A 2024 Graduation Project Document

Part 2/2

The Sound Of Propagation

Designing for the Medium of Music Marketing

By Vaibhav Sharma

THE
GRADUATION
PROJECT 2024

The Sound of Propagation:
Designing for the Medium of Music Marketing

VOL. 2 of 2

Student : **Vaibhav Sharma**

Sponsor : **M3 (M-Cube)**

Mentor : **Aastha Gohil**

Consultant : **Sandesh Jha**

Programme :
Bachelor of Design (B.Des)
Interdisciplinary Design

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

The Evaluation Jury has recommended **Vaibhav Sharma**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Interdisciplinary Design**

Herewith, for the project titled "**The Sound of Propagation :** Designing for the Medium of Music Marketing"
on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

Subsequent remarks regarding fulfillment of requirements

_____

_____

_____

_____

_____

Dean, Institute of Design
JK Lakshmipat University

Originality Statement

I hereby declare that the work submitted here is entirely my own and does not contain any substantial portions or complete copies of previously published material. It also does not include significant portions of material that have been accepted for the completion of another degree or final graduation from any other educational institution, unless proper acknowledgment has been provided in this Graduation Project. Additionally, I affirm that I have not borrowed or copied any concepts without giving appropriate credit. The intellectual content of this Graduation Project is solely the result of my own efforts, except for any assistance received from others in the project's design, conception, style, presentation, and linguistic expression, which have been duly acknowledged. Finally, I assert that this Graduation Project, or any part of it, has not been and will not be submitted as assessed work for any other academic course.

Student Name in Full: Vaibhav Sharma

Signature: _____

Date: _____

Place _____

Copyright Statement

I hereby authorize the Institute of Design, JK Lakshmipat University to archive and provide access to my Graduation Project, either in its entirety or partially, within the Institute for academic purposes. This permission applies to all existing and future forms of media, in accordance with the provisions outlined in the Copyright Act. I confirm that either no significant portions of copyrighted material have been used in my document, or I have obtained the necessary permissions to utilize such material.

Student Name in Full: Vaibhav Sharma

Signature: _____

Date: _____

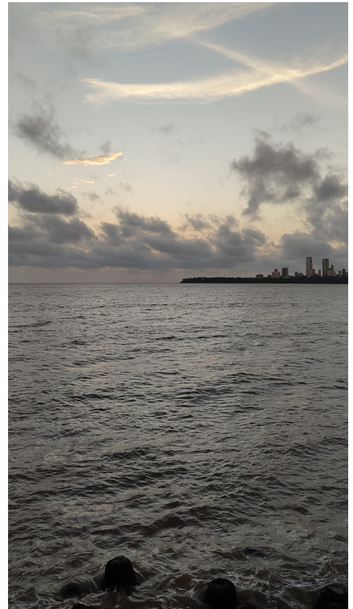
There is nothing in this world
more powerful than Influence.

Continuing

The ideas, motivations, and variables influencing the course of projects were recorded at one side and judged appropriate to be listed in its own standing body of documentation in the continuation of the works carried out and directions explored in the book's volume 1.

Thus, the grad project works have been collected into this second book. More work completed with the sponsor company, as well as a range of clientele and subjects, are covered examining the various dimensions. I had the opportunity to stray in. The lessons that the large machine, of which I am a part, has learnt. What other machines exist, and how did these devices get to be the way they are? Selecting a key takeaway from the systems thinking curriculum, I introduced the holistic perspective research methodology for comprehending and analysing a system. By means of its interpretations in semiotic, shematic, and syntactic domains, as well as its development across cultural, political, geographical, and historical domains. The fundamental motivation and forces at play in the field, as well as what brought them together to create the structural dynamic I'm seeing now and likely in the future.

While collaborating with creative professionals from a variety of backgrounds and areas of expertise, these industry characteristics were observed and experienced. My approach incorporated design and its interpretations into the conversations, being able to analyse and reason from the viewpoints of seasoned colleagues, technological limitations, and resource time restrictions. As a result, I became more involved in the team's problem-solving process and was held to a higher degree of performance in delivering both conventional and groundbreaking discoveries. Through this I discovered that, despite the unpredictable nature of the work, the creative industry must maintain a stable commercial front, which increases the pressure to perform. The only way to be able to accomplish that is to be able to provide reassuringly



Forward

I think that the humane approach to understanding and creating design may have its roots in the earliest conscious creations. Everything from the tools we used to hunt to the clothing we wore to the homes we built to the tools we invented. To the languages we developed, the communities we assembled, the laws and traditions we changed, and the social order we established. The practical and intellectual ways of living we woven, the influences and philosophies we aligned with, the thoughts that made more and the art that connected these thoughts.

Humankind has lived through centuries by improving, from mechanical to industrial to digital inventions. And from civilizations to cultures to communities. I find it fascinating and perplexing how this evolving species throughout all kingdoms developed the ability to perceive, consider, evaluate, compute, measure, and judge in order to come to a choice. Additionally, the same species evolved the capacity for extended thought, which allowed it to facilitate and modify judgements that benefited some. The equilibrium of supply and demand underpins all monetary systems, notions of living standards, criminal activity, armed conflicts, and happiness index. These needs to satisfy have made businesses essential to today's society, and their ability to make money and cater for needs has been the driving force behind their success. As we approach saturation, is communication design the cutting edge?

That's the reason I believe marketing, if not production, ought to take up the largest percentage of the budget. All investments made to make anything are promises to bring something back, preferably more, since that's what yields returns. Additionally, there is a sea of market in this era of saturation where new ships are sinking every day. The best crew, the strongest sails, and the roughest deck are necessary, but the course of the journey is determined by the winds and waves of public opinion and preference. Furthermore, design is the condensed information that material sum-up of all the concepts presented in boardrooms. The voyage's unique experience is attributed to its quality, inventiveness, consistency, and coherence.



Perception & Influence



These societal constructions of like or hate, acceptable or taboo, provocative or customary, accessible or scarcity, do indeed give rise to the inclinations, affections, and aspirations for human nature. These characteristics determine the worth of all assets, and having some of them is a virtue in terms of expanding one's possessions. These notions of what possessions contain what worth, of depriciating assets or invenstment liabilities, shape the class and social strata. The cycle economy allows the framework to pay for the resources, skill, strategy, technical infrastructure, and logistic commissions to perpetuate role and commissions for these goods to be made, positioned, catalogued, and sold right sustainingly as the owned commodities bear returns and lay as capital for more propositions.

Furthermore, as humankind's desire for ownership grows, so do its means of need and want. The jobs come together to establish companies that offer products and services. Furthermore, consumption intensifies as monetary values become more uniform. Nowadays, the pursuit has evolved into the centre of all activity, with money serving as the driving force. The perception of any and all bodies operating has been the strengthening component in an environment where expenses are immenent . What really distinguishes these perceptions in culture is how they are formed and what ideologies they propagate. The extent to which people's perceptions are shaped by the ideals that are spread and become part of consumer mindset is known as brand loyalty. This sense of loyalty and belonging that comes with being a patriot



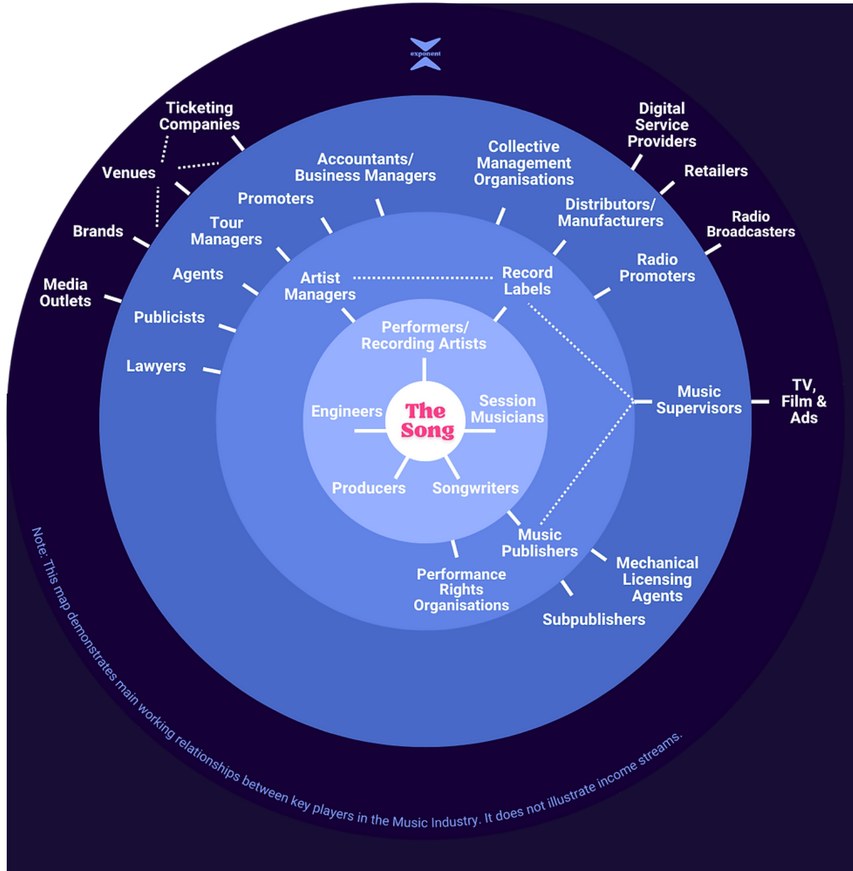
Major Bodies

Creation and Production: This category encompasses the initial stages of music creation and recording. Songwriters and composers craft the music and lyrics, while music publishers manage the rights and royalties associated with their work. Recording artists perform and record the songs, with music producers overseeing the recording process and shaping the final sound. Recording studios provide the necessary environment and equipment, and mastering engineers finalize the audio to ensure it sounds polished for distribution.

Distribution and Release: These entities handle the dissemination of music to the public. Record labels are responsible for financing, producing, and promoting music, ensuring that it reaches audiences through various channels. Distribution companies manage both physical and digital delivery of music, while digital aggregators assist independent artists in getting their music onto streaming platforms and online stores.

Promotion and Publicity: This category focuses on enhancing the visibility and market presence of music. Promoters organize events, tours, and concerts to boost artist profiles, while publicists handle media relations and manage the artist's public image. Music supervisors select and license tracks for use in films, TV shows, and other media, helping to further promote and integrate music into popular culture.

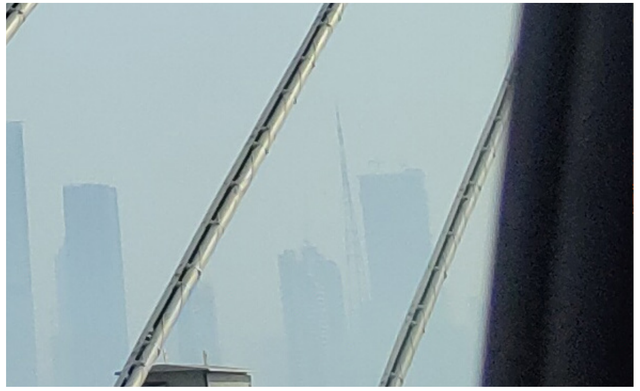
Consumption and Revenue: These components involve the end-user experience and financial aspects of music. Streaming platforms like Spotify and Apple Music provide access to a vast library of music, facilitating discovery and consumption. Royalty collection agencies ensure that songwriters, composers, and publishers receive compensation for the public performance of their music, distributing royalties based on usage and performance.



