

Senior Exhibition of Mastery
Academy For The Arts, Science, and Technology
Exhibition Proposal

Noah Cruz

Web and Digital Communications

The Music Industry Alone

Description of Exhibition: For my senior exhibition, I am showing how much it takes to be in the music industry as an independent artist without the help from any company of any importance. My product will be a physical cd copy and merchandise I have created for an artist that I am promoting and marketing to be put in the music industry without any help from anyone. In that cd copy. There will be designs made by me and music also made by me and all the marketing and promoting will be by me. My internship helps in the process of this because my internship is about the communication through social media and how to design and promote within a small central region.

Rationale for Choosing This Exhibition: I chose this project because the world is growing and it seems to not want to take a break, and music is something that runs the world. Music is a big portion of the entertainment industry and everyone wants to take a piece of the action. It is becoming easier and easier to put yourself out there for the entire world to take part of, but since there are so many people wanting to do that, it is also becoming harder and harder to actually wanting to be in all of the fame of it. I want to show how hard it is to become a real musician by myself. But I also want to prove that it really isn't that hard anymore.

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Timeline -

September:

In September, I will be working hard on the simplistic things, such as my proposal. I will be starting to research of my cities, as well collecting hours for my internship.

October:

In October, I worked on more research and I did other projects while at the same time, did research on Austria and Netherlands on what exactly I am going to design for the buildings and for both men and the female of the countries. For Austria, I have discovered the outfit for the male and female.

November:

In the beginning of November, I started to question what I was really doing for my senior mastery, and realized I had no passion on doing it anymore. There was no drive into wanting to do it anymore. So, around the middle of November, while I was at home, I decided to make a logo for fun for if I was ever to be a musical artist and had to release music. I made it, and I thought it looked good. Then I went to school the very next day, and Henry Wong said, "Maybe you should change your senior mastery to making an album." He said it as a joke, but I took it to heart, and within two minutes, I decided to tell Ms. DeSimone to change my senior mastery to making, creating, promoting, marketing, and designing an album. I have all thirteen songs created by me already, but now I have to record it and burn them onto a CD. I also created the covers for the album including the album cover and the lyric book cover. I started making the pages for the lyric book and in the middle of typing all the lyrics. At the end of the month, I finished all of the annotated bibs and research for the new senior mastery, and if I started this at the beginning of the year, I am all caught up and on track for the upcoming months.

December:

In December, I started making my website using squarespace. It puts you in the mindset that lets you know it is for a musician. I then worked more on the album covers and started designing merchandise for my artist.

January:

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January is a month of quick recovery. I have to really put my mind into an industrial mode and work harder to stay on task. I started to record for my album and I finished designing my album. At this point, I am now aware of how much work I have left and how much time I need to finish all of it, and it keeps me working harder. I also started my internship, which has been better than I thought it would go.

February:

In February, I started to focus most my time to my website and completed all of the essentials that all I need to do is plug a few things in, and I am done with it all. I also am in the second month of recording, but as I am doing this, I am trying to find a third party source that will help put my music on the major streaming providers so I don't have to pay someone directly to do it for me. I have also started to make all of my social media pages which includes YouTube, Instagram, Twitter, and Soundcloud. When I get all of my music up on streaming platforms, it will also be on Spotify, iTunes, and Google Play.

March:

In March, I started my presentation slide show and I finished my cd. I found a website that is willing to let me download unlimited songs and it is only 20 dollars a year, and I have done other research and that is the best deal than anyone else, so I am now on every platform that I wanted to be on. I have gotten all of my merchandise situated, and everything is done that is a physical object that you can hold in your hands.

April:

In April, I finished all of my annotated bibliographies, my website, all of my merchandise, which includes T-shirts, polaroids, guitar picks, and the cd albums themselves. I finished my senior presentation and all I have left to do is to practice for it.

May:

May is the last month. May is the month where I present everything I have done and pass the class and graduate.

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Competencies

Standard 10: Using Vector Masks, Paths, and Shapes

I did use plenty of vector masks, paths, and shapes to create my logo and the design aspect of all of my covers.

Standard 9: Using Basic Pen Tool

Most to everything I use in these simple projects did take place by using the pen tool, in which I did not use lightly throughout all of the projects taking place in my mastery.

Standard 5: Creating Layers

The best part about creating all of the products that I am made includes to use of layers, in which I did abuse till I finished everything.

21st Century Skills

Creativity:

I need a lot of creativity in my projects because I must find everything from the internet, reimagine it, and create it in my style in such a way that it stands out from the rest. For the artist, I have to research what people find most popular in the music culture, and create my own designs to model off a good representation of his style.

Critical Thinking:

I have to really think what I am going to do in my projects. When I work on social media, I have to think before I post and figure out where I am going to post such post to which platform because every platform has a different use. While I need to figure out what audience I want to target at the same time.

Problem Solving:

This works with the critical thinking as well. But if something doesn't work out, I have to find ways around it and solve to the best of my ability to fix it.

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