**Golden Axe Beats Group Project PID Documentation**

*The following team members*

Fahad 10008039

John-Michael 40090633

Adam 40286847

John 40176463

Aamir 40282272

Usman 40096834

**Project Goals**

The goal behind this PID document is to demonstrate an understanding of the importance of planning and preparing an artefact that can potentially be used towards employment and experience. Our Group Project consists of multiple people from different backgrounds, with different skills and knowledge that they can bring forth, and produce a product that is deemed fit for the commercial market. We also aim to demonstrate an understanding of the importance of team work, along with planning, designing, documenting and testing applications once completed.

**Scope**

***Music/Visual Integration, Promotion and Networking Opportunity***

We have agreed upon producing a music video consisting of musical elements from Golden Axe Beats. The goal behind this project is to produce a fresh piece of work that can be used to promote and market the business on multiple platforms and to experiment with new and creative networking opportunities in regards to making use of promotional tools. For the project to have a positive effect on everyone involved, we have arranged meetings consisting of multiple courses of action, as we gather information from different resources and discuss them with one another.

Among our team we have a mixed variation of skills, including software developing and multimedia. Having giving the team their chosen field of work, we would have a mixture of videographers, camera operators, editors and colour graders for cinematic style filming. We also have team members who have a keen interest towards the supervising of the audio and sound, making use of designing applications that allow us to add sounds to visuals. For the software applications of the project, this can consist of improving the website application and even creating a application where the user can listen to the music in a much more unique way.

For networking, we want to build a professional approach with our business, as we need to contact individuals that are involved within the creative industry. We plan to ask for help, in regards to actors, actresses, make up artists and assistants. We want to expand our creative potential, and allow others to project those ideas through the use of their talent. We also plan on creating a website based application within the Golden Axe Beats brand, to showcase our work in a form of a video.

We will not be producing any other work towards the project apart from the above scope stated, as there will be limited resources and time towards creating other projects. We shall not produce a project that the rest of the team is unclear and unhappy about, as we aim to produce a music video where the team can contribute their individual influence towards it.

**Approach**

We have access to multiple resources and equipment to bring out the creative thought process, and create a form of medium that can project the ideas that comes from our brain. For sound and music, we have access to multiple studio facilities in and out Edinburgh and Glasgow region. We have created a Gantt Chart with all the relevant information in regards to the timing and deadline of each tasks, as we can use this information to demonstrate that we can organise and structure the process, and create a piece of work before the deadline.

**Golden Axe Beats HQ (Studio/Workstation) AUDIO RESOURCE**

• Allen and Heath ZED 10FX console and AKAI EIE Interfact

* ProTools 10, Fruity Loops 11, MAX MSP, Unity software
* Both windows and Mac operating systems with 8GB ram
* Yamaha HS8 Studio monitors and Creative Gaming speakers
* Akai Synthstation 48 keys

**Edinburgh Napier University Labs (D36) AUDIO RESOURCE**

• AVID Artist Mix and AVID Artist Controller

* ProTools 10, MAX MSP, software
* Mac operating systems
* Genelec 8030 studio monitors

**Microphones**

• Rode NT2a

* 2 xZoom H2n
* Shure sm56/7
* Rode Shotgun with interface

**Video Production Facilities**

• Canon 1200D camera

* 2x Tripods
* Microphone Stand/tripods
* Windows operating system
* Apple Mac computers for Pro Tools

**Project Organization**

At Golden Axe Beats, we have individuals who are skills in multiple arrays of industries involving creative thinking and motivational aspect of completing tasks. We have included a section to give you a better insight of the team, and how they can contribute to this group project

***Aamir Ghani (Sound Designer/Director) – 40282272*** *“As a Sound Designer and owner of Golden Axe Beats, it is my responsibility to create a music video that demonstrates the creative potential and the thought process of creative work. I will produce sound and music towards this project, and also make sure that both the audio and visual integration compliments one another to create a more enjoyable user experience for everyone.”*

I created Golden Axe Beats when I felt that my skills within music were starting to reasonably be at a high level. As I eventually got to a point where I wanted to share my music to a wider range of people - I also had to work hard on my craft when it was necessary

My role within the group project is to create, edit, mix and master the sound and music elements, along with the directing of the visual and video recording. I will be the person that will bring potential ideas and creative thought process, along with materials that will allow me to project those ideas. Since I am the creator of this project, I will need to approve the work from others who are being involved with the video and sound work. I can bring musical elements towards the music video that is being planned for the group project, as I have experience working with both Pro Tools and FL Studio workstations. I have access to studio facilities where I can mix and master the audio towards the visual, and will have the responsibility to make sure that everything is working to a high standard in regards to digital media.

I will also like to potentially learn more about other programs involving video editing such as Adobe Audition and Premier Pro, as this can be a skill that I can learn from during the development of the project. Reason being is that this is a skill that I’ve always wanted to develop, and while I’m working along with other people among the group using the program, this gives me the perfect opportunity to do so. I can also speak on behalf of the business along with Usman when communicating with the lecture and representing the business.