Contents



Side A : Working With 01



Side B : Reasons Behind 47



Side A
Working with

1.Events
2.Record Publishing company
3.Artist PR
4.Talent Management
5.Film Production
6.Marketting Outreach

A.1 Events

It's crucial to recognize that the presence of consumers at any gathering is a strong indication of their belief in the message being conveyed. For artists of today, live events, concerts, and performances are the primary sources of income. With the increasing disposable income among different consumer demographics and the evolving landscape of experiences, designing for large-scale events requires a comprehensive approach that integrates visual, sensory, experiential, and strategic components. These major events gradually develop a distinct identity over time as positive feedback spreads through word of mouth from one season to the next, making their design an organic and constantly evolving entity.











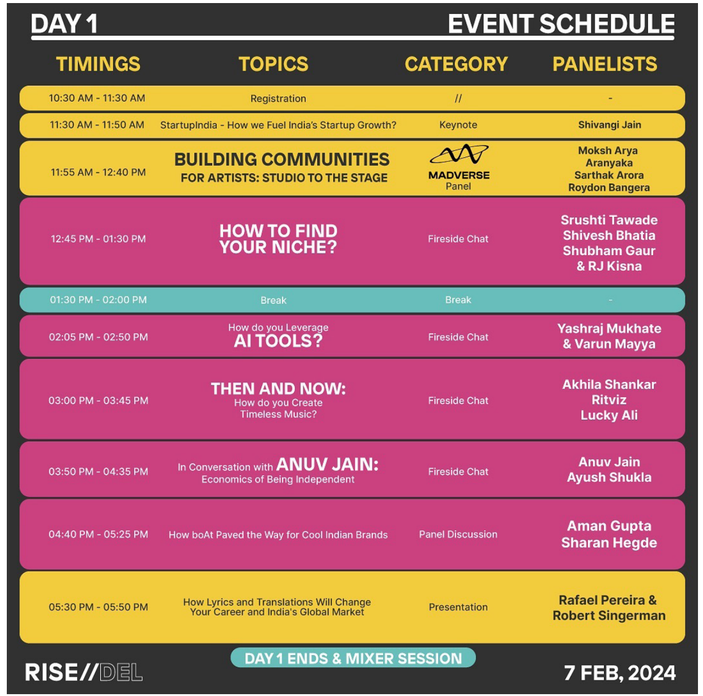
RISE//Del

With the music scene and entrepreneurship on the rise in India, RISE was established to turn these discussions into real dialogue events. RISE is India's pioneering interdisciplinary conference that links music, creative industries, and startups. Our goal is to provide a platform for creative professionals to collaborate and grow together.

M3 was not only invited as panelists to discuss the evolving landscape but also served as the marketing partner for the event. The M3 team developed the logo identity and extended it to marketing materials. I joined the project during its final event days to provide additional support for real-time event assets.

Schedules

Dealing with constantly changing schedules due to delays and other unforeseen circumstances, I had to quickly adjust the itinerary multiple times. This involved making frequent modifications as some panelists couldn't attend, others were reassigned due to crowd engagements, and potential technical or refreshment delays altered the course of the event. Despite these changes, I ensured that they aligned with the established guidelines for the event. I utilized current information, communicated efficiently, and maintained legibility, breathing space, and coherence throughout the process.

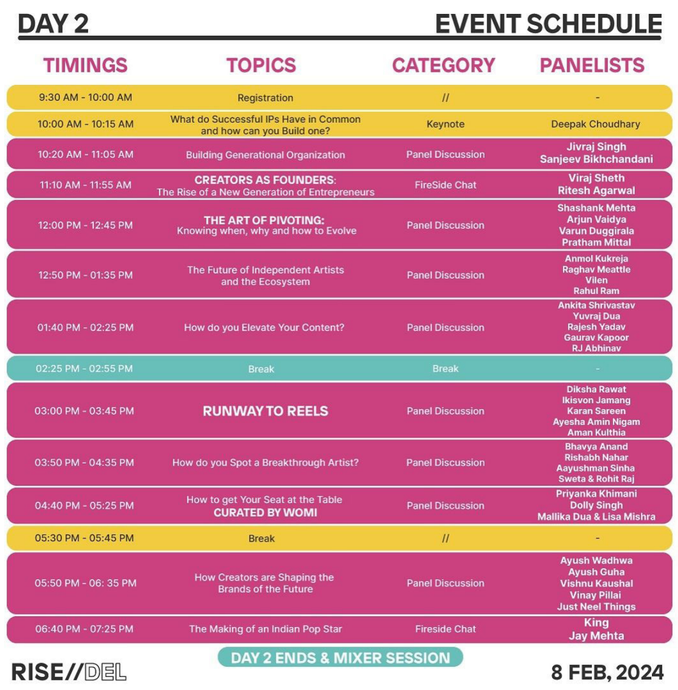


DAY 1 **EVENT SCHEDULE**

TIMINGS	TOPICS	CATEGORY	PANELISTS
10:30 AM - 11:30 AM	Registration	//	-
11:30 AM - 11:50 AM	StartupIndia - How we Fuel India's Startup Growth?	Keynote	Shivangi Jain
11:55 AM - 12:40 PM	BUILDING COMMUNITIES FOR ARTISTS: STUDIO TO THE STAGE	MADVERSE Panel	Moksh Arya Aranyaka Sarthak Arora Roydon Bangera
12:45 PM - 01:30 PM	HOW TO FIND YOUR NICHE?	Fireside Chat	Srushti Tawade Shivesh Bhatia Shubham Gaur & RJ Kisna
01:30 PM - 02:00 PM	Break	Break	-
02:05 PM - 02:50 PM	How do you Leverage AI TOOLS?	Fireside Chat	Yashraj Mukhate & Varun Mayya
03:00 PM - 03:45 PM	THEN AND NOW: How do you Create Timeless Music?	Fireside Chat	Akhila Shankar Ritviz Lucky Ali
03:50 PM - 04:35 PM	In Conversation with ANUV JAIN: Economics of Being Independent	Fireside Chat	Anuv Jain Ayush Shukla
04:40 PM - 05:25 PM	How boAt Paved the Way for Cool Indian Brands	Panel Discussion	Aman Gupta Sharan Hegde
05:30 PM - 05:50 PM	How Lyrics and Translations Will Change Your Career and India's Global Market	Presentation	Rafael Pereira & Robert Singerman

DAY 1 ENDS & MIXER SESSION

RISE//DEL 7 FEB, 2024



DAY 2 **EVENT SCHEDULE**

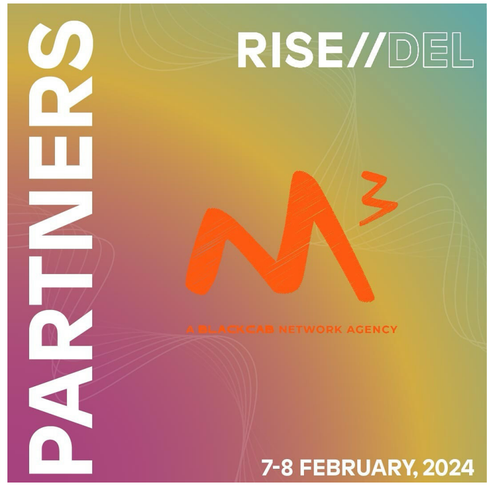
TIMINGS	TOPICS	CATEGORY	PANELISTS
9:30 AM - 10:00 AM	Registration	//	-
10:00 AM - 10:15 AM	What do Successful IPs Have in Common and how can you Build one?	Keynote	Deepak Choudhary
10:20 AM - 11:05 AM	Building Generational Organization	Panel Discussion	Jivraj Singh Sanjeev Bikhchandani
11:10 AM - 11:55 AM	CREATORS AS FOUNDERS: The Rise of a New Generation of Entrepreneurs	FireSide Chat	Viraj Sheth Ritesh Agarwal
12:00 PM - 12:45 PM	THE ART OF PIVOTING: Knowing when, why and how to Evolve	Panel Discussion	Shashank Mehta Arjun Vaidya Varun Duggirala Pratham Mittal
12:50 PM - 01:35 PM	The Future of Independent Artists and the Ecosystem	Panel Discussion	Anmol Kukreja Raghav Meattle Vilen Rahul Ram
01:40 PM - 02:25 PM	How do you Elevate Your Content?	Panel Discussion	Ankita Shrivastav Yuvraj Dua Rajesh Yadav Gaurav Kapoor RJ Abhinav
02:25 PM - 02:55 PM	Break	Break	-
03:00 PM - 03:45 PM	RUNWAY TO REELS	Panel Discussion	Diksha Rawat Ikisvon Jamang Karan Sareen Ayesha Amin Nigam Aman Kulthia
03:50 PM - 04:35 PM	How do you Spot a Breakthrough Artist?	Panel Discussion	Bhavya Anand Rishabh Nahar Aayushman Sinha Sweta & Rohit Raj
04:40 PM - 05:25 PM	How to get Your Seat at the Table CURATED BY WOMI	Panel Discussion	Priyanka Khimani Dolly Singh Mallika Dua & Lisa Mishra
05:30 PM - 05:45 PM	Break	//	-
05:50 PM - 06: 35 PM	How Creators are Shaping the Brands of the Future	Panel Discussion	Ayush Wadhwa Ayush Guha Vishnu Kaushal Vinay Pillai Just Neel Things
06:40 PM - 07:25 PM	The Making of an Indian Pop Star	Fireside Chat	King Jay Mehta

DAY 2 ENDS & MIXER SESSION

RISE//DEL 8 FEB, 2024

Managing the master schedule itinerary was essential, and handling the information within its sub-components was equally important for maintaining clarity. It can be challenging to keep track of details when focusing only on the big picture. Therefore, the artisan working with the materials must also document how the artifacts impact the collection in various ways. This interconnected thinking became relevant when refining the master schedule led to revising announcement posts, captions, and tagged accounts. It's not only about working with information to make it usable but also about communicating this information to the team to ensure a record of the work completed and the affected counterparts.


AAYUSHMAN
SINHA
Founder,
Represent


PARTNERS
RISE//DEL
A BLACKCAB NETWORK AGENCY
7-8 FEBRUARY, 2024


RISE//DEL
MEET THE
CURATORS
IICC, NEW DELHI
7-8 FEB, 2024


RUNWAY
TO REELS
MODERATOR
AYESHA A.
NIGAM
Creative Director
SPEAKER
AMAN
KULTHIA
Founder &
CEO, alist.club
SPEAKER
IKISVON
JAMANG
Creator
SPEAKER
DIKSHA
RAWAT
Creator
SPEAKER
KARAN
SAREEN
Creator
RISE//DEL
8 FEB, 2024
DAY 2


HOW LYRICS AND TRANSLATIONS
WILL CHANGE YOUR CAREER &
INDIA'S GLOBAL MARKET
LYRICFIND
PRESENTED BY
RAFAEL
PEREIRA
Managing Partner, TINNUTS
ROBERT
SINGERMAN
SVP, International Publishing LyricFind
and EVP, Global Development, MUSIXC
RISE//DEL
7 FEB, 2024
DAY 1

A.2 Record Publishing Company

An artist's completed music pieces, whether recorded at home, a friend's studio, or in collaboration with others, are yet to be monetized. The artist can recoup expenses by submitting the work to a publishing company for valuation. These companies are found worldwide and specialize in distributing songs for profit. They may engage directly with the artist, signing exclusive deals or collaborating with management and PR agencies.

The song's pitch must reflect its target demographic, marketing costs, and potential ROI for the artist. According to which the publisher offers deal. This money is utilized in promotions, should the song have a music video or not. The ads that will go on platforms, live events, engagement campaigns all funded by the investments of company.







Partisan Records

The company after song release handles the distribution and legalities involved. These are the revenue streams for the Artist and ROI of publisher. The meta data of songs attached recognizes whats the rate of streaming on devices, demographics and regions. Which generates streaming platforms to reward artists. The play and placements across Radio/ TV and liscenced royalties collected from across platforms.

Partisan Records is an independent record label with offices in London, Berlin, and Los Angeles, as well as in New York City, where the company was co-founded in 2007 by Tim Putnam and Ian Wheeler. Presently Partisan is involved with the biggest global artists.

