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Advanced Web Graphics
Project Proposal – Record Label Game App

I'm an avid old school gamer who loved the competitive fighting game genre of the 1990s. Running to arcades to play Street Fighter, King of Fighters, Samurai Shodown and all of its knockoffs was the epiphany of my teenage and young adult life. Then came Dance Dance Revolution. Although I was not into rhythm & music based games, I definitely saw the impact that they made in the gaming industry. This became even more apparent with titles such as Guitar Hero and Rockband became international sensations. It was clear that the shift in gaming was happening. Fighting games were out, rhythm based music games are in.

I'm also an owner of a digital record label. With more than 100 releases over a ten year period, I need to figure out a way to promote my products to the general public that are more suitable for mobile devices. It's not enough to just post links on social media and direct them to websites where they can be purchased. Many of these sites have their own apps and web page issues which make the mobile experience even more difficult. When a user wants to hear a song or obtain information about a specific artist, they do not want to go on a wild goose chase on the internet and use a long list of links to eventually get to their destination. Many record labels have created their own apps to bring a lot of the most critical information to their fans. But many of them are nothing more than just lists of table data that can be easily found on their websites with nothing else to keep the user engaged and immersed in the experience.

Instead of making another standard record label app that shows basic information concerning release dates, artist information and links to video clips and purchasing, I would like to combine both of these ideas and create an application for a digital record label that also allows users to interact with the songs in a rhythm based game. As a complimentary record label app, all of the regular information from the website blog is available along with a full discography, artist directory, tour & gig dates and links to artists podcasts & video links. Some of the songs on the label will also be playable in a rhythm based game where users will tap matching colors and shapes to the beat of the music. Users will be able to post profiles of one another and list which songs from the label they have purchased, list their favorite artists, and send messages to one another. Upon purchase of the app, more of the back catalog becomes available for use in the rhythm based game. The user will also be able to play the game using music from upcoming and unreleased projects.

Eventually, I would like the app to allow for purchases of label merchandise, tickets to live gigs & shows, and for the music itself so the user doesn't have to go to iTunes, Beatport, Traxsource or another third party website to obtain them. The record label would also be able to host occasional contests to see who could get the highest score in the rhythm based game using specific songs for prizes.

That way, the user can do more than just get notified when a new song is available on the label. They will not only be able to preview the song before purchasing it. The user would also be able to interact and connect with the record label in a more interesting way.