

Project 15

Course Code and Name : MSJ 4161 Entertainment Education Communication

Project Name : Production Book for a Music Video on Noise Pollution

Project Type: Music Video

Project Theme:

Project Date: Spring 2023

Project description:

For this course & based on our faculty's instruction, we researched about the UN Sustainable Developments Goals (SDGs) & drafted content that can be used to educate the target audience. The project required that we also act as a production house and draft a proposal for our self-made content. We were given the liberty to produce any form of media including songs, games, short films etc. My group mates Kaniza Rahman, Anica & I decided to make a song and an accompanying music video for this project.

Project justification:

Noise pollution, especially due to vehicular noise has been a major ongoing issue in Dhaka. In order to educate drivers of the arduous impact of noise we decided to make some more noise in the form of music. The project linked noise pollution with SDG goal 3 (Good Health & Well-being), Goal 11 (Sustainable Cities) & Goal 12 (Responsible Consumption & Production). The issue of noise pollution is a major cause of concern that requires addressing and we tried to do that by using humour to write the lyrics of our jingle such that it would be entertaining as well as educational. Through successful collaboration and support from a lot of people, we succeeded in successfully creating a song and a lyrical video for our project. We also created literature that goes in depth in the thought process and making of the video in various steps and also includes the views of all the members in the making of the project.

Project produced under this course:

Final Project Link: <https://www.youtube.com/watch?v=C714rFEEorA>



Image 16.1: Music Lyric Video on YouTube

Production Book Cover:



‘Proposal for a Music Video on Noise Pollution’

Submitted to

Asif Saleh

Executive Director, BRAC



Submitted by


YourFriend Studio


4/2, Lalmatia, Block C, Dhaka

info@yourfriend.com

Contact number: +8801916746633



+8801916746633 

info@yourfriend.com 

4/2, Lalmatia, Block C, Dhaka 

2nd December 2022

The Executive Director

BRAC
BRAC Centre, 75
Mohakhali, Dhaka-1212
Tel: 88 02 2222 81265
E-mail: info@brac.net

Subject: Proposal for permission to make a Music Video on Noise Pollution

Dear Sir,

Greetings! Our team, YourFriend Studio, has shown interest in working with you to produce a music video linked to noise pollution in honor of the BRAC's 50-year celebration. We believe this issue needs to be addressed and through BRAC we will be able to convey the message in our country. We have included our proposal in this letter of approval.

It will be an honor for our team to get this opportunity, and we hope that our assistance would benefit your mission. We appreciate you taking the time to go through our proposal; if you have any questions, kindly contact us. We hope to hear from you soon.

Best regards,

A handwritten signature in black ink, appearing to read "Anica".

Anica Hossain
Managing Director
YourFriend Studio



Image 16.2: Formal Application in Official Letter Pad **Company**

Introduction: YourFriend Studio

We are YourFriend Studio, we transform ideas into reality through audio and video. At our production house, we always take pride in our commitment to delivering exceptional audio-visual experiences. We are dedicated to guaranteeing that every frame of video and every second of audio is of the highest quality possible.

Motto: Celebrate life!

Mission: Our mission is to create captivating and fully immersive audiovisual experiences that escort the target audiences to new worlds, evoke powerful emotions, and leave a lasting positive impact.

Vision: We are committed to our clients' choices and requirements. From concept to completion, we work closely with our clients to ensure that every detail is captured in our final product. Along with that, we integrate our ideas, innovation, and creativity in our production process to ensure that the client's target audience is able to connect with and resonate with the content presented.

Goal: Our goal is to leave a lasting impact on the globe, our primary objective is to offer our clients the finest possible service.

Core Members of the Studio:

- Hrituparna Devmoni - Chief Executive Officer (CEO)
- Anica Hossain - Managing Director
- Kaniza Rahman Ananna - Creative and Planning Director

Why choose YourFriend Studio?

YourFriend Studio is proud to say that we are the best in making these kinds of audio-video content.

- First of all, we have a wealth of previous experience working on similar projects, having collaborated not only on government projects but also with private and non-profit organizations.
- We are the finest artisans in this field who work with all their passions and dedication. We also have the best equipment, facilities, and technology and we know how to make the best use of it.
- Our 'out-of-the-box' ideas and imaginative approaches are characterized by their uniqueness and creativity. This has enabled us to connect with our target audience on a profound level, spurring relatable emotions that deeply resonate with them. Consequently, our content has the potential to inspire viewers, both knowingly and unknowingly.

