance techniques, and the use of hardware instruments, as I feel they were most relevant. I started with five artists and decided which three from those I would choose based on the information available about their influences. I'm finding that some of the artists were influenced not only by music but certain hardware instruments or a style of music production which led me to discover information about the history of electronic music unknown to me previously.

I have found this project requires visual communication through media interviews from both video and web publication sources to get the information needed. A verbal review of my project from another student highlighted areas of improvement. Communicating with other students about their projects revealed their music tastes and allowed me to share mine building a relationship for collaboration on future projects. Verbal communication enables an environment for sharing knowledge and experience while learning and can help with the reflection process needed to reach your goals. Communication is an essential part of the music industry whether it's communicating verbally in a band or communicating digitally to your fanbase through advertising and media. Communicating with like-minded creatives is made easier with the availability of social media, file sharing, and peer collaboration which influences productivity, increases valuable feedback and constructive criticism, and access to new information *(Thorley, M. 2022)*.

Working in the film and television industry I have developed well-practised skills in the areas of; research, organization, and workflow management. I am applying these skills to the current project by creating a formula for researching the first artist and repeating it for the remaining artists. This allows me to keep my research consistent across all the artists. When choosing artists I made a quick search for each one to confirm that I would have enough information to cover the chosen areas I wanted to communicate. This allowed me to have a clear idea of what the project would require. I believe there is a need for critical thinking and problem-solving through the use of research, collaborative peer interaction, and input from lecturers. A multi-sensory approach to improve musical knowledge is essential to absorb information through vocal, auditory, visual, and tactile input.

Word Count (250 words minimum)

407

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Project completion reflection:

- **Appraisal**: *Overall, how successful was your project? What worked or didn't work, and why? How did it match with your expectations? Give specific examples, screenshots or links.*
- **Challenges**: *What obstacles did you overcome and how? What lessons did you learn?*
- **Future Goals**: *How will you improve your skills for future projects? What will you do differently in your next project? What will you repeat?*

Researching the chosen artists showed the different ways to produce and perform music through in-studio creation, live performance, and DJing. It also showed that in some cases the artist's previous influences were very different from the style they are currently producing and demonstrated the diverse crossover of sound and style between different genres in the music industry. As artists, we all try to explore nontraditional ways of sound generation and sound modification to create previously unheard effects, and soundscapes, or even to conceive new musical styles *(Lerch, A. 2018)*. This has helped me examine where my influences come from and how they have shaped my love of and desire to produce music.

The number of hours required to research each artist and document them effectively required more time than I had anticipated so I had to develop a time management strategy to allow me to keep the process fresh and interesting. I found that this project worked best for me if I spent about an hour each day researching and documenting only one artist. Because in most cases the research led to other interesting areas not relevant to the project directly that I wanted to explore further, like equipment or artists unknown to me. During the research for this project, I developed a much clearer idea of what I want to do with music and the key areas I need to explore further.

During research sessions, I made a list of information I found to give me a clear understanding of who the artists are and allow me to choose the key areas I wanted to write about. Having the information all in one place made the process of writing the final content for each artist much easier to understand. On reflection seeking other students' feedback on my project helped me to identify where more information was needed and I feel this was crucial in completing this project effectively. Areas of improvement would be my understanding of APA7 referencing as I feel this was more time-consuming than it needed to be for this project. One area of being a reflective practitioner is to Identify personal limitations and areas that could be improved through training, practice, or informal learning *(Cottrell, S. 2003).*

Word Count *(250 words minimum)*

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References:

Cottrell, S. (2003). The art of reflection. In *Skills for Success* (pp.188–216). New York, NY: Palgrave.

Lerch, A. (2018). The Relation Between Music Technology and Music Industry. In: Bader, R. (eds) Springer Handbook of Systematic Musicology. Springer Handbooks. Springer, Berlin, Heidelberg.

Thorley, M. (2022). Developing Music Production Expertise Through Virtual Collaboration. In: MacCallum, K., Parsons, D. (eds) Industry Practices, Processes and Techniques Adopted in Education. Springer, Singapore.

Check the project brief in the unit guide to ensure you have completed all steps

Click the Google Drive button in Campus Online submission to submit this document before the due date.