Ciggs After Sex

Cigarettes After Sex is an American dream pop band, formed in El Paso, Texas in 2008 by Greg Gonzalez. The band is known for their ethereal, limerent and often dream-like musical style, lyrics often based on the themes of romance and love.

Signed with Partisan Records, CAS had an upcoming album named X from which 2 songs were released in March month's gap and rest were set to release in July. M3 was a regional partner with placements of CAS on indian streaming visibility. Which gave me the access to work in the project thats working on a global complexity of thousands of people involved and working around the same identity set by the creative direction in advance.





Assorted Operations

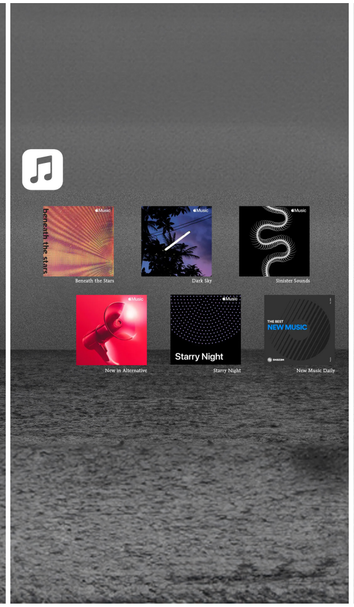
The most prominent takeaway after seeing the backend organization what to look at the delivered regional marketing kit, an all inclusive asset library assorted to every recquired dimension, orientation and adaptive composition.

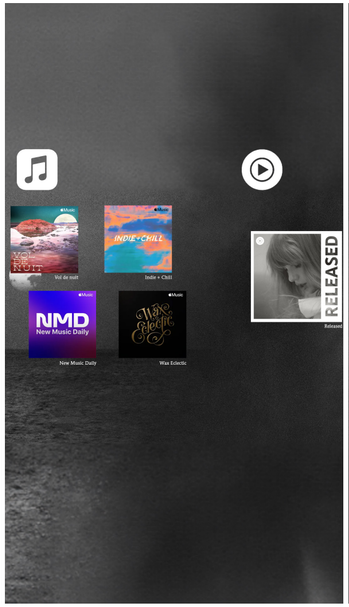
These kit comprised of all information regarding the intended positioning of the musical project. Across platform resourses which the lead team has figure and locked nearly 6 months even before the release of first song. The holistic package of all creative necessities of every song individually and of the parent album, data of band members, song files encrypted and writeups delivering the idea, process and plans for the project.

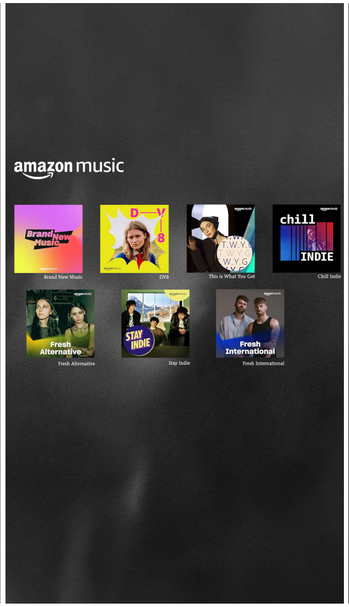


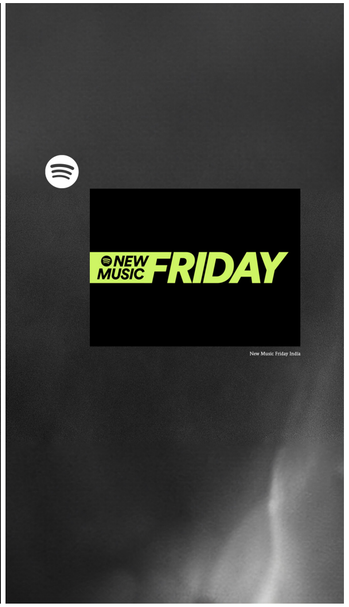
Our Role

Discover the impact of MCube's Pitch Kit service. In our latest project with Partisan Records, we've successfully secured significant editorial placements for Cigarettes After Sex's new album across India's top streaming services. Our approach ensures that exceptional music gets the spotlight it deserves.







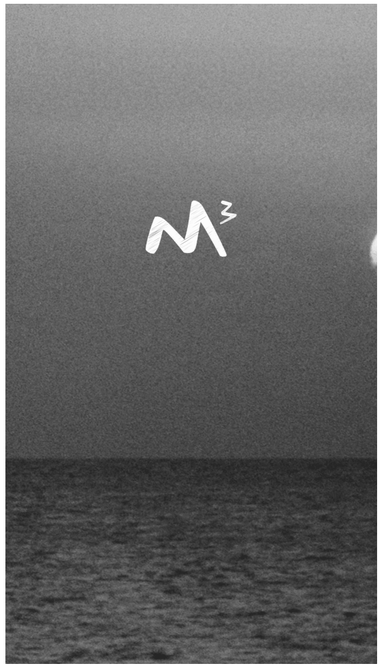


Playlist Placements

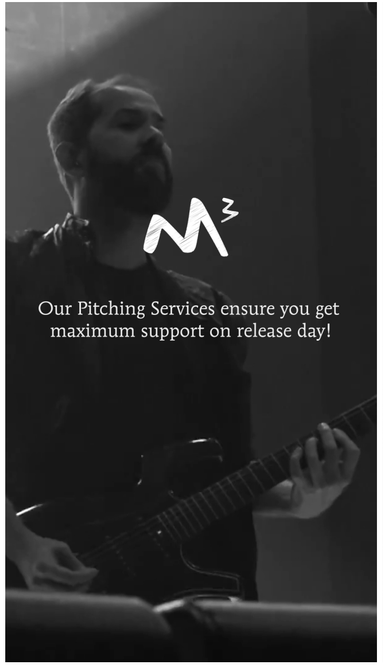
With the assets provided, M3 as regional marketer worked to pitch and gain slot positioning for CAS's latest and upcoming releases on various playlists across streaming platforms.

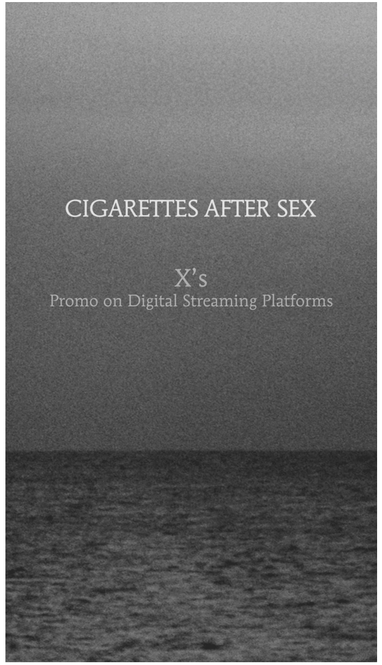
The placement of songs in playlists is a crucial factor in predicting how long a song or album will stay relevant. The initial days of high streaming activity are the best time to attract fans and new audiences, which can only be achieved if the songs are easily accessible. Depending on social media redirects is a temporary measure, but for long-term growth, songs need to be recommended by algorithms, easy to find through search, and added to queues based on genre or user profiles. These connections between songs are facilitated through playlist placements, where songs are grouped together based on tags, equalizer statistics, BPM, artist's brand values, and overall streaming positions. The top slots and even covers for these platform-based playlists are available for purchase and are often included in marketing budgets.













Promoting us with CAS

M3 had a significant international client in Cigarettes After Sex since its inception. With the conclusion of operations, the team was able to share on social media the companies that contributed to this success. We posted carousels and stories to wrap up the campaign. Additionally, following the album X’s strong performance on streaming platforms, we capitalized on the hype and the artist’s credibility to run ads for M3. Our assets were aligned with CAS’ branding, incorporating their aesthetics and vocabulary to promote M3’s services based on CAS’ recognition by clientele.

A.3 Artist PR

Artists' public relations (PR) professionals play a crucial role in managing the public image and media presence of artists. Their responsibilities include crafting press releases, organizing events, securing media coverage, and building relationships with key industry figures. Engaging with PR professionals as a designer in marketing can be both challenging and rewarding. The challenge often lies in balancing creative freedom with the PR's vision for the artist's brand. However, this collaboration offers valuable learning experiences in navigating industry dynamics, enhancing communication skills, and understanding the intricacies of brand management, ultimately contributing to more successful and cohesive marketing campaigns.





Mark Ambor

Mark Ambor is an American singer-songwriter based in New York City. Coming up as a buzzy viral artists with success on both TikTok and Instagram, Mark built up a dedicated following on social media, before seeing these numbers translate into real-world chart success in 2024.

The acoustic-laden love song Belong Together became Mark's first career entry into the Official Singles Chart, entering the Top 40 for the first time in April 2024, before quickly rising into the Top 20, marking him as a definite one-to-watch.

As a rising slope to his streaming numbers he considdered India's young demographic as an ideal demographic to reach the songs to and thus the service of marketting though memes was proposed.

Belong Together

“Belong Together” by Mark Ambor is a heartfelt and uplifting track that beautifully captures the essence of connection and togetherness. The song’s vibrant melodies and soulful lyrics create an atmosphere of warmth and positivity, resonating deeply with listeners.

Ambor’s smooth vocals and the song’s catchy rhythm make it an anthem for those who believe in the power of unity and love. With that approach the song found its positioning, reaching out to content pages that do deliver this zone of idea were contacted based on the performance of their pages and were shceduled to post close apart for each other. Further some recent push of these initial reached out pages grew to enable more pages continuing the trend on their own.







Faceless Marketting

Working with Big Beat, an Artist PR company, we executed a unique faceless campaign that cleverly integrated the artist- Mark Ambor’s : Belong Together, a romantic and upbeat songs into meme and social media content pages. By aligning the emotional feel of the music with the content, we successfully drove traffic and increased streams.

This was interesting to see for me as I myself in my algorithm am getting the content pieces of the song but cross checking the list I know that the song has navigated that on own. At this point, few more friends were catching to the song and it became a small remark for my perception of songs in general. How often have I liked a song because I am hearing it often of am I conditioned to like the song because its this repetation which someone planted.

Placement Campaign

As campaign wrap I got to work on the announcement posts which summariesed our role in the entire project. As I got to scour through brand indentity of Mark Ambor and his single Belong together, the carousal came to be one in the same warmth as the identity. Out of 20 planted song posts and thousand more that were influenced by it I selected the 3 we had participation in and presented the versatility of song fitting.

The campaign's effectiveness was amplified by tapping into India's diverse demographic, featuring content like nostalgic edits of old movies, celebrity montages, and real-time IPL team edits. This approach not only showcased the music but also created a deeper emotional connection with the audience, making it a valuable learning experience in creative marketing strategies.







A.4 Music Labels

Music labels are companies that sign, promote, and manage artists, playing a vital role in the music industry. They provide the resources, expertise, and infrastructure needed for an artist to succeed. This includes funding for recording sessions, marketing campaigns, distribution channels, and connections with producers, songwriters, and other industry professionals. Music labels also help artists navigate the complexities of contracts, royalties, and branding, allowing them to focus more on their creative work. By leveraging their industry knowledge and networks, music labels can significantly amplify an artist's reach, helping them to grow their fan base, secure performance opportunities, and ultimately achieve long-term success in the competitive music industry.

The sufi stage property expanded in Volume 1 of book, comes from the Be together music division under Alive Entertainments Label. Alongside that project I also worked on marketing new artists from Alive and in different genre and same client drafting rollout plans expaned my capabilities in different dimensions.

