Gyalpozhing College of Information Technology

Proposal

For

3rd Year Project

Bachelor of Science in Information Technology

Bhutanese Music Video Analysis

Submitted by

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Read carefully before filling the form.

1. Please do not alter the layout of the application form. Information must be filled in the spaces provided, under set format.
2. Guidance notes in various fields should not be deleted.
3. Required information should be duly filled in the specified fields.

Guidelines and Forms

Submission Procedure

Duly filled proposal forms completed in all respects should be submitted in form of soft copy in the VLE. On receipt of the applications the proposals will be evaluated by the examiner and proposal would then be defended by student groups. The project group may need to revise the proposal in light of the examiner's recommendations.

For further information, please contact:

Module Coordinator

Tshering
tshering.gcit@rub.edu.bt

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Application for the Project

1. Project Identification

1.1 **Reference Number:**

      2022_PRJ303_07(Year_Module_groupNo)

    (for office use only)

1.2 **Problem statement**

(Please refer [here](#) on how to write a problem statement.)

Since the rapid development of mobile devices and internet, we are able to access different music video resources freely. However, the variety of songs and music videos available exceeds the listening capacity of an individual. People find it difficult to choose from millions of music videos.

Among the various YouTube Channels in Bhutan, Music video or simply MV Channels are most popular among the viewers in Bhutan. Not only Bhutan, some MV are also gaining international viewers from all around the world. It is logical for any artist to be intrigued because of the ongoing expansion of the video blogging culture. It helps those creator of Channels to meet new people, reach wider audiences and earn money through creating exciting MVs.

Those MV Channels will mainly help to promote track along with the young artists and bands of Bhutan. Despite the fact that Bhutan has a small audience to support the world of YouTube, aspiring artists who want to show off their skills are persistent.

Therefore, Bhutan being the small country with less audience, it is import to be more creative and productive to gain recognition from other countries. Music Video Analysis system is needed so that it helps viewers to watch MV based on its popularity and be able to recommend it to others thereby increasing the popularity of those MV. And not only this, it will help those MV creators to analysis which type of MVs are most and least preferred and improve according to it.

1.3 **Project Title:**

(Provide a concise, accurate and informative title which immediately orientates your reader to the focus of your project.)

Bhutanese Music Video Analysis

1.4 **Key Words:**

(Please provide a maximum of 5 key words that describe the project. The key words will be incorporated in our database.)

Music Video, Analysis, Python, Visualization, Dashboard

1.5 **Project Guide:**

Name:

Designation:

Mobile # :   Tel. # :

Email:

1.4.1. Project examiner 1:

Name:

Designation:

Mobile # :   Tel. # :

Email:

1.4.2. Project examiner 2:

Name:

Designation:

Mobile # :   Mobile # :

Email:

1.6 **Project Duration:**

Starting Date: 4th March 2022

Completion Date: _7th June 2022_____

2. Aims, Goals, Objectives and scope of the Project

2.1 Aims of the Project:

Aim

To analysis various type of music videos uploaded by Bhutanese music video channels and check its popularity.

2.2 Goals of the Project:

The goal of the project is to analyze the different Bhutanese music video based one the music video channels, its popularity and year of released.

2.3 Objectives of the Project:

1. Identify the best music video from various music video uploaded

2. To help those music video directors to clearly know their MVs popularity among the audience

3. To find out popular MV of different MV Channels.

4. To be able to conclude which MV Channel is the most popular through comparison with other MV Channels.

2.4 Scope of the Project:

The targeted groups of the Bhutanese music video analysis are the one who wants find out and have proper visualization of different Bhutanese MV and Channels and its popularity among the audience.

3 Project features

3.1 Background

(Explains why you are doing the project. It provides a brief overview of the background to the project and establishes a particular area, or problem, that needs to be investigated further. It provides a clear statement of the topic of the proposed work.)

Music video can be defined as a video recording of a performance of popular music. The first music video was created in 1894 by Joseph Stern and Edward Mark, who set a recording of their song "The Little Lost Child" to a moving slide show and marketed it as an "illustrated song." The main purpose of a music video is to promote and showcase the artist. By releasing a music video, it promotes the single used, the newest album, the artist, the record label and any products used as products placement. This in return increases profits for the artists and the record label.

