

# **Youth Impact Communication**

## **Young Souls Inside Music: Stories Of High School Music Composers**

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# Summary

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This is our very first time participating in the YIC competition. All the members of our team haven't got much experience but we have done our best under the limitation of the epidemic situation.

In the early stages of the whole plan, we were in fact at a loss. None of us had ever been involved in making a documentary before and we decided to use this form as our information carrier. The decision was bold.

However, with the in-depth understanding of the mechanism of the competition and the main points of documentary production, we gradually explored the main production ideas, developed the execution plan of the whole project, and successfully completed the production of interview scripts and scripts.

But just as we were getting on with our plans, the outbreak certainly set us back. At the height of the epidemic, our programs were almost nonproductive.

After the outbreak was relieved, we immediately started the main filming and it went very well, although there were a few bumps in the middle, we almost overcame them.

The moment the film was posted online as planned, it felt like all the hard work was worth it. Although the documentary is not in perfect condition, it is the best proof of our efforts for so many days.

The deadline of the competition will not be the end of our project. In the following days, most possibly in the summer holiday, we will continue to improve the quality of documentary as perfect as possible. We believe that on some day in the future, this documentary will be presented in the best form of it.

Also, we want to shout out to Jack Liu, Owen Ou, and Wonka Wu, who had provided us with great help on the completion of this project.

# Identify the Topic

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## | Topic Description

Advances in acoustics and computer technology have dramatically lowered the technical barriers and equipment needed to make music, allowing a new generation of music producers to spring up. They follow online tutorials to teach themselves music theory, sound design and mixing, use computer software to compose music, and publish their works on a variety of online platforms. Some of them even sign contracts with music platforms and record labels, opening up the domestic market for electronic music, rock n' roll, hip-hop and etc. Even so, many domestic families still see students making music as a sign of "bad practice." Some old-school musicians are also worried about the mentality and quality of the new generation of producers. What are the motivations behind high school student producers' music? What is their attitude towards modern music production? What values are they trying to convey through their works? By showing their personal stories, this project will take you through the inner journey of high school music producers and uncover these mysteries.

## | Why it is important

The significance of the project is that it can increase exposure of high school music producers to the public, break various stereotypes about high school music producers, and demonstrate how the development of technology has affect the communication between music producers.

## | Project Objective

Our project aim at informing the public of the story of high-school music composers and how technology has affected the communication between music producers by combining interview of music composers and scenes of actual music composing process.

# Identify the Target Audience

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## | Who Are They?

Music lovers in Guangzhou.

Young music composers and singers who are the same with the interviewees of the project.

People who have certain stereotype or questions toward young music composers.

The users of the internet platform that we will be using who are interested in watching music related videos.

## | Why Are They?

Since our project aim at informing the public of the story of young music composers, we assume that people who are interested in informations about trendy music may also be interested in our project. In addition, our project also aim at showing how the development of technology has influenced the music producers. In this case, young music composer who are actually experiencing such influenced could be our potential audience. Also, our project was located in Guangzhou, with this limitation, local resident may be attracted by such local element. What's more, the users of video website and application who watch a lot music video are more likely to find our video existing on their recommended page.

## | What is your scope?

The scope of our targeted audience could be narrowed down to the people who can get access to the video websites that we use since. Since the video website that we selected is a Chinese website, most of our audience should be Chinese.

## | How to reach them?

The way of reaching targeted audience include adding hashtag when posting the video on the website. Asking influential video anchors to forward and recommend

our videos. Propagating the video using interpersonal relationships.

# Identify the Key Message

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## | The Key Message

Young music producers and music producers of the past are Different, but also Similar.

## | The Tactics Behind

Our key message basically set a question for the audience: what is "same" and what is "different"? By delivering such question in the key message, we can arouse the audience's curiosity and thus make the video more attractive.