GULLYGANG

SONY MUSIC

A'live
EXPERIENCES



MOON Release

"Moon" by Abhinav is a captivating urban pop Punjabi track that creatively complements a girl by drawing a beautiful comparison to the moon. The song's vibrant tone is matched by the stunning visuals, shot in the serene valleys, which add depth and emotion to the overall experience. The extensive effort involved in capturing the vivid scenes, along with the meticulous process of assembling the project, made working on this projejct a truly refreshing and rewarding experience. The blend of cultural sound with modern pop elements, paired with the picturesque setting, results in a unique and memorable piece.

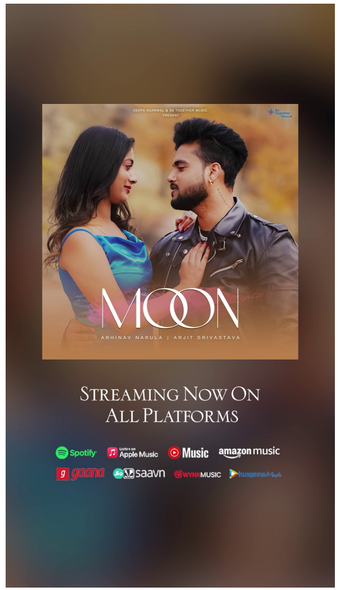
Additionally getting better at segmenting, working with and around lipsyncs, abrupt cuts, portrait composition and beat signature reading. The practise of these were remarkable.

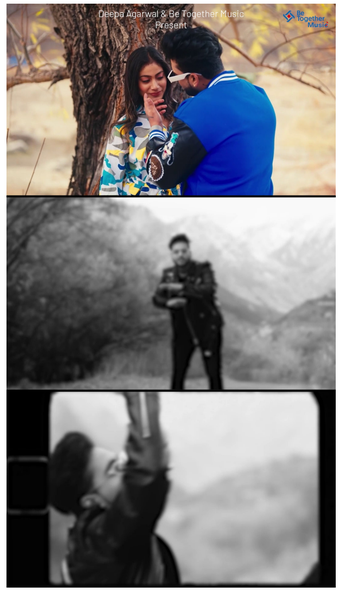














Rollout

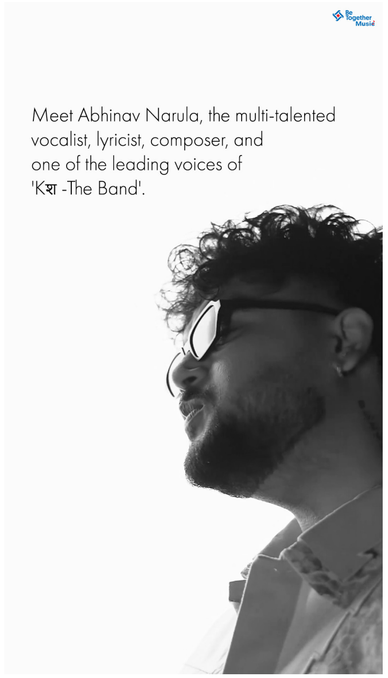
The overall rollout of the release for “Moon” was a meticulously crafted process that leveraged the song’s intricate components to create a cohesive and impactful presentation. The instrumentals were carefully highlighted, while motion graphics with title cards and advanced editing techniques in the main video enhanced the song’s visual appeal. The broader positioning of the song and artist within contemporary trends and topical content was strategically executed, ensuring relevance and resonance with the audience. The music video featured artistic touches such as black-and-white matte layers, light burn transitions, and shake animations, which were thoughtfully recreated and refined to maintain a cohesive aesthetic throughout. These elements not only elevated the video’s visual narrative but also reinforced the song’s thematic depth, making the project a polished and unified artistic expression.

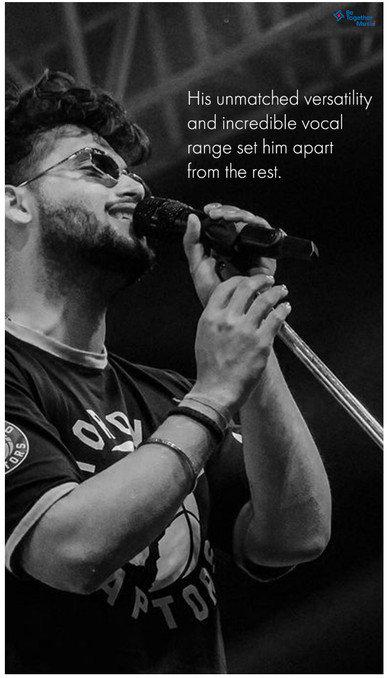
Brand Personalle

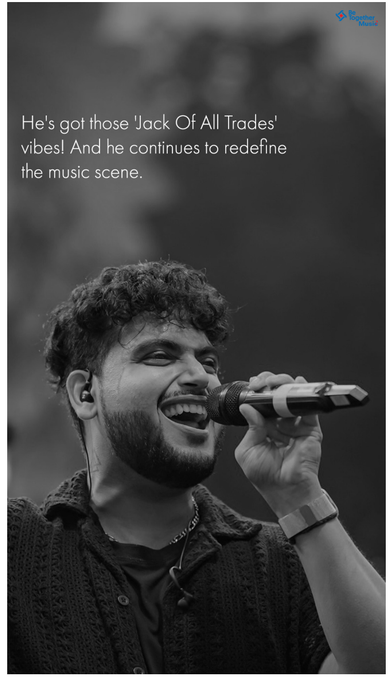
This single marked Abhinav's first venture away from his band, allowing him to explore his personal style and experiment with the medium in ways he hadn't before. To support this new chapter and establish a consistent frame of reference for Abhinav as an artist, we created a highlight series titled "Knowing the Artist." This series delved into his values, background in music, personality, and versatility, offering fans and listeners a deeper connection to his work.

The benefits of this artist-focused series were significant. It helped build a strong personal brand for Abhinav, distinguishing him as a solo artist with his own unique identity. By sharing his journey, influences, and creative process, we fostered a sense of relatability and authenticity that resonated with the audience. This connection not only enhanced the reception of the single but also laid the groundwork for future projects, creating a loyal fanbase eager to follow Abhinav's evolving artistic path. The series also provided valuable content for marketing, driving engagement across platforms and ensuring that the rollout of "Moon" was not just about the song, but about introducing Abhinav as a fully realized, multifaceted artist.











A.5 Film Productions

I had the opportunity to collaborate with a few production houses when my music industry contacts were involved in projects outside the company. Seizing this chance, I eagerly jumped into working on films, a field I've always been interested in. This experience not only deepened my understanding of the music industry and marketing but also provided valuable insights from the perspective of filmmaking.

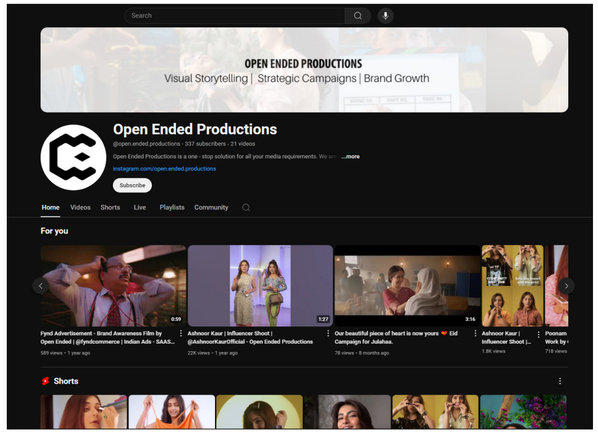
Films, especially in Bollywood, have long been massive money-making ventures, with songs playing a crucial role as powerful marketing tools. The involvement of production houses that expand their work into music videos and documentary musical projects further sparked my interest. As I delved into these projects, I had the privilege of working closely with directors, which was an incredibly beneficial experience.

DHARMA PRODUCTIONS

OPEN ENDED PRODUCTIONS

SIKHYA ENTERTAINMENT

Open Ended Productions



Open ended productions is a mumbai based film company which have been creatively pro active in the shortfilms and advertisement space. Working extensively in production and marketing for other brands all the time, when they made a small budget short-film all shot in one room with 2 actors - Shaam. They wanted to bring in new ideas for promotions of this and thus with Keval, a marketing content creator/ film student and product manager at my company took this opportunity I vouched in to explore the scene and be of assistance with execution of all assets. Holding the position of marketing designer I saw the film, and made my notes on what elements can be used how, further meetings and discussion of what ideas, trends and identity variables do we all agree on using. Also background score and use of sounds throughout was something we wanted to highlight.

Shaam

The film is a beautiful, intimate piece set in the simple confines of a couple's room, where, over cups of chai, they share their thoughts, worries, and appreciation of worldly concerns and more. This conversational narrative is the heart of the film, which is set to release on YouTube.

We meticulously worked through the entire process, from the shoot and edit to the upload, ensuring that the marketing collaterals were aligned with the film's identity and language. With the final cut ready for upload, our main challenge was designing the poster. Using frames from the movie, we crafted a visual narrative that captured the essence of the film. This involved experimenting with layouts, integrating credits seamlessly into the composition, and ensuring that the overall design resonated with the film's mood. Additionally, we focused on maintaining color consistency across all collaterals, giving the promotional materials a cohesive and polished look that matched the film's tone.







The Poster

Drawing inspiration from various indie films, particularly the simple yet effective layouts of Italian and Scandinavian cinema, we approached the project with a focus on minimalist yet impactful design. As we identified the crucial aspects to highlight in the film, we narrowed it down to three key elements that would drive the visual narrative. These highlights became the foundation of our creative approach.

I developed the background composition, carefully retouching and extending the edges to better accommodate the dimensions. To enhance the overall aesthetic, we added subtle noise, color spreads, and a warm shaam/evening tone to the poster, which helped evoke the film's intimate and reflective atmosphere. This approach allowed us to create a poster that was not only visually appealing but also deeply connected to the film's essence.

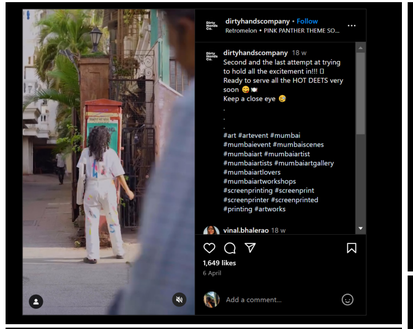
However, fitting all the necessary credentials onto the poster presented its own set of challenges. With multiple iterations, we worked to balance the creative elements with the need to accommodate the information. harmoniously integrated, ultimately leading to a cohesive and well-rounded final creative.

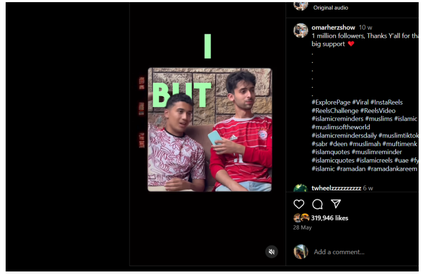
Marketting Assets

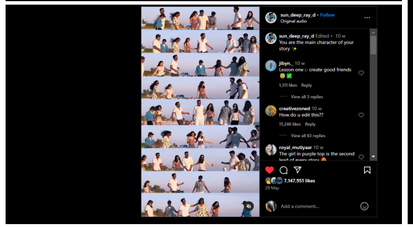
We explored a wide array of ideas to refine our approach, and with the final drafts of the planned reels, we moved forward to capture footage with the main stars of the film. Their conversations and discussions were instrumental in portraying the headspace of the film, effectively communicating the core ideas and setting expectations for its impact. These insightful exchanges were packaged into a podcast trailer, which I edited, incorporating video elements, effects, and sound design to create a comprehensive and engaging preview.