We can now freely access many music video materials thanks to the rapid development of mobile devices and the internet. However, the number of songs and music videos available far outnumbers a person's ability to listen. People have a hard time deciding amongst millions of music videos. Music video or simply MV Channels are the most popular among Bhutanese viewers among the many YouTube Channels. Some MVs are attracting international viewers from all around the world, not just from Bhutan. The steady expansion of the video blogging culture should pique the interest of any artist. It enables Channel creators to meet new people, reach a larger audience, and make money by creating entertaining MVs.

Those MV Channels will primarily aid in the promotion of tracks by Bhutanese young artists and bands. Despite the fact that Bhutan has a little audience to support YouTube, young artists who wish to showcase their talents persist. Bhutan, as a small country with a small audience, must be more innovative and productive in order to acquire respect from other countries. A music video analysis system is required so that viewers can watch MVs based on their popularity and promote them to others, so boosting their popularity. Not only that, but it will assist MV creators in determining which types of MVs are most and least popular, and improving their work accordingly.

3.2 Literature Review:

Plenty of research has been conducted so far on the various available methods for implementations of an effective music video recommendation system but, there is not much music video analysis done which is similar to our project. Among those, we have done a review on music video analysis done based on Andrew Goodwin's Theory.

MUSIC VIDEO ANALYSIS & ANDREW GOODWINS THEORY

A music video is a short, moving image product shot for the express purpose of accompanying a pre-existing music track and usually in order to encourage sales of the music in another format. Andrew Goodwin supports this dictionary definition by stating that a music video isn't primarily a commodity form but a promotional one. Music Videos are often how listeners associate artists with a song, by visualizing them.

Similarly, if famous stars appear in music videos this can raise the profile of the song and increase its popularity. For instance, Carly Rae Jepson's song, I really like you, had Tom Hanks acting in it and this got a phenomenal 62 million hits on YouTube! Music videos are categorized into three different typology's and these include type 1 - performance, type 2 - narrative and type 3 - concept/abstract.

Type 1 - performance is where the band is performing their song and includes singing, dancing and playing their own instruments. This typology is normally relevant for rock, alternative or indie and is used to show the bands talents and skills. These are normally self-managed, self-taught , raw and original talent.

Type 2 - narrative is a music video which is based around a story and has actors/actresses performing the story solely or alongside the artists. This typology is used to engage the audience and is usually used in songs which can be relatable for the audience; normally love songs and this is supported by stars including Taylor Swift and Katy Perry.

The final typology; type 3 - concept/abstract is a video based around one idea or concept and includes abstract objects symbolizing a particular idea or concept. It is used to open the audience's imagination and thinking to consider a more philosophical opinion. It is normally based around what the artist believes is important to portray.

The reviewed literature basically analysis based on the content of the music video that will decide whether the particular music video is going to be a hit or flop. It depends on the three different topology that includes performance, narrative and concept/abstract of the music video.

However, the analysis is done based on the specific selected music videos which means that it might differ to some extent since the conclusion drawn might not be applicable to the other popular music videos. To overcome the drawback, we can do the analysis by taking large amount of data (music video) and finding its popularity among the audience and drawing conclusion based on those popular music video. Thus, we have Bhutanese Music Video analysis which the shows the popularity of different music video along with the music video channel and year of released.

3.3 Requirements

Functional requirement

Bhutanese Music Video Analysis consist of a dashboard where it displays the popularity of different music video based on selected channel as well as year. It also shows the most popular music and channel so far from the past record of those music videos.

Non-functional requirement:

1. Portability: The system will be able to co-exist with another system in the same environment.
2. User-friendly: The system is well designed and easy to use.

3.4 Technology

Software Technology:

- Google Collab: Platform to develop machine learning models.
- Visual Studio Code: Code editor to help build applications
- Heroku: Platform to deploy, manage and scale applications entirely in cloud.

Hardware Technology:

Developer requirements:

- Laptop/Desktop (Microsoft Windows 7/8/10 (64 bits)/Linux)
- 8 GB RAM minimum, 16GB RAM recommended
- 1280 * 800 minimum screen resolution
- Processor 2.00GHz * 4

3.5 System Architecture

1.5.1   System Design

This project is a two tier architecture where it contains the presentation layer which will run on the client, and application tier that gets stored on a server.

