

Vocabulary

1. **Target audience** – Who the product is aimed at
2. **Artistic intention** – What sort of product you want to produce.
3. **Purpose** – The aim of the product – what are you trying to achieve with it?
4. **Technical requirements** – What equipment and resources you need.
5. **Logistics** - Organisation
6. **Time constraints** – How much time you have and deadlines
7. **Copyright** -
8. **Promotion** – Making the public aware of the product
9. **Marketing** - Advertising
10. **Evaluating** – Reviewing the success of the product

Key Information

You need to plan, develop and deliver a music product. This could be a concert, a CD or an online product.

You need to advertise it and evaluate the success of it afterwards.

What you should already know

Job roles in the music industry – links to different tasks and roles you will take on in the project.

Information – Suggestions of ways to plan and manage your product

- Auditions - design a poster and write up results of survey
- Sign-up sheet
- Research – design a survey to find out what people want
- Date/time of concert/CD release/style of music/performers
- Email people you have chosen for your concert/CD
- Scheduling/timetables
- Equipment/resources needed once you know who will take part
- Annotated sheet music/lyrics for rehearsals
- Rehearsals
- Backing tracks burnt onto CD's
- Write ups from rehearsals from performers
- Pics from set ups, rehearsals and performances
- Notes or recordings of rehearsals
- Log of who set up, who performed, who helped (write up)
- Equipment diagrams and floor plans
- Pictures of hall that was set up
- Pictures of sound booth and mixing desk where it was recorded
- Room resource booking sheet

Want to know more

Use the display in the classroom for a range of Pass, Merit and Distinction example coursework for planning and developing the products, promotional material research, promotional material designs and evaluations.

Distinction Criteria**LEARNING AIM A**

Make a significant and imaginative contribution to the planning of a music product, making considered and insightful decisions in relation to the demands of the work.

Demonstrate a sustained and effective input into the development and delivery of a music product, making a significant contribution to the success of the work.

LEARNING AIM B

Create imaginative promotional material appropriate to the product that communicates information effectively to the target audience and shows awareness of industry practice.

LEARNING AIM C

Explain the strengths and weaknesses of the product, justifying conclusions, with reference to the management process.

Links to other subjects

- Business Studies – Product planning
- Media Studies – Advertising, promotion and marketing
- English - Communication