***Usman Ashraf (Project Manager) – 40096834***

My role of the PM will be to ensure all deadlines are met, and to ensure that there is plenty of communication within the team at all times. If a team member has any issues which they would not like to disclose to the whole team, I can look into it further and find solutions.

I will also be arranging a GITHUB account in which we can all clone, upload, and edit files from any location. This will be a useful tool for collecting information and collaborating with the whole group.

Meetings with supervisers will be set up by myself, and I will also be on the project managers forum which I will be consistently checking to ensure that I am not missing a trick anywhere.

I will also be the spokesmen on behalf of the group for any communication needed with lecturers or potential clients.. I believe I have the skills to be an effective project manager due to my organisational skills, and effective communication. I have also never been one to shy away from constructive criticism or "saying how it is" type mentality. I have also been working closely with managers most of my working life outside of my education, an example being my general manager and sales managers while I was working at citroen as a sales rep. This experience gave me a good insight as to what it requires to be an effective manager of any team. This is however, the first time I have been in a project management position, therefore I will have plenty to learn and I will be getting feedback from my team throughout the project to ensure I'm adjusting my approach where need be.

***John – Michael Charczuk (Video editing) - 40090633***

For this group project, I will act as both a videographer and editor for the group project, as well as preparing some of the pre-production paperwork. My major strengths are in Premiere Pro and using Canon and Panasonic cameras. I can bring some unique skills to the group through my experiences of using certain camera techniques such as time-lapses.

Throughout this project, I plan to learn how to edit and film music videos as they are different from any previous video I have edited in the past, and will no doubt come with it’s on own unique set of challenges. After my previous works working with charities and the NHS, I can also bring my communication skills to the group, as I had to keep several individuals updated regarding the state of the project at any given time, which will prove useful in group projects. Since my previous clients led busy schedules I also have skills in working at frantic and ever changing schedules, which in a group project environment can prove useful.

***Fahad Latif (Software Development) – 10008039***

Throughout this project and during group discussion, tasks were pre planned to be targeted within to be completed and then allocated to individual members. I felt that my strengths were in the web development side of the project for us to create and upload a running website which would be fully about the key aspects of idea.

This was due to my skill set acquired throughout the studying period and then eventually gone on to enjoy learning more about web design and creation. Due to me background in web development so i felt this role would be ideal in order for me to use and grow knowledge. I felt that i could listen to members well and kick start their ideas into a functional site.

We also intended to create a video for our group in which i would be taking upon an acting role. This was something new for me although i feel comfortable proceeding with this as its a new skill i am confident to learn more on to carry out and trial more input to help obtain new abilities.

***Adam Malvern (Camera Operator) - 40286847***

My main strength lies in thoroughly covering the pre-production stage of filming; Such as completing location recce forms, risk assessments, storyboards, production costs, appropriately covering copyrighted materials and producing extensive shot lists.

I believe that the detail in pre-production paperwork is essential for setting up a successful and structured shoot. - I will also be partaking in the filming process as a camera operator.

I've filmed multiple projects on a similar scale before, though this will be my first music video, therefore I'm hoping I can expand on my existing skill-set when working on this project. - I'll also take on a role as a video editor. Using Adobe's Premier Pro software to edit the video efficiently. I will also take charge of exporting the video file in a manner that the client desires.

***John Irvine (Animation/Sound Assistant) – 40176463***

As a Digital Media student, I believe I am qualified for the Golden Axe Beats project, which will put my abilities to the test. I am skilled in animation, video-making, concept art and acting. If necessary, I could contact my drama group if you need more actors. Throughout my time as a student, I have gained experience in the following software:

• Premiere

• After Effects

• Photoshop

• Maya

• Pro Tools

• Illustrator

• Flash

I wish to develop my skills in Pro Tools and video editing. I am also interested in creating a motion graphic for Golden Axe Beats (i.e. intro to the music video). I would prefer to use After Effects for 2D animation since I have more experience with the program. However if 3D is preferred, I am willing to develop my animation skills as I go along. As this is my first professional experience in multimedia, working on this project will not only develop my skills as a digital media student, but also provide me insight to working in the industry.

**Business Case**

The benefit of working towards this project is to demonstrate that we as a team, whether or not we have experience in videography or sound production, can effectively communicate with one another in a manner that is professional, and deemed as acceptable in a real-life working environment. With professionalism in mind, we hope to achieve a high standard of work, along with a reflective evaluation of how we felt about the project, the tasks in which we had no experience in, and how we came across solving issues and problems that will occur during the process. For this project, we expect to produce a high quality portfolio that can potentially create further projects outside the group project, as a business. We aim to showcase our work to potential customers that require services such as music and video production, and of course to create a networking opportunity for those who are active within our cultural environment. As Golden Axe Beats is a multimedia company, we are also expanding our creative potentials by creating business cards that we can give to people who are keen in knowing more about our business. These business cards can then allow individuals to access the website and keep in touch with the team.

