

GROUP PROJECT SOC09109

GOLDEN AXE BEATS

PID DOCUMENTATION

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Project Goals

The goal behind this PID document is to demonstrate an understanding of the importance of planning and preparing an artifact 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 teamwork, 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 organize and structure the process, and create a piece of work before the expected deadlines.

Golden Axe Beats HQ (Studio/Workstation) Motherwell, North Lanarkshire

A studio facility made for recording, mixing and mastering music. The studio consists of all the necessary tools needed for a project involving sound designing and music production.

- Allen and Heath ZED 10FX console and AKAI EIE Interface
- 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) Edinburgh

Same as Golden Axe Beats HQ, we have access to multiple computer systems running the appropriate applications to work on our project.

- AVID Artist Mix and AVID Artist Controller
- ProTools 10, MAX MSP, software
- Mac operating systems
- Genelec 8030 studio monitors

Microphones

- Rode NT2a
- 2x Zoom 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 skilled 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.”

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 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.

Myself will set up meetings with supervisors, and I will also be on the project manager's forum, which I will be consistently checking to ensure that I am not missing a trick anywhere.

I will also be the spokesman 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 organizational 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 company owners.

Once the project is completed, we will all have access to the project portfolio, in which we (the team) have the rights to project the work through the use of a presentation, in public/private place.

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, affecting 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 tripods, 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 nightclub 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, cramped and contain flashing lights are notoriously difficult to film in. Our restricted space for movement in the nightclub 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 possess 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 each individual understands the tasks and messages.
- 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 organize 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
- Un established 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 with 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

For this section we have all included our inputs on how we will manage and document our progress towards the project. As a team, we have to document our own individual tasks, as this shows a demonstration in good organizing skills.

Usman Ashraf (Project Manager)

As the project manager, I must be very organized, which means I must stick to my own schedules, and also the teams schedule. Along the way I must also keep my progression and work in writing to show as evidence of the work that is being done. As for my reporting, it will be done via a personal journal. This journal will be updated every time there is work done which is worth reporting, I may not be doing work on a daily basis (weekends for example) therefor it will not be a daily journal, but rather one that gets updated often and frequently depending on what needs done and what work has been implemented. This is a way to express my thinking and how I came up with the ideas that I did, also it helps me reflect on the decisions I made earlier in the project which will help me going forward. Secondly, I will be creating a reflective report, which I will start closer to the end of the project, and I will be looking closely at my journal to include key points. This report will consist of how the project went, the planning and thinking behind the project, and everyone's roles and how they contributed towards the project and the end goal. It will also include what things we would have changed looking back and what aspects did not go so well. We are human after all and some mistakes will more than likely be made along the way.

One of the most important pieces of work, which we will produce, will be the final project report. This will be started well in advanced of the deadline as there will be a lot of work to be done here. The plan is to have as many team meetings as need be so that we can create the bulk of the report while we are all together.

There will be a designated writer who will of course be pitching in his ideas and conclusions, and the rest of the team will be brain storming and writing out rough ideas in which then can be transferred professionally into the report. We will consistently be uploading the report to github so that any individual within the group can access the document from anywhere, and add in or adjust certain parts of the report. When doing this it will be crucial to leave appropriate commits so that the rest of the team can see what's been adjusted, then at the next meeting we can discuss whether the changes or additions are worth keeping. For the documentation, it will be produced using Microsoft word, then once it is complete and everyone is happy with it, we will be transferring that into a PDI document.

Adam Malvern (Camera Operator)

As the projects head videographer, I will be required to produce the majority of the music videos pre-production paperwork, as well as playing a

vital role in the production stage. To stay on top of this workload I'll need to follow a strict schedule. I plan to create my own individual working schedule that will coincide with the team's overall schedule. I feel by giving myself my own miniature deadlines I will be able to complete the necessary work in time to meet the overall team deadlines. I plan to report my work in the form of a journal. I'll update this journal weekly throughout the duration of the group project. I intend to fill this journal with my progress, stating things like what work I've completed, issues that I have encountered and what solutions I have come up with to combat these problems. I plan to look back on this journal when it comes to creating my reflective report.

John Irvine (Animation/Sound Assistant)

Organization is key in any multimedia role, whether it is editor, sound mixer or animator. So I shall keep track of my personal progress on this project. This will be done with a personal journal, which will be based on written notes that I take each day I work on the project. These notes will be used to model a typed-up journal on Microsoft Word, which will be written in a professional manner. The journal will also contain a to-do list, which lists all the tasks I need to undertake after finishing a day. This professional journal shall be evidence of my contribution to the project. An asset list may be necessary for me to show as evidence of my contribution to the project. The list will contain all my digital files, i.e. audio and video files and any other digital files used in the final product.

A reflective report will be written near the end of the project, which will consider my contribution and how I believe the project will have made an impact to me. This report will also provide evidence of my input to the team effort and how my participation made the project successful and effective. It will also reflect on different aspects of the project's progression, such as any necessary changes to the scope.