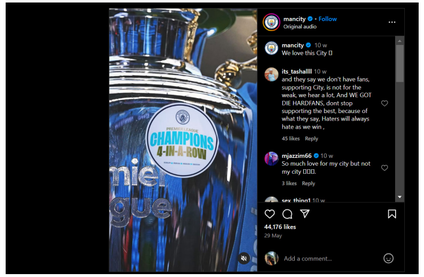
This podcast trailer offered a broad understanding of the project's intent and the resonance it aimed to achieve with its audience. As we progressed, this clarity only deepened, allowing the project to find new forms of expression.





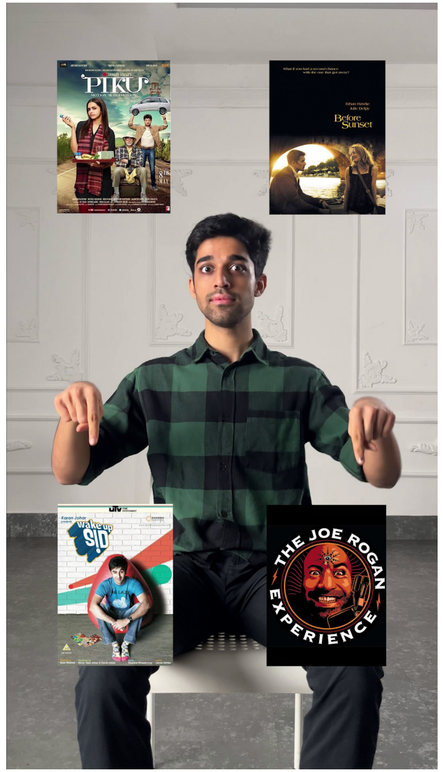






With the film's story and characters at the heart of our communication, we experimented with various trends and techniques to promote Shaam. This dynamic approach not only enhanced the film's visibility but also ensured that the promotional content stayed true to the essence of the film, effectively reaching and engaging the target audience.

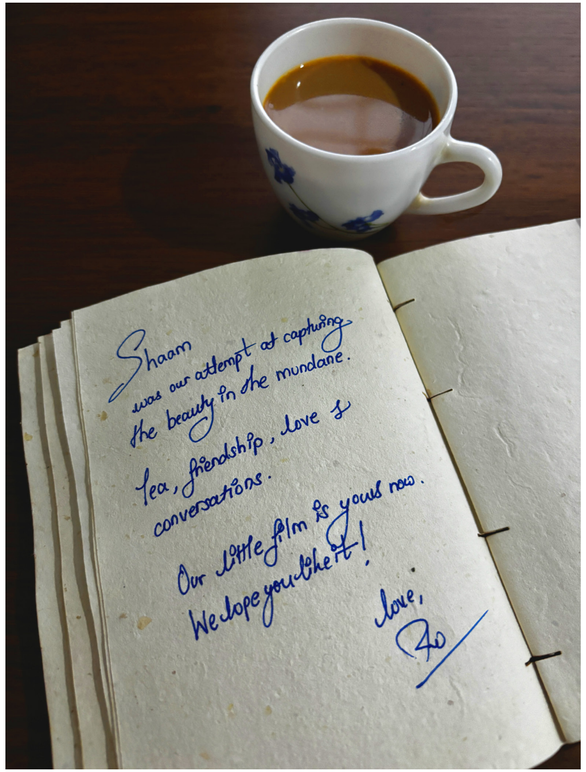
A big learning point also approach as a challenge for the project as I understood delays for any marketing or entertainment project is a curse. This happened to be as the crew got involved in another commitment delaying the posts for this, biggest hurdle with meme or trends incorporation is this that with slip of time the effectiveness decreases. Thankfully it wasn't too far away to be irrelevant. The major ideas of film took centre stage as intended and the strategy befitted from less traffic in same algorith stream. Leading to sucess of campaign.


PIKU
Before Sunset
THE JOE ROGAN EXPERIENCE




Shaam
IS OUT NOW

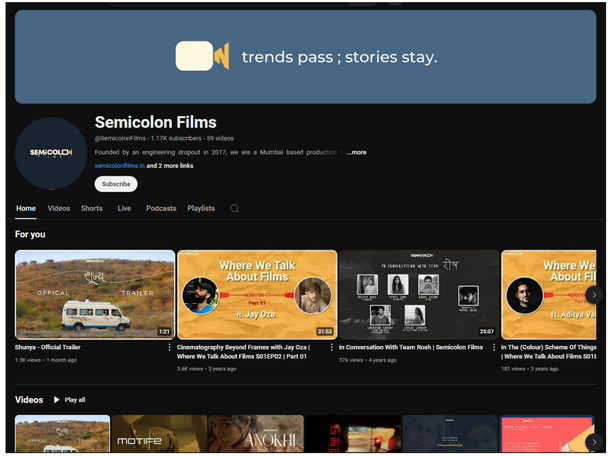



Shaam was our attempt at capturing the beauty in the mundane.
Tea, friendship, love & conversations.
Our little film is yours now.
We hope you like it!
Love,

Semicolon Films

Working with production studios owned or co-owned by directors offered a unique advantage. I found that this ownership often led to greater experimentation and a more hands-on approach in crafting the final product. This closer connection to the creative process enabled us to develop materials that were more aligned with the artistic vision, ultimately enriching the projects and providing me with a deeper appreciation for the intersection of film, music, and marketing.

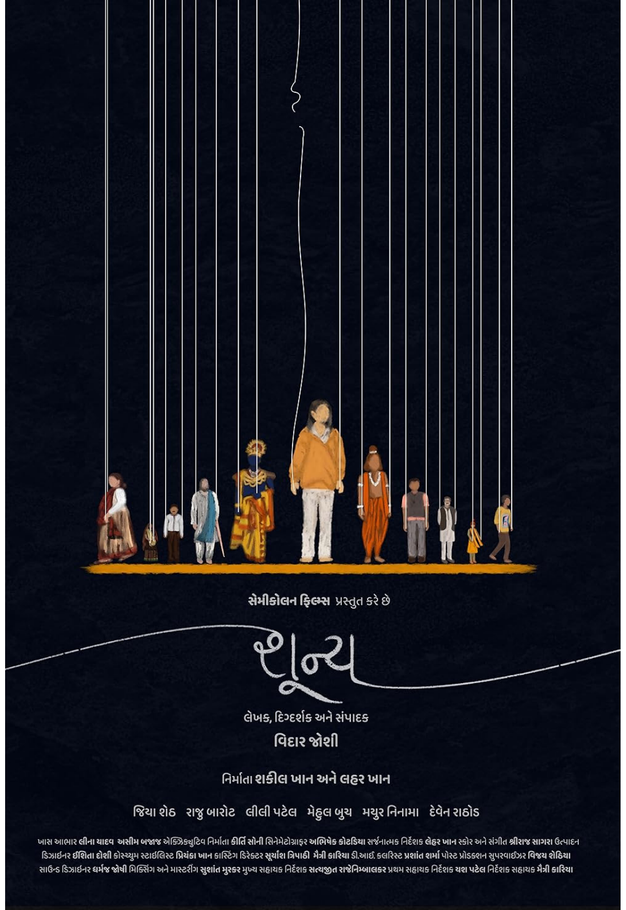
Semicolon films have been a silent yet renowned name in industry of indie films. Vidar Joshi one of the co-founder of the company, directed a film in final year of his college with his friends, after college went ahead to pitch it to producers and actually managed to expand it to finally after 7 years finally getting to premiere this film in London as the filmfestival LIFF promoting regional cinemas across globe has selected the film to be screened.



Shunya

Shunya is a remarkable journey that evolved from a zero-budget short film into a feature film that qualified for the London Indian Film Festival (LIFF), proudly representing Gujarati cinema on an international stage. The story centers around a young girl named Anu, who grapples with the concept of her grandmother's demise, believing she has gone to "God's home." Fueled by determination to find and bring her grandmother back, Anu embarks on a journey, eventually joining a regional Folk Mythological theatre group. To Anu, these actors, masked as gods, hold the answers she seeks.

The film delves into complex themes such as death, the afterlife, gods, and the essence of life through the innocent eyes of a child. Anu's simple yet profound questions about these abstract concepts invite the audience to explore these mysteries alongside her, making *Shunya* a thought-provoking experience. The narrative's ability to address deep philosophical issues through a child's perspective not only challenges viewers to reconsider their own beliefs but also highlights the delicate balance between innocence and understanding in the face of life's uncertainties.

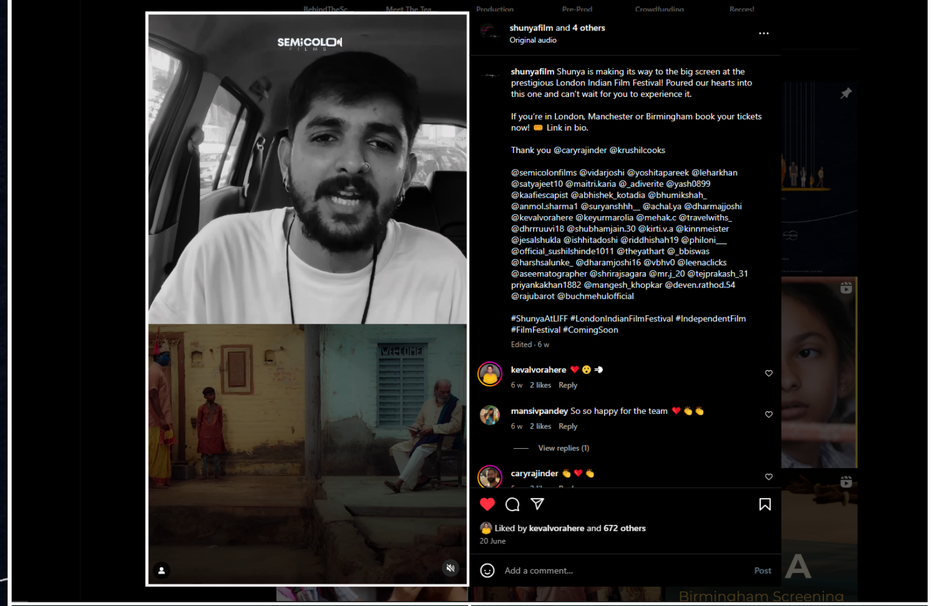


Premiere at Festivals

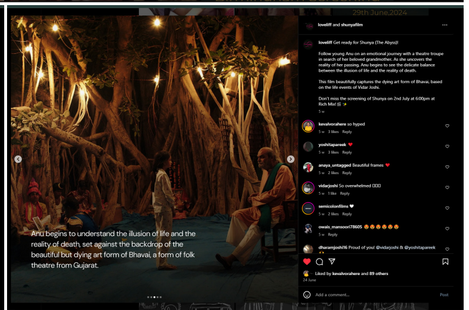
The core focus of our campaign for *Shunya* was to spread the word about this significant achievement, from showcasing laurels to creating engaging video announcements. Although traveling to London for the live screening was not feasible, our goal was to attract an audience from afar and make this small yet meaningful screening a remarkable event. We aimed to establish the film's identity and create buzz that would open doors to future possibilities.

By leveraging the film's accolades and the emotional depth of its story, we crafted a campaign that resonated with audiences and conveyed the essence of *Shunya*. The challenge was to ensure that even from a distance, the film's impact was felt, drawing in viewers who could connect with its themes and support its journey. This approach not only celebrated the film's success but also set the stage for its continued growth and recognition in the global cinematic landscape.