Presentation Tier: It is a user interface and communication layer of the application. The user will select the channel as well as year of the music video where it will display the top list of music video.

Application Tier: It is also known as the logic tier or middle tier. After selecting the channel and year of the music video, the system will process the information that is to be displayed.

1.5.2   Workflow

Data Collection → Data Preprocessing → Data Extration → Data Analysis → Display Result

1.6   Deployment

The completed project will be hosted on heroku.

4 Team Members Role

4.1 **Member 1 Name and Role**

Samten Wangmo

Team Leader

4.2 **Member 2 Name and Role**

Sonam Dendup

Lead Programmer

4.3 **Member 3 Name and Role**

Nar Bdr Kharka

Database Designer

4.4 **Member 4 Name and Role**

Phuntsho Dorji

UI (User Interface) Design

5. Examiner Comments

6. Project Schedule / Milestone Chart /Work plan

[describes what you will do. It is a plan of the tasks which will enable you to achieve the stated aims of your project. To devise a plan, you need to break the project down into a series of steps or stages, and you then outline the tasks within each stage. The project plan should also include a timetable in which you plan the timing for the main tasks. This timetable can help to keep you on track throughout the project. The plan may also include a list of the resources required to do the project.]

(Project schedule using MS-Project (or similar tools) with all tasks, deliverables, milestones, clearly indicated are preferred. Task should be measured in terms of hours)

SI.No	Title	Start Date	End Date
1	Project Proposal (CA1)	1/3/2022	18/3/2022
2	Analytic Model (CA2)	19/3/2022	13/5/2022
3	Final Delivery (CA3)	14/5/2022	7/6/2022
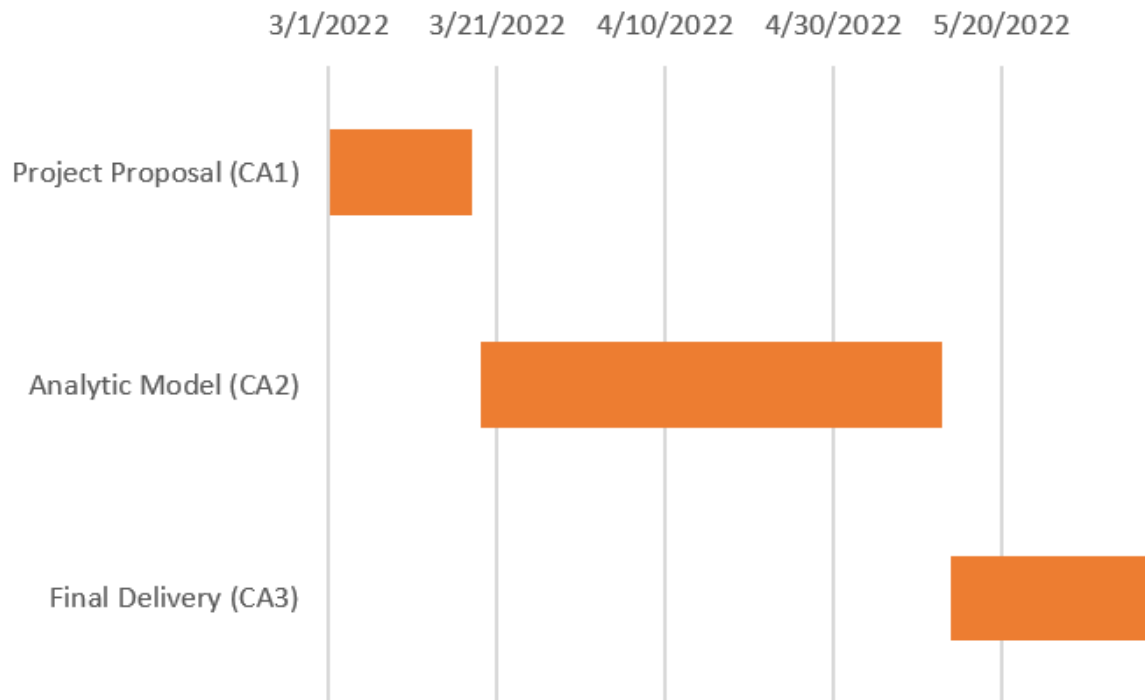
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