Aamir Ghani (Sound Designer)

I plan on writing my project diary as a daily routine, as this will keep me on track on the day-to-day basis of the project. Reason being is that I have always been comfortable writing journals everyday for my gym and fitness work, and tracking daily also allows me to keep up-to-date with the tasks carried out, and at the moment of time, how I also felt about the tasks. So everyday I will write down exactly how my day consisted off, and as the weeks go by, I'll evaluate the previous journals, and reflect on how things have changed. I also plan to have sticky notes available on my wall to remind me of the tasks involved. I plan on producing to-do lists before carrying out any tasks, as this helps me be more prepared and organized. I will also produce a reflective report, where I will project my own input on how the project went. As the project report goes, we all have to contribute towards this, as this will demonstrate our skills and techniques as a team. In the end of week 14, we have to present our findings and the project through the use of a presentation.

Fahad Latif (Software Developer/Assistant)

As a group member, my role will be to create and design the website for further use throughout the project tasks in order for the team and all our media content to be uploaded and viewed online. This will involve some basic html coding language in order for me to create the site or expand certain pages online. We have been set allocated times and mini deadlines before the initial deadlines so that this way we can ensure tasks are completed and we have remaining time to check over the work created. As well as software development, there will be a video created where some acting will be involved to create a short film with some great sound and media effects with a cinematic short experience. To keep track of this notes will be made and any ideas or targets will be noted. All work is uploaded via GitHub to make sure that we can all track dates, times and progress as well as have access to all the files virtually anywhere.

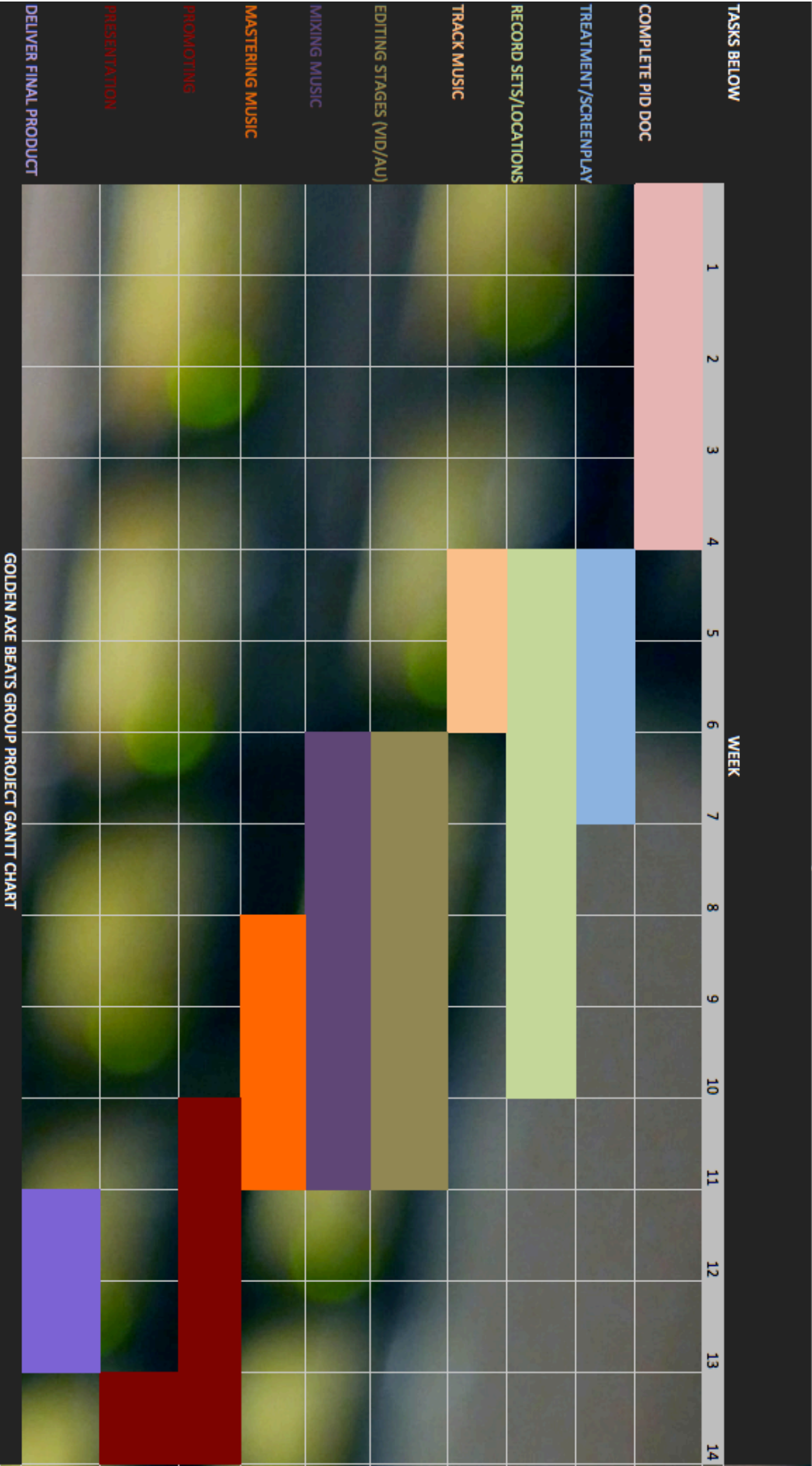
John-Michael Charczuk (Video editing)

Being organized in important during the development of a media based product. And to ensure my end if the tasks go to plan, I will be keeping a personal diary of daily happenings with the development of this product. Since I will have pre-production paperwork to complete I will also make a list of all tasks that need to be completed before development can move any further. All planning documents will be written in a Word document, and will be laid out in a bullet point manner, to be able to keep track of things more easily.