- Drawing on our extensive experience and comprehensive understanding of the industry, we are adept at optimizing the budget for your audio-video content without compromising its quality.

We take pride in the high levels of client satisfaction that we have consistently achieved. We are very much confident that no other production house has achieved this level of client satisfaction. We hope you join us in our journey and would enjoy the experience, as much as we enjoyed when creating it.

What Can Be Achieved by This Entertainment Content?

The audio-visual content that we strive to produce is designed to captivate and resonate with the target audience, eliciting a profound emotional response. The composition of the audio elements will be melodic and 'catchy', encouraging listeners to hum the tune, in effect creating a mental state of joy and contentment. The accompanying visuals will be highly relatable to daily life, arousing laughter and capturing the audience's attention, generating deep interest as well as emotional connections.

Applying the principles of social cognitive theory, our objective is to guide the audience toward a goal by showcasing effective ways to combat noise pollution. Via visual demonstration, viewers can comprehend and apply the techniques in their own lives, resulting in a positive impact on the environment.

What Is Noise Pollution?

Any unpleasant or distressing sound that has an impact on the health and well-being of people and other living things is referred to as noise pollution. Noise pollution is defined by the World Health Organization (WHO) as noise that is louder than 65 decibels (dB). More specifically, noise becomes unpleasant over 120 decibels (dB) and hazardous above 75 dB.

Why Should We Care?

Every citizen will ultimately be impacted by this problem. Pollution harms people's health and has an impact on worker productivity, which in turn has an impact on the economy, and natural catastrophes have the potential to disrupt people's daily lives.

A set of 17 interconnected goals known as the Sustainable Development Goals or Global Goals is intended to act as a ‘common blueprint for peace and prosperity for people and the planet today and into the future’. However, among the 17 goals, noise pollution influences practically all SDGs. So far, after going through all the SDGs, we have shortlisted and interconnected our plan with the following indicators of Goal 3 (Good Health and Well-being), Goal 11 (Sustainable Cities) and Goal 12 (Responsible Consumption and Production) to highlight the issue of noise pollution being a major problem that needs to be addressed.

The following indicators that we could connect are:

The image shows a screenshot of the UN Sustainable Development Goals website. It displays several goal subpoints and their indicators:

- Goal 3: Target 3.6** - By 2020, halve the number of global deaths and injuries from road traffic accidents. Indicator: 3.6.1 Death rate due to road traffic injuries.
- Goal 11: Target 11.2** - By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons. Indicator: 11.2.1 Proportion of population that has convenient access to public transport, by sex, age and persons with disabilities.
- Goal 11: Target 11.a** - Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning. Indicator: 11.a.1 Number of countries that have national urban policies or regional development plans that (a) respond to population dynamics; (b) ensure balanced territorial development; and (c) increase local fiscal space.
- Goal 12: Target 12.6** - Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle. Indicator: 12.6.1 Number of companies publishing sustainability reports.
- Goal 12: Target 12.7** - Promote public procurement practices that are sustainable, in accordance with national policies and priorities. Indicator: 12.7.1 Number of countries implementing sustainable public procurement policies and action plans.

In order to maintain the standard of living for both present and future generations, the well-being of people and the accomplishment of Sustainable Development Goals are threatened by these crises and the associated environmental deterioration.

Image 16.3: SDG Goal 3 & 11 Subpoints (Source: <https://sdgs.un.org/goals>)

Audience Analysis and Synopsis of Video:

We plan on doing a One-minute music video on noise pollution. We will take an attempt to interconnect noise pollution with unnecessary honking in the streets of Dhaka. Our goal is to use humor to write the lyrics of our jingle so that people would be entertained and at the same time it will be educational as well. Our main objective is to target an audience who can change the behavior of making unnecessary noise. Our target audience is drivers from all classes in Dhaka city.

With the help of Shamsun Nahar, we came up with a few lyrics which we attached below. One of the lyrics is ‘হুদাই হন বাজায় ভাদাই’ which is a copyrighted tagline/slogan so we plan on collaborating with the movement/campaign ‘HornHudaiBajayVudai’ by Mominur Rahman Royal to make him a part of this project. We have attached the lyrics below.

We are already done with our music production. A lyrical video link is attached with the final music.

Lyric Video Link:

<https://www.youtube.com/watch?v=C7l4rFEEorA>



Image 16.4: Lyric Video on YouTube

Furthermore, we are planning on making an actual music video in the upcoming month to promote this campaign even further. We have attached our screenplay and an estimated budget for the future music video. We plan on including scenarios from our day-to-day life so that the audience can connect easily. We are mostly keeping scenes of drivers, starting from cars, CNG, rickshaws, bikes to traffic police, driving instructors, and many more so that drivers can connect the most from the video and we hope it will awaken some sort of awareness in them.