Once the project is completed, we will have access to the project portfolio, in which we have the rights to project the work though the use of a presentation, in public and private places.

**Constraints**

**List of Filming Constraints**

Our limits towards the creative thought process is that once we start doing work that overlaps with other tasks, we will start to counter problems along the way. To overcome this solution, we have to clearly demonstrate our ideas, in a form of a document, and must be realistic and simple, so that everyone within the group can contribute. Things such as tasks that involve a high risk of danger towards an individual must be agreed upon with the rest of the group and the individual themselves. Tasks such as recording fast movement of objects while operating electrical equipment must be prepared effectively using the basic health and safety regulations to keep us and others safe.

We shall not force a task that is deemed to be too constrained towards an individual as they have the right to express their opinion, as stated in the *Golden Rules* section.

-Time; the two-month window that we have is probably the minimal amount of time required to complete the necessary pre-production, production, and post-production stages to a professional standard. The fact the production team for the filming process is only made up of two individuals will add to the difficulty. There’s a lot to be done in this short space of time, from filling out the necessary pre-production paperwork, to shooting the productions and completing a final edit that the client is content with.   
- Finances; This is a student production and because of that we will be working on a minuet budget. This will likely limit the overall standard of the finished product, effecting everything from quality of equipment, the size of the crew and the locations we can gain access to.   
- Equipment; we’re going to have limited access to equipment during the production phase of the project. No individual member of the crew possesses a camera or tripod, which will both be integral to the recording process. To get around this issue we will be renting from the Universities store. The store only has a certain amount of camera’s they’re able to part with at any one time, so we’ll have to be sure to reserve the equipment in advance for our filming dates.   
- Access; The current plan for the production is to film it in multiple locations, including a night club and a casino. Gaining access to filming in these locations may be tricky, as permission must be granted from whoever oversees the establishments. We will also have to fill out a recce form at each filming location, which would require the crew to visit the locations before shooting commences.   
- Filming Conditions; Conditions when filming may also halt production and cause unforeseen delays. For example, when shooting external shots adverse weather conditions may become issue. We may also encounter several issues when filming within the night club, as places that are dark, cramp and contain flashing lights are notoriously difficult to film in. Our restricted space for movement in the night club will particularly be a challenge and limit the extent of what’s plausible to capture.   
- Actors; Acquiring actors for shooting might be difficult, as at the current moment the project sounds as if it may require many actors and extras. Finding this number of actors who are willing to work without pay might prove to be tricky and time consuming.

**Stakeholders**

The stakeholder among this group project are the individuals who have to identify the work that others do, and make sure that the quality of their product is at a high standard. As Golden Axe Beats has an Executive Director, he is the stakeholder of this project, but will most likely assign tasks within the project to make sure that the other team members are contributing effectively and at a high standard of quality and quantity. Since this group project consists of 6 members, we have decided that Aamir Ghani is the stakeholder, and he must hold the key principles that the project stakeholders posses to achieve a successful project.

Aamir Ghani must engage with others outside from the group by

* Effectively communicate with others outside from the group and his team members to ensure that the tasks and messages are understood by each individual.
* Being prepared to represent the company in meetings and to gather useful information and ideas, and potentially ask questions that can create more opportunities of creative applications.
* Must understand that everyone is still human beings, and that he must look at things from their perspective, including his own.
* Plan his call to actions, and to organise the day to day activities a day before the initial tasks are carried out.

**Risks**

The success of the project could be affected by any of the following factors:

* A member of the team would take time off from the project due to ill health and delay the project
* A member of the team would have a family emergency (e.g. unwell/elderly family member) and take time off from the project
* A member of the team would leave the project short of resource if they do not provide their assigned assets at the appropriate time
* A piece of equipment could be damaged or lost during production, which could cost members time and money (if they wish to replace their own equipment)
* If travel is necessary for the project, schedules may be changed and each member should be responsible for their own schedules. They should notify their lecturers and society/sports members if they will be unavailable
* Conflicts between team members could disrupt the progress of the project
* Inaccurate estimates in project scope
* Requirements for the project may not be incomplete on time
* Unestablished guidelines in decision-making will delay the impact of the project

**Project Controls**

In order to keep the group project under control, we have arranged an agreement with the rest of the team that we will hold meetings, where we can discuss ideas and develop on the tasks assigned to everyone. As everyone is aware that the individual participating in the project must take their own notes while in group meetings and to make sure that they meet the criteria needed, and that they must consistently communicate us during the process so that we know exactly how they are getting along with the project. Once tasks are completed they must be logged and included into their journals, and notify the rest of the team. This project consists of a Gantt Chart which includes action plans and dates for deadlines for each task.

**Reporting Framework**