# Choose the Platform

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## | The Platform Chosen

We will upload our documentary to the platform named Bilibili, one of the most popular video platforms in China. Bilibili is now a highly concentrated cultural community and video platform for the younger generation in China. The website was launched on June 26, 2009. Bilibili is an early ACG content creation and sharing video site. After more than ten years of development, building a continuously produce high quality content of ecological system around the users, creators and content Bilibili has covered more than 7000 interested spheres of multicultural community, winning a large number of awards. By the third quarter of 2019, the average monthly active user of B station reached 128 million, and the monthly active user of mobile terminal reached 114 million. Users aged 18 to 35 accounted for 78%. It is because these two platforms are main source in which people would receive an amount of information. Thus, to put our video in such a platform helps us effectively gain more click rate, telling our stories to audience.

 [website](#)

## | The Alternative Platforms

We will also post our video on Weibo. Since its launch in August 2009, sina weibo has maintained explosive growth. By the end of October 2010, sina weibo had more than 50 million registered users. According to weibo's latest financial results for the second quarter of 2018, the number of monthly active users in June 2018 increased by about 70 million from a year earlier to 431 million. Mobile accounts account for 93% of monthly active users. Revenue of \$426.6 million, up 68% from a year earlier; Net profit attributable to weibo was \$140.9 million, up 92 percent from a year earlier. We will not possibly consider posting our videos on other platform since our video is a twelve-minute-long documentary which is not suitable for any trendy short video website.

 [website](#)

## | The Criteria to Evaluate

For popularity, we will evaluate it using the total user number and active user rate. We will also evaluate the platform based on how well it match with our topic and communication package.

The time that is required for posting will also be taken into account.

The recommendation mechanism of each platform will also be considered.

## | **The Rating Sheet**

The attached file is our rating sheet. In this sheet, were thoroughly evaluated and compared the two platforms that we are using for propagating our video.

 [Comparison between Bilibili and Weibo](#)



# Set the Agenda

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## | Set the Agenda

### 1. Music enlightenment

In this section, we want to explore the initial musical enlightenment of these music makers, what led them to the path of music? What are the similarities and differences between their enlightenment? What unique phenomena can these similarities and differences reflect?

### 2. Creative motivation

We didn't think it was ever going to happen by accident to start making music, so in this part we wanted to explore what drove these musicians to start making music 爱and what inspired them.

### 3. As a new generation's evaluation of the current music trend

When we're all in the middle of the current music trend, it's hard not to wonder how these unique music makers think of these "trendy" music.

### 4. The concept, attitude and understanding of one's creation

In this section, we will show the uniqueness of these new musicians, including their unique creative ideas and personal styles, their respective habits in the creative process, and how they communicate and learn from each other.

# Design the Packages

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📁 [【YIC青年影响力行动】Young Souls Inside the Music 暨广州高中生独立音乐制作人纪录片](#)

📁 [Weibo Link](#)

# Create and Track the Impact

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## | The Execution Plan

### Initial Plan

- Decide on the subject and subject by February 1
- Schedule the interview before February 8th
- Finish all shooting and start editing before March 1
- The first edition came out on March 8
- The final edition will be released on March 14

Because of the impact of the epidemic situation, we have made certain change and improvement for our execution plan:

### Final Plan

- Feb 1 The execution plan of the whole project was finalized. Participant: Kay, Ian.
- Feb 10 The final version of the interview draft was completed. Participant: Kay, Ian, Jack, William, Wesley.
- March 10 The shooting script for the video was completed. Participant: Kay, Ian.
- April 2 The First shooting. Including the interview contents and shots of jack, as well as the shooting of some video materials. Participant: Kay, Ian, Jack.
- April 11 The Second shooting. Including the interview contents and shots of Ian and Wesley, as well as the shooting of some video materials Participant: Kay, Ian, Wesley.
- April 12 The Third shooting: online interview with William. Participant: Kay, William.
- April 19 Video clip finished.
- April 20 Video was posted online.

 [Interview Draft](#)

 [Shooting Script](#)

## | Impact Statistics

1. Objectives: Giving publicity to high school student producers' motivation, values of production and attitudes towards modern music. Let more people know and pay attention to the growth of the new generation of producers..
2. Communication Roadmap: Creating and publishing videos of interviews with

musicians on Bilibili and Weibo platforms, and promoting it in and outside the music production circle.