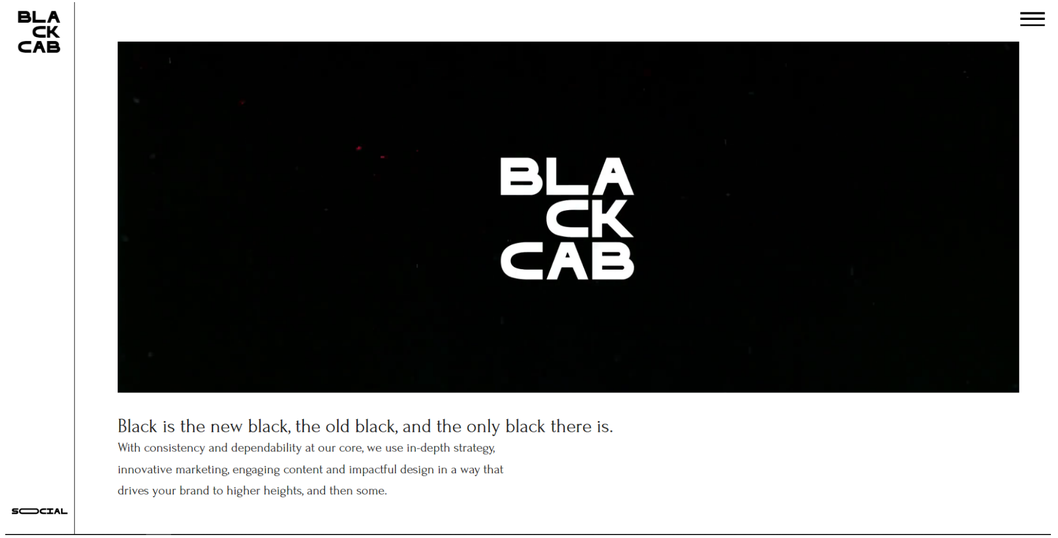


A.6 Commerical Outreach

With the learned lessons on the creative delivery and deviating experiements, the revelation to uphold most has been the clarity of the struggles that a creative service goes through. The cost to maintain the liberty of creating and delivering with chance is something that design and creatives can afford only , not that much business can.

With some extra time and resource deficiency on side of agency I voulenteered to help out in more domains of company. Which prominently involved the business development division. The departmentwhichattaractsandexpandstheclients and work catalogue from side of the company.





Black Cab Agency

Black Cab Agency, based in Mumbai, has been a powerhouse in marketing, production, and creative services for the past eight years. Renowned for its ability to build brands and tell compelling stories, Black Cab has earned a reputation for delivering exceptional quality and fostering growth across various industries. This success has attracted a diverse array of high-profile and unique brands, making Black Cab a prominent player in its niche, with all high-ticket clients secured.

The Business Development (BD) team at Black Cab plays a crucial role in expanding the agency's horizons and bringing in new opportunities. They focus on pitching the agency's name and services to potential clients, demonstrating how Black Cab's expertise can add value to their brands. However, the component of design, despite being vital, is often overlooked in these pitches. Emphasizing the importance of design in BD efforts could further enhance Black Cab's ability to showcase its full range of capabilities and attract even more high-profile clients.

Brand Development

In various stages of client meetings, I was tasked with studying and adapting their brand languages to create a collaborative proposition. The goal was to merge the client's tone with our own voice, highlighting the importance of aligning brand identities—a process that parallels the essence of music in creating harmony.

Recreating brand tonality without direct access to client assets demonstrated our ingenuity and adaptability. I focused on not only the aesthetics of the presentation but also on ensuring strategic coherence. This involved distilling ideas visually to make the proposition more impactful, which ultimately strengthened our ability to present compelling and effective pitches.











Side.B
Reasons behind

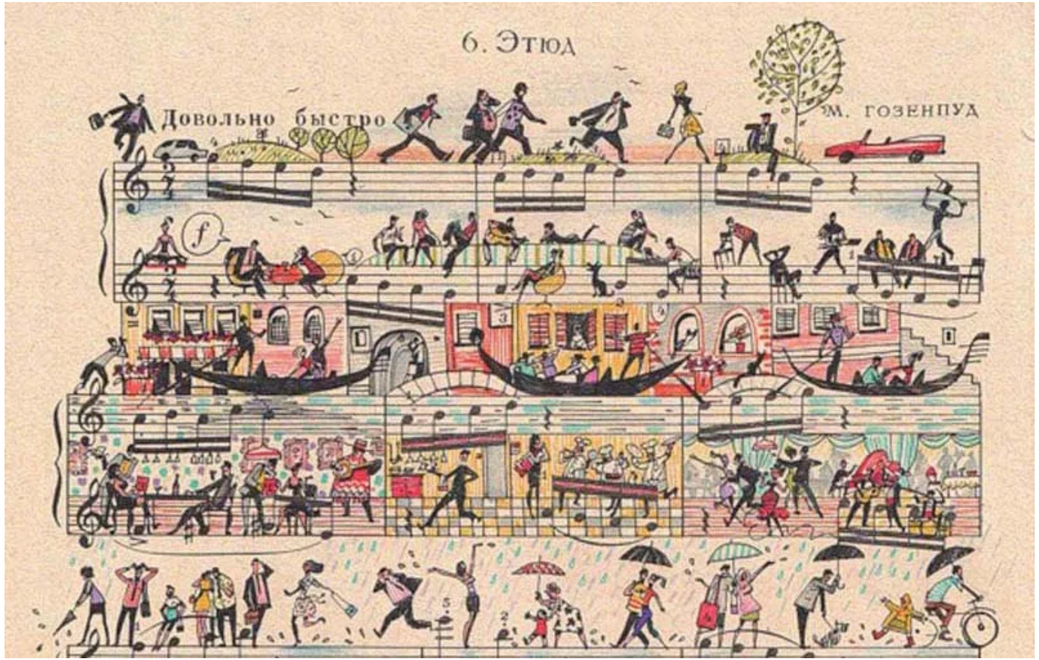
Why we hum songs?
Cognition
Evolution of Media
Collaterals/Influence
Projection and more.
Where Design Fits

Why do we hum songs?



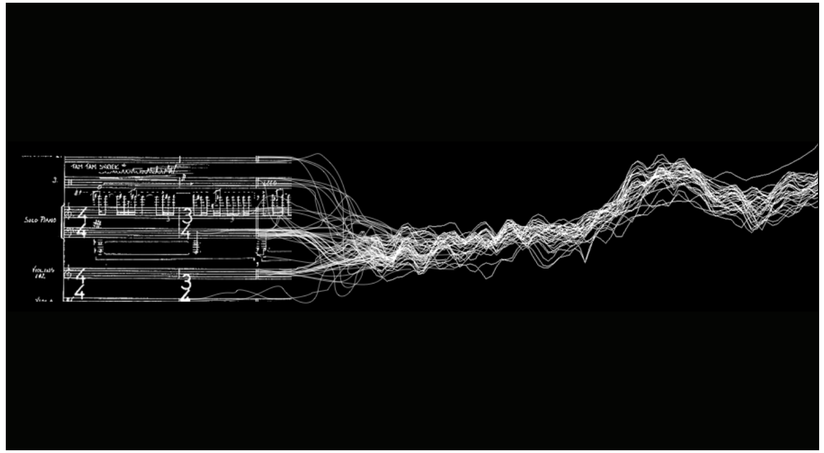
The scientific explanation to why humans enjoy music because it activates the brain's reward system, releasing dopamine and creating feelings of pleasure. Music engages our natural inclination for pattern recognition, offering cognitive satisfaction as we predict and follow rhythms, melodies, and harmonies. Emotionally, music resonates with us by stimulating the limbic system, evoking deep feelings that range from joy to sadness. Evolutionarily, music likely played a role in social bonding, strengthening community ties through shared musical experiences. Additionally, our cultural background and personal memories further shape our musical preferences, making music a deeply ingrained and enjoyable part of human life.

The answer that I made for myself is that all beings have an affection for patterns and skills in presenting those patterns. The art of music somewhere is to build emotions and this has evolved to cultural conversations and communities around the message, style and overall influence of the genre.

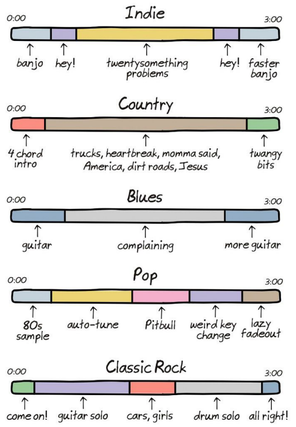


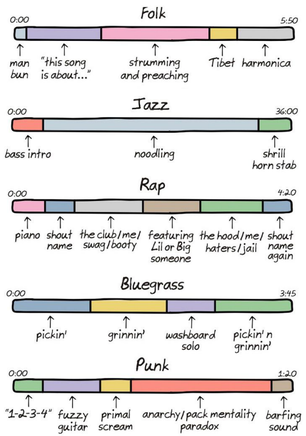
The relation of Cognition to Music

When humans listen to music, their cognitive processes engage in a complex interplay of perception, memory, and emotional response. The brain automatically starts analyzing the patterns of rhythm, melody, and harmony, activating regions involved in auditory processing. This analysis triggers the release of dopamine, a neurotransmitter associated with pleasure, especially when the music aligns with or defies our expectations. Simultaneously, memory plays a role, as familiar tunes evoke past experiences and emotions, deepening the listener's connection to the music. The emotional centers of the brain, particularly the limbic system, are also activated, allowing the listener to feel and interpret the emotional nuances of the music, whether it be joy, sadness, or excitement. This intricate cognitive engagement is what makes listening to music a rich and deeply fulfilling experience.



Beat signatures and structures





Different genres of music feature varied beat signatures, which significantly impact cognition and shape musical tastes. For instance, the 4/4 time signature common in pop and rock music is straightforward and easy for the brain to process, making these genres broadly appealing. In contrast, genres like jazz or classical music often use more complex time signatures, such as 5/4 or 7/8, which require more cognitive effort to follow and can attract listeners who enjoy mental stimulation and rhythmic complexity. This cognitive processing influences our musical preferences, as some people are naturally drawn to the predictability and comfort of simpler beats, while others seek the challenge and novelty of more intricate rhythms. Our musical inclinations are also shaped by cultural exposure and personal experiences, which train our brains to recognize and appreciate certain patterns more readily. Ultimately, the way we process beat signatures plays a key role in determining our musical tastes.

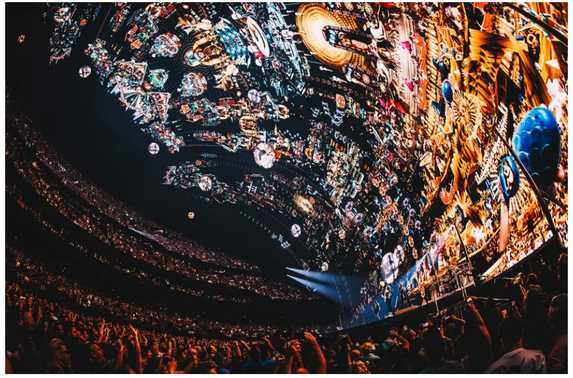
Evolution of Media

The evolution of music devices has dramatically transformed how we experience and create music, enhancing quality, accessibility, and artistic possibilities. From vinyl records to cassette tapes, CDs, and now digital streaming, each advancement has improved sound fidelity, allowing listeners to enjoy music in higher quality and with greater convenience. Portable devices like the Walkman and iPod revolutionized music consumption by making it personal and mobile, while modern streaming platforms have made an extensive range of genres available at our fingertips, enabling listeners to explore diverse musical landscapes. For artists, these technological advancements have opened new avenues for creativity, from multi-track recording and digital production to global distribution, allowing them to experiment with various genres and reach wider audiences. As a result, the evolution of music devices has not only enhanced the listening experience but also expanded the creative possibilities for artists across the world.





Across Mediums



The evolution of music devices has significantly impacted distribution services, digital streaming, and the revenue landscape for artists, reshaping the music industry. Digital streaming platforms like Spotify, Apple Music, and YouTube have made music more accessible than ever, allowing artists to reach global audiences instantly. This shift from physical sales to digital streaming has democratized music distribution, enabling independent artists to release their work without the need for major labels.