Schedule

Along with this document we have included a Gantt chart and an action plan to demonstrate that we as a team can construct and organize the project. We will follow the guidelines along with the Gantt Chart, as this gives us the indication to when each task should be completed each week.

The Action Plan is an in-depth understanding of the Gantt Chart, In regards to the deadline, dates, who is responsible to having tasks completed etc.



Action Plan

Week 4:

Completed PID Document – Deadline **03/02/**

Ideally having this document completed a day before initial deadline will keep us on track and ahead of schedule. If however PID document fails to meet the deadline, we must notify the rest of the team members, and make sure that this is completed as soon as possible or else the project cannot begin.

Who is responsible? All team members.

Week 6:

Tracking of music to be completed – Deadline **17/02**

To have the song recording/tracking to be completed so that the rest of the team members can use this as a reference point for video and animation work. If this is not complete, or that the rest of the team do not have access to the song, this can delay any progression towards video work, including planning and preparing for audio and visual synchronisation

Who is responsible? Aamir Ghani, John Irvin

Week 7:

Completed treatment/screenplay – Deadline **24/02**

In order to progress with video work, ideally the script/screenplay should be completed, however this can change during the course of the project. If this does not meet the deadline, we must discuss this as a group and come to a closure with this task as soon as possible.

Who is responsible? Aamir Ghani, John- Michael Charczuk, Adam Malvern

Week 10:

Complete all visual recordings – Deadline **17/03**

Completion of all the recordings of sets, locations and acts. If this is not met, this will delay any other further process of work in regards to editing and mixing.

Who is responsible? Aamir Ghani, John- Michael Charczuk, Adam Malvern

Week 11:

Completed Product (Editing, Mixing, Mastering of Audio.) – Deadline **24/03**

Final video product at the highest quality ready for upload via YouTube.

Marking the duration of the marketing and promotional tasks, these are the tools to project the work. If deadline is not made we have to change date of release date, including promotional and advertisements will need to have a change

Who is responsible? Aamir Ghani, John- Michael Charczuk, Adam Malvern, John Irvin

Week 13

Week 14:

End Of Promotion Work and Finished Presentation

Ideally having the presentation completed before initial deadline will keep us on track and ahead of schedule. If however Presentation fails to meet the deadline, we must notify the rest of the team members, and make sure that this is completed as soon as possible or else we cannot project our work. Presentation slots will be given to team members when our lecture notifies us.

Who is responsible? All team members

End.

The Golden Rules

These are the Golden Rules that must be followed by each individual participating within the group project. Once the participants sign the lever of this document, we agree that we will do our absolute best to provide craftsmanship among our chosen field of study.

Goals:

- At any meeting, one person should allow others to speak fairly, and in their own time. Anyone caught disrupting anyone deliberately will be told to leave the meetings, unless this is a script that we planning on recording for our portfolio.
- Creative thinking is mandatory when working on any projects within Golden Axe Beats. Projecting ideas can contribute towards our goal of creative video and music making.
- If something doesn't make any sense, we have the right to ask or to repeat what was said.
- All team members will maintain effective and consistence means of communication with one another. If one is unavailable to communicate via group project chat room, we can communicate privately through instant messaging or phone call.
- All project team members will have access to the project plan, and will be aware of the tasks and dates printed on the document. The Project Plan must be updated by each of the members within the group, as we are not responsible for other member's work.
- All individual points made will be taken into consideration and then discussed with the rest of the group.
- Every meeting, we will recall the last meeting notes, and check to see if the tasks have been completed. We all have to take notes from each meeting. With details of the tasks put towards the individual within the team, they need a reminder about their tasks for the project.
- All tasks should be documented individually with the intention of producing a piece of work that they can contribute towards their portfolio. Each individual person within the group is responsible to let everyone else know within the group that their task has been completed via communication through the chat room.
- All members within the team must have a clear understanding of the scope of the project and understand the roles and responsibilities that one can bring towards the project. If there are certain troubles about anything about the group project and you feel like you may have to

commit to other things, we can all discuss our situations at any given time during the process.

Group chat room rules:

- All other means of information that is not involved within the project will not be tolerated. The chat room is our evidence to show that we can communicate effectively as a team.
- All documents should be uploaded to Git Hub, where we can see and edit our work as a team. We must learn how to use this website with the intention of completing each tasks the individual has been told. Please make an account and start the chat room.

[Click Here For Git Hub](#)

Electronic Signatures:

I hereby agree to the above *Golden Rules* and do my absolute best to avoid breaking any of the following points made.

Fahad 10008039

John-Michael 40090633

Adam 40286847

John 40176463

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