3. It spread widely among students and parents, and attracted the attention of some social professionals, especially those related to music production. At the same time, many groups that didn't know much about music production learned about the specific work content and growth of the new generation of musicians.

4. (1) Process indicators: The number of dynamic retweets on weibo and bilibili in WeChat moments gradually increased from half an hour after the post to nearly 50, indicating that more and more people are aware of the video's release.

(2) Outcome indicators: Clicks and Feedbacks increase stably in 100/hour, 12/hour, indicating that more people are informed and impacted by the content

## | Collect Feedback

I just finished watching the film and it is a good guide for young people who have music dreams and new people who are interested in music but have no experience. I have the right concept and my own experience. Nice bro! @Bilibili User TURN It uP

Although the shooting and recording technic is relatively poor, I feel that these young people are trying to show their spirit as future musicians. @Bilibili User Sylvia667

!!Chinese young rapper and producer. @Bilibili User M1ke 'K high

Do you guys make the soundtrack? Not only the chinese rap at the end...the soft drum kit during the interview is Amazing. That's cool. @Bilibili User Scissorsssss

Yeah...everyone should try making music, everyone. @Weibo User 12662738

so no one use Protools?? im joking, nice work. @Weibo User Sunshine Rainbow Little Horse

# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

The more successful part of our overall plan was the degree to which our video restored the script. Most of the scenes described in our script are included in the documentary. At the same time, compared to the impact of the outbreak, our filming went relatively smoothly. The shooting process was scripted, so there were few problems and confusion. In addition, our interview content is very rich, is a relatively deep interview.

## | What to Improve

There are many parts that can be improved in our project. First of all, we thought we could interview more young music producers of a slightly wider age range than just high school students. Second, we should respond more promptly to the epidemic situation. For example, our interview subject, William, was not in Guangzhou during the epidemic, so it was difficult to film the actual face-to-face interview. We initially hoped to film William after the outbreak was over. Finally, I decided to use online video software to interview William at a relatively late time. So the delay had an effect on us. We should have done better with the accidents during the project.

## | Summarize Learnings

The more successful part of our overall plan was the extent of our video recovery script. Most of the scenes described in our script were included in the documentary. Meanwhile, compared to the impact of the outbreak, our filming went smoothly. The process was scripted, so there were few problems and confusion. In addition,

our interview content is very rich, is a relatively in-depth interview.

There are many areas for improvement in our project. First, we thought we could interview more young music producers, who have a slightly wider age range than high school students. Second, we need to respond more promptly to the epidemic. For example, our subject, William, was not in guangzhou during the outbreak, so it was difficult to film an actual face-to-face interview. We initially hoped to film William after the outbreak was over. Finally, I decided to interview William with online video software, which was relatively late. So the delay has an effect on us. We should have handled the accidents in the project better.

# Team Credits

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Xizhi Huang(Kay): Responsible for the main organization of the whole project, the main writing of the project report, the design of the interview questions, the main writing of the shooting script, the interviewer of the interview of the video, the propagation of the video.

Lihui Wang(Ian): Responsible for the shooting and editing of the documentary, the main writing of the shooting script, the writing of the interview script, the writing of the project report, the propagation of the video.

Lantian Yang(William): Responsible for the writing of the interview script, the writing of the project report, the propagation of the video.

Xingjian Liu(Jack): Responsible for the writing of the interview script, the writing of the project report, the data analysis of the project, the propagation of the video.

Peng Zhao(Wesley): Responsible for the writing of the interview script, the writing of the project report, the feedback collection and organization, the propagation of the video.

# Judge Comments

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" As you brainstorm topics to address, it's always helpful to think about issues that bring with them some level of conflict or problem for which you can provide solutions for. In terms of building awareness for musicians, this project does a nice job of highlighting what four musicians think about the state of the art, but beyond that doesn't really aim to solve a pressing problem. Finding those problems and solutions will also help with your video, which right now simply follows a question-and-answer format without much in terms of sequencing or storyline. Try to find interesting narratives or hooks to draw the viewer in, to make them care about your subjects, to want to see some sort of climax or resolution to the issues they are facing. "