Song: 'কন রে হৃদাই হন বাজায় ভাদাই'

Lyrics

যাব ত্রিফস

ফিরব বিড়

ব্যাগ িনেয়

তিড়ঘিড়

পেথ নেম এলোমেলা

হন এর শব্দ মজাজ গল

এক্সা দক্কু া চলিছ বশ

বন্ধুর সোথ স্কুল শষ

পেথ নেম এলোমেলা

হন এর শেৰ্দ কানটা গল

Pre

Chorus: ফু

টপোত পথ

চিৱ

মিনং ওয়াক টা ও জৰিৱ

িকলু হঠাৎ পছন থেক

িৱকশা , বাইক িদেছ হগ

(মামা সাইড দন)

Choru

s: কন

ৱ

হুদাই হন বাজায় ভাদাই (x4)

তিড়ঘিড় অ্যাশ্বেলপ্সু

ৱাগী িনেয় চলেছ গিাড

নই কান পথ কমেন িদব পিৱ

ডোনৱ লন বোম চলেছ

হন এর শেৰ্দ কানটা যোছ

এথোন িকলু হন টা ও জৰিৱ।

Pre Chorus:

মানব ধম মানব

সবা

িচল্লাইয়া

িজতেস কবা

শৰ্দ ছাড়াই হেব

কথা হগ হেব

না যথা তথা

(মামা সাইড দন)

Chorus:
কন
র
হৃদাই হন বাজায় ভাদাই (x8)

Draft Script for Music Video Written by YourFriend Studio

Based on Noise Pollution

Ext. Busy Road-Day 1

A busy street in Dhaka with honking cars, and shouting people.

Audio - location sound

Ext/Int. Inside Car-Day 2

The driver slowly turns up the volume. music starts to play in the background. A middle-aged man in the backseat of the car. he seems annoyed, he is wearing a formal shirt and tie, a leather office bag on his lap starts to lip sync:

The guy in the
backseat যাব
অফিস িফরব
বিড় ব্যাগ িনেয়
তিড় ঘিড় পেথ নেম
এলোমেলা হন এর
শেব্দ মজাজ গল

The scene continues as the camera moves outside of the car, 2 teenage girls wearing school uniforms with bag packs pass by the car looking exhausted and scattered, they lip sync with music: একা দক্কু া চলিছ বশ

বন্ধুর সোথ স্কুল শষ
পেথ নেম
এলোমেলা হন এর
শেব্দ কানটা গল

Ext. Dhanmondi Lake Footpath- Day 3

2 women in their 30s, jogging in running shoes on the footpath.

Both Women
ফুটপোত পথ চিার
মিনং ওয়াকটা ও জরির
িকল্প হঠাৎ পছন থেক
িরকশা, বাইক িদেচ্ছ হণ

Ext. Dhanmondi 4 Road - Day 4

A bike rider tries to overtake a rickshaw

Biker
মামা
সাইড দন
Rickshaw
Mama কন
র
Women 1
হুদাই
Women
2 হন বাজায়
ভাদাই
School Girl 1
কনের হুদাই
School Girl
2 হন বাজায়
ভাদাই
1st Car Driver
কনের হুদাই
The Guy In The
Backseat হহন বাজায়
ভাদাই

Ext. Busy Road - Day 5

A young man singing to the camera while walking on the busy road where there is an ambulance behind him stuck in a traffic

Young Man
তিড়ষিড় অ্যাশ্বেলসু
রাগী িনেয় চলেছ গিড়

নই কান পথ কমন িদব পি়ার
ডোনর লন বোম চলেছ
হন এর শেব্দ কানটা য়োচ্ছ
এখন হন টা ও জক্ৰি়র।

Ext. Road- Day 6

A young woman singing to the camera standing in front of a protest about noise pollution where protesters are holding different banners.

Hrituparna মা
নব ধম মা নব স
বা
িচ ল্লা ইয়া িজ তেস ক বা

4 protesters holding posters with each words "শব্দ ছাড়াই হেব কথা "

One big banner হণ হেব না যথা তথা written on.

Biker 1 from scene 2 tries to get through protest

Biker
মাম্মা
সাইড দন

Ext. Road- Day 7

Random vehicle drivers and general people of all ages and occupations will sing the chorus:

"কন র
হুদাই হন বাