Executive Summary

In the course of 4 months, a group was created with individuals that potentially brought a unique touch towards the production of creativity. We decided as a team, to produce a short music video consisting of music from Golden Axe Beats, a producer following the background from modern day electronic dance music. Our goal was to have a completed music video that can be viewed on multiple platforms online such as YouTube or Vimeo, and to create a trend following using networking and promoting tools. We established what we felt was a vital skill among the group that would help successfully complete the project – and that was demonstrating communication with everyone involved in the project. Throughout the project, we came across ideas and influences that helped create the preparation mould for the music video, including a shot list, a script and a storyboard. Identifying both the technological and the artistic side involved within the project allowed every member to identify both their strengths and weaknesses towards creating the music video, and how they can use their resources to overcome potential results.

Looking at some of the previous work involved with Golden Axe Beats, we we’re sure that this will be quiet a challenge, however. We learned to keep track of our diaries using techniques that we felt suited towards the project, and making use of note taking on days of the meetings and visual/audio recordings.

I have been involved with the music production towards Golden Axe Beats, including the creative and directing work in producing documentations and the overall brains of the project. So far, the music has been recorded and mixed, and will later go through a mastering process, to compete against other major music labels and their music. A Soundcloud link is available to access the final mix of the music.

<https://soundcloud.com/goldenaxebeats/power-hour-final-mixunmastered/s-8DLAH>