However, while streaming has expanded access to music, it has also altered revenue models. Artists now earn through streams, which often generates different income per play compared to traditional album sales. Despite this, the accessibility and global reach provided by streaming can lead to better career opportunities, as artists can build large followings, tour internationally, and leverage multiple revenue streams like merchandise and live performances.

The Content and Collaterals

The evolution of music devices and digital streaming has revolutionized music marketing, artist social presence, and promotional strategies. With the shift to digital platforms, marketing has become more targeted and data-driven, leveraging analytics to tailor campaigns and reach specific audiences. Social media allows artists to build a direct connection with fans, share personal content, and maintain a strong public image, enhancing fan engagement and loyalty. Promotion campaigns have also become more innovative, utilizing viral challenges, interactive live streams, and influencer collaborations to create dynamic, real-time strategies. These advancements have empowered artists to experiment with new marketing techniques and effectively navigate the digital landscape, transforming how they promote their music and engage with their audience.





Platforms and Connection

The advancements in music devices and digital streaming have prominently influenced various budding social platforms and live experiences, significantly affecting how fans connect with art and artists. Emerging platforms like TikTok, Instagram Reels, and YouTube Shorts enable artists to reach audiences with creative, short-form content, often leading to viral success and increased visibility. These platforms facilitate direct and authentic interactions between artists and fans, allowing for a more personal and engaging connection.

Live experiences, too, have evolved with the integration of digital tools. Virtual concerts and live-streamed performances have become increasingly popular, offering fans new ways to experience live music from anywhere in the world. Overall, these developments have transformed how fans discover, interact with, and support music, making the relationship between artists and their audience more interactive and accessible than ever before.

The Influence in Market

The evolution of digital platforms and streaming services has transformed consumerism, with brand jingles and sound designs playing a crucial role in enhancing brand recall and engagement. Catchy audio patterns are crafted to be memorable and resonate with audiences, driving brand loyalty. Marketers employ personalized recommendations, targeted ads, and interactive content to influence consumer choices and shape market trends. This approach extends to influencing socio-political concerns, as brands align with social issues or political movements to connect with audiences and enhance their image. Thus, sound designs, behavioral insights, and engagement tactics collectively guide market directions and impact public perception and discourse.





Relevance and Sustenance

Marketing maneuvers can yield short-term success, but their long-term effectiveness in a saturated market requires continual adaptation. In a landscape where new trends and consumer preferences evolve rapidly, maintaining relevance becomes challenging. For artists, staying in the public eye through these schemes can help sustain visibility, but long-term success often hinges on continual reinvention and adaptation. Without regular updates or fresh content, even the most engaging marketing strategies may lose their impact. Artists who fail to evolve risk fading from prominence as audiences and trends shift. Therefore, while initial marketing efforts can establish a strong presence, sustaining a successful career often demands ongoing innovation and responsiveness to changing market dynamics.

Piyush Mishra in film Rockstar, play the owner of a music label signing JJ or Jordan played the Ranbir Kapoor. As in film jordan establishes himself as an artist, the dark side of industry is presented by Piyush Mishra that how controversies are fuel to the fame.

Projection of Stability



In the music industry, achieving a point of stability and certainty where artists can focus solely on their art without business concerns is challenging. While some artists may reach a level of success that provides them with financial security and creative freedom, the dynamic nature of the industry means that even established artists must remain engaged with business aspects. Marketing, brand management, and industry trends continue to evolve, and maintaining relevance often requires active involvement in these areas. However, artists can mitigate these concerns by building a strong support team, including managers, publicists, and business advisors, to handle the operational aspects of their careers. This allows them to focus more on their creative work while trusting their team to manage the business side. Achieving this balance can lead to a flourishing artistic career, but it typically requires ongoing effort and adaptation to the ever-changing landscape of the music industry.

Shelf-life & Impact

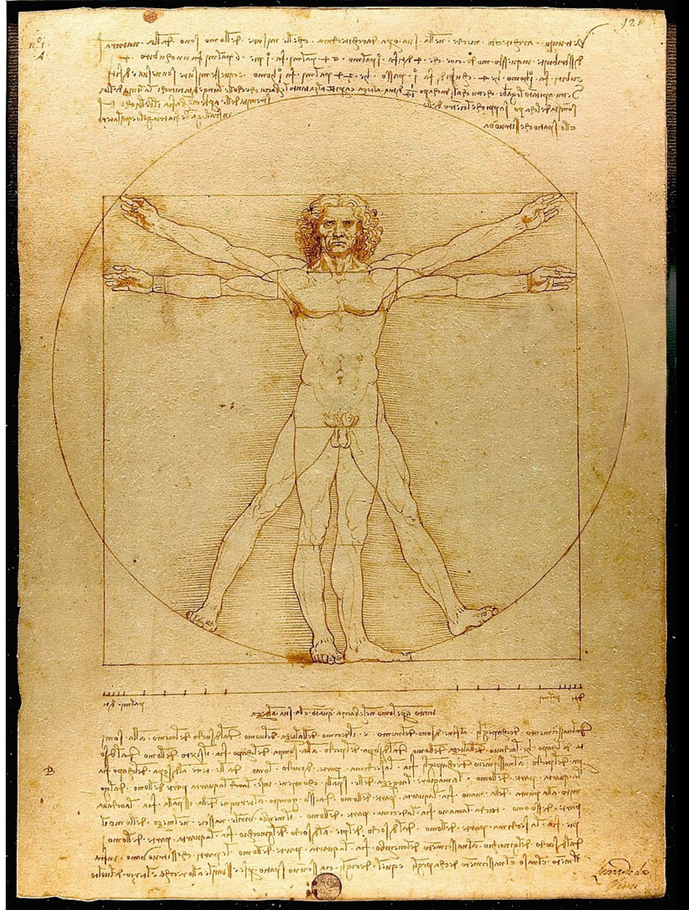
If artists are able to focus solely on their creative work while supported by a backend team that operates ethically and prioritizes the integrity of the art, it can indeed lead to a more positive impact and a sustainable career path. When the support team values and respects the artist's vision over purely financial motives, it fosters a genuine partnership that can enhance the artist's creative output and public perception. This ethical approach can lead to more authentic and impactful art, as the artist is free to innovate and express themselves without being constrained by business pressures. Moreover, a focus on ethical practices and respect for the art can build stronger, long-term relationships with audiences and industry professionals, contributing to a more stable and rewarding career. When artists and their teams work together with mutual respect and a shared vision, it can create a more supportive environment that nurtures creativity and sustains artistic careers over time. This positive synergy not only benefits the artist's career but also enriches the cultural landscape with meaningful and impactful art.



Where Design Fits in?

A positive approach to uplifting meaningful art is deeply rooted in understanding its cultural impact and fostering conscious conversations about its role in society. Design, as a social impact discipline, plays a crucial role in shaping how art is communicated and perceived. By aligning design with the values and narratives that resonate with the right audience, we can enhance the influence and reach of meaningful art.

Design not only helps create compelling identities and experiences through audio patterns that connect with emotions and memories but also facilitates social dialogue. Music, as a rapidly spreading art form, intersects with film, dance, writing, and more, serving as a powerful medium to propagate philosophical ideas and inspire societal reforms for a better future.



the web of perceptions

Through thoughtful design and impactful art, it is indeed possible to positively influence societal perceptions, drive reforms, and create opportunities beyond petty conflicts. Art and design have the power to shape public discourse, challenge existing norms, and inspire new ways of thinking. By addressing pressing issues and promoting inclusive narratives, they can foster empathy, understanding, and social cohesion. This influence extends to encouraging dialogue, breaking down barriers, and uniting diverse groups around shared values and goals. When art and design are used strategically to highlight important social themes and advocate for positive change, they contribute to a broader cultural shift, paving the way for meaningful reforms and collaborative progress.



Bibliography

Beato, Rick (Creator). (2024). I Thought The Spotify Top 10 Couldn't Get Worse [Youtube].

Binder, Studio (Content). (2024). The Book Every Editor Has to Read — Walter Murch and In the Blink of an Eye [Youtube].

Breitman, Kendall (2022, April). What is Content Engagement? How to Measure It | Full Guide. Riverside.

Bruno Nettl, Alison Arnold, Ruth M. Stone, James Porter, Timothy Rice Taylor & Francis (1998). The Garland Encyclopedia of World Music: South Asia : the Indian subcontinent.

Bullock, Lilach. (Journalist). (2017). The Evolution of Content Marketing [Youtube].

Cariappa, Rohan. (Profile). Hip Hop Content Creator.

Crypt. (Profile). Hip Hop Content Creator.

Doc, Biz Podcast. (2024). Half century of music evolution - Tik Tok ban Update.

Dostcast (2024). Historian Breaks Down the Evolution of Indian Music - Dostcast with Vikram Sampath.

This Guy Edits (Content). (2016). The Science Behind Film Editing [Youtube].

This Guy Edits (Content)). (2018). Documentary Filmmaking: Process of a Pro Editor [Youtube].

This Guy Edits (Content). (2019). Why Does an Edit Feel Right? (According to Science) [Youtube].

Jam Family (Creator). Publication Initiative of Andro Films .

Genius (Media). (2020). An English Professor On Kendrick Lamar's "FEAR." | Genius News [Youtube].

Goldstein, Ian (2016, March). Music and Cognition. Oxford Bibliographies.

Harshit, Hg6 . (Profile). Poet, Translator, Book Editor and Hindi Language lead at Apple.

helloyassine (Creator). (2023). The Genius Birth Of The "Evil" Music Industry [Youtube].

IndieFolio (Podcast). (2023). From Dentist to Designer | Journey of Parikshit aka Sasta Acid, Creative Lead at Gully Gang India [Youtube].

Inqalab.in. (Profile). Desi Hip Hop Publication house.

Insider (Media). (2020). Why Music Videos Look Like Food Commercials | The Art Of Music [Youtube].

Institute of Content Marketing. (Media). (2014). History of Content Marketing [Youtube].

Institute of Content Marketing. (Director). (2015). Documentary- The Story of Content: Rise of the New Marketing [Youtube].

jfmusix. (Profile). A rapper and a designer.

The Wall Street Journal (Media). (2018). From Phonographs to Spotify: A Brief History of the Music Industry [Youtube].

Damian Keyes. (Director). (2021). The Ultimate Guide to Music Publishing [Youtube].

kingxgreen. (Profile). Hip Hop Content Creator.

Learn by Leo(Director). (2024). How to edit SO good your viewers get addicted to your videos [Youtube].

Walter Murch. (2001). In the Blink of An Eye: 2nd Edition. Silman-James Press,U.S. [Book]

Apple Music. (Podcast). (2021). Adele: The '30' Interview | Apple Music [Youtube].

Neil Sorrell, Ram Narayan (1980). Indian Music in Performance: A Practical Introduction. Manchester University Press.[Book]

NineNine (Director). (2023). Around the Clock W/ Sasta Acid | EP 02 SE 01 | 99 | (Directed by Anurag Sharma) [Youtube].

David Bennett Piano. (Director). (2024). Every type of Song Structure EXPLAINED [Motion Picture].

Podcast, Disect. (Director). (2022). I talked about Kanye West at my TED Talk [Youtube].

The Music Podcast (2023). The Music Podcast Series.

The Music Podcast (n.d.). BTS chats featuring industry insiders.

One Islam Production. (Director). (2023). Is Music Haram In Islam Or Just Makruh? [Youtube].

Rasu84 (Director). (2017). Evolution of Indian Music: Part I (3000 BC - 1945 AD) [Youtube].

Renee. (Director). (2022). Music Distribution Services: How They Work & Whose Best? [Youtube].

The Hollywood Reporter. (Director). (2024). Full Songwriters Roundtable: Billie Eilish, Olivia Rodrigo, Dua Lipa, Cynthia Erivo & More [Youtube].

Rock. (2023, September). Content Engagement: What Is and The Best Hacks to Increase It. Rock Content.

Rycroft, D. K. (2001, January). Musical bow [harp bow] (Fr. arc musical, arc sonore; Ger. Musikbogen; It. arco sonore; Sp. arco musical. Grove Music Online.

Bibliography

Go with Sameer (Profile). Content creator and Hindi Urdu poetry editor.

Philos Trans R Soc Lond B Biol Sci (2015, March). Five fundamental constraints on theories of the origins of music. National Library of Medicine.

Ashwyn Singh . (Profile). Standup Comic and Singer.

Parikshit Singh - Sasta Acid. (Profile). Dentist and a Lead Designer for Gully Gang Label.

Smith, Hillier. (Director). (2024). 5 Editing Secrets You'll Be Embarrassed You Didn't Know [Youtube].

Chalchitra Talks. (Director). (2022). NucleyaMusic | Bass Rani, Self-Help Books, Instagram Reels | Chalchitra Talks [Youtube].

Chalchitra Talks. (Director). (2023). Sharing Spotify Playlist Ft. Vaani, Vaibhav, Hindol & Pathik [Youtube].

Ted X Talks. (Director). (2019). Brief History of Indian Music | Ram Sampath | TEDxDTU [Youtube].

Soft Music (Director). (2021). संगीत का इतिहास (Part 1) (Part 1) || History of Indian Music || Music theory || [Youtube].

Think, Big. (Director). (2023). Why do some artists become famous? | Albert-László Barabási [Youtube].

This. (Director). (2023). How Does This Stuff Make Sound??? [Youtube].

Financial Times. (Media). (2021). How record deals work and making money in the music industry | FT Film [Youtube].

Tommovision (Media). (2024). 5 Years of Editing Hacks in 5 Minutes [Youtube].

Tone, 1. (Creator). (2016). The Anatomy Of A Song [Youtube].

Tracklib (Creator). (2021). Legendary producer Pete Rock on working with Nas, Public Enemy, Run-DMC, Kanye West & more [Youtube].

Tracklib (Creator). (2022). Sample Breakdown: The Biggest Samples 2022 [Youtube].

Tracklib (Creator). (2023). Sample Breakdown: The Most Iconic Hip-Hop Sample of Every Year (1973-2023) [Youtube].

Tracklib (Creator). (2023). Sample Breakdown: The Most Iconic Hip-Hop Sample of Every Year (1973-2023) [Youtube].

Tracklib (Creator). (2024). Sample Breakdown: Kendrick Lamar - Not Like Us [Youtube].

Vallarino (Director). (2024). The Genius Story of Kanye West's Album Covers: A Visual Journey [Youtube].

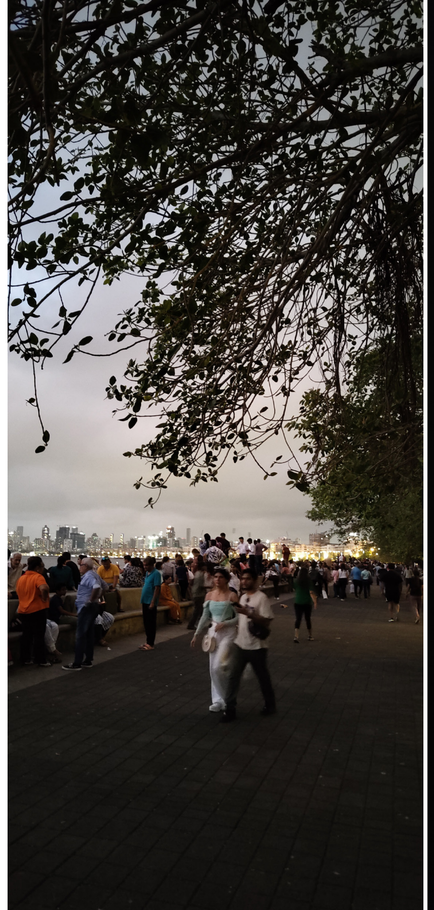
Wani, A. (Profile). Spatial & Experiential Designer.



Conclusion

Through this experience, I've gained a deeper understanding of the intricate dynamics within the music industry, from the creation of a song to its journey into the public sphere. Engaging with various aspects of production, promotion, and distribution has broadened my perspective on how these elements work together to shape an artist's career and influence culture. This journey has taught me the importance of adaptability, ethical collaboration, and the need for innovation in sustaining relevance in a rapidly evolving landscape.

Additionally the meaning of design in its actionable sense, the professionalism that creative pursuits demand and in chaos of complexity the need of being tethered to the material in hand to deliver the bespoke stroke in grand trapestry of discography. My outlook has shifted to appreciate not just the artistic process but also the strategic considerations that are essential for bringing meaningful art to life and ensuring its impact resonates on a broader scale.





In the future, I seek to continue exploring the intersection of art, design, and strategic thinking within the music and creative industries. My goal is to contribute to projects that prioritize meaningful and impactful art, working with teams that share a commitment to ethical practices and innovation. And empower the culture that empowers and promotes a more vibrant proposition for generation ahead. I aim to use my skills to support artists in expressing their vision while navigating the complexities of the industry, ensuring that their work reaches audiences in ways that resonate deeply and inspire positive change. Ultimately, I want to be part of creating a cultural landscape where art thrives and contributes to a better, more thoughtful world.

Afterword

This experience has taught me a lot about Design, the music industry and the creative process. Alongside handling ideas, navigating life in a big city, engaging and building on fun conversations with seasoned collagues and people from all walks of life. It has deepened my understanding of the challenges and opportunities that any creative face and has shown me the importance of aligning creativity with strategy. I've learned the value of creating with thought and I aspire to take that forward. This journey has shaped my perspective, and I'm now more focused on contributing to meaningful art that resonates with audiences and has a lasting impact.





Thanks To

Acknowledging everyone who played a part in this journey, I am deeply grateful for the lessons I've learned from each of you. Your kindness and patience have been invaluable, and I am thankful for every force that guided me to these experiences. The stories I've encountered have not only inspired my storytelling but have also given me countless tales to share in the future. I am committed to continuing my journey with art, amplifying the voices around me so that they may reach others who, like me, are searching for light in their interpretations. I hold immense respect and admiration for all the scenes, senses, and savouries that have shaped my taste and fueled my passion, and I look forward to the adventures yet to come.

The Office

To all the faces who made me miss home a little less and turned the office into a place of memorable moments—I am truly grateful. You guided me in the right directions, and together we laughed, cried, and supported each other through every stage of the project. From Fun Fridays to the daily camaraderie at our desks, you ensured that each day was not just about work but about learning and growing together. You expanded my understanding far beyond the project, diving into nearly every topic imaginable, fueled by our shared interests. Your presence made this journey more meaningful, and I cherish every moment we've shared.





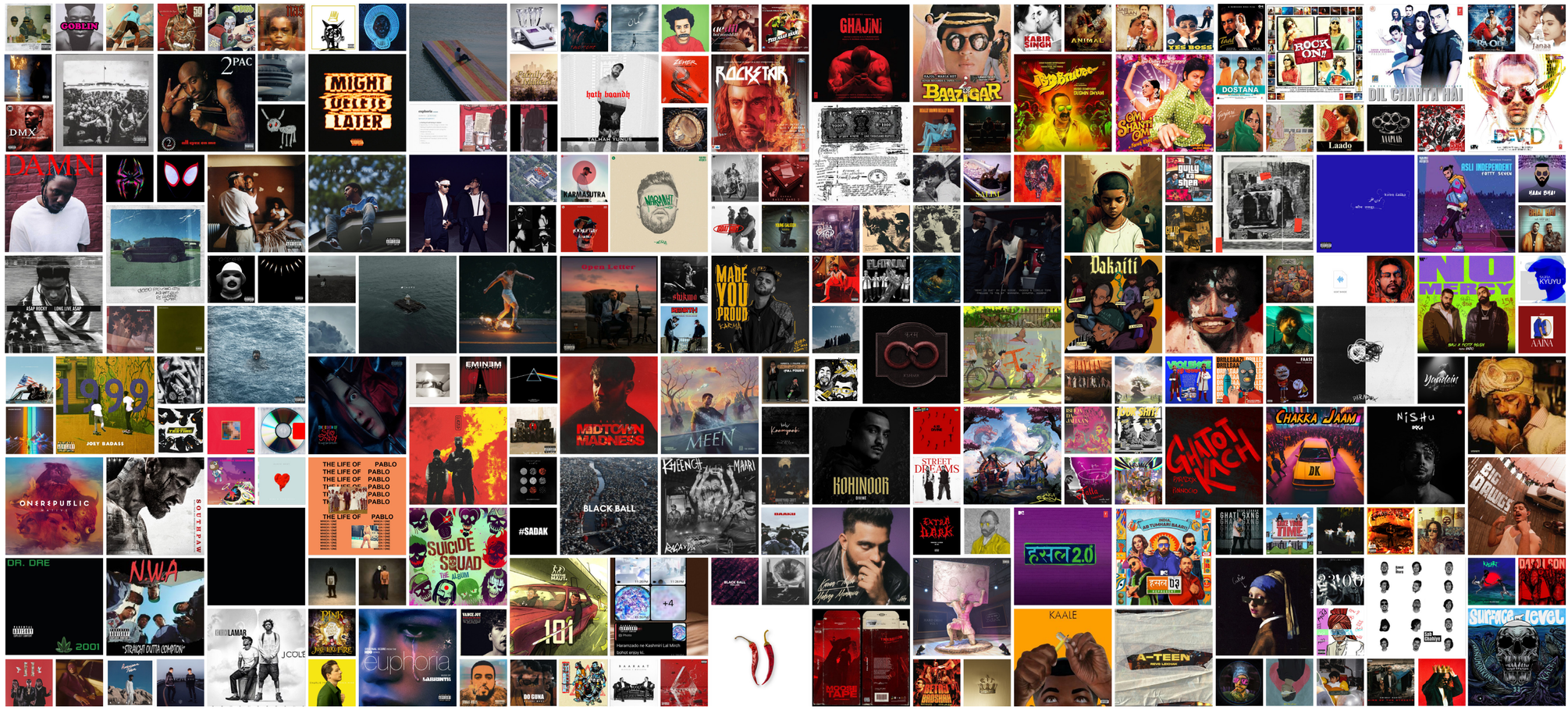
The Art

I write this letter with a heart full of gratitude and admiration. You have been my constant companion, guiding me through moments of joy, struggle, and discovery. Inspiring me to see the world in new and profound ways.

Working for you has been a privilege—one that has filled my life with purpose and creativity. You've taught me to see beauty in the mundane, to find meaning in the chaos, and to express emotions at scale. Through you, I've discovered stories and truths that needed to be shared. All creative endeavors has been a step closer to understanding the depths of your power and the impact you have on the world.

As I look to the future, my hope is to continue this journey with you—to keep exploring, creating, and pushing boundaries. I want to amplify the voices of those who have something meaningful in them, to shine a light on stories that matter, and to contribute to the ever-evolving tapestry of human expression.

Thank you for being my muse, my teacher, and my guide. I promise to be deligent in my work, to remain curious and open, and to keep striving for excellence in all that I do. With deep respect and love.



The Graduation Project document of
Vaibhav Sharma
Batch 2024

Programme
Interdisciplinary Design
at Institute of Design, JK Lakshmipath University
Mahapura, Jaipur

Sponsors
M3 (M-cube) A black cab marketing agency network,
Mumbai, Maharashtra
www.m-3.in

Mentor
Aastha Gohil,
Head of Department for
Integrated Communication Design (ICD)
at the JKLU, Jaipur - Institute of Design

As the final year graduation project completed by Vaibhav Sharma, an interdisciplinary Design student from JK Lakshmipat University, Jaipur, this book binds the record of work and learnings done over the course of six months with M-cube, a Black Cab Agency network division based in Mumbai handles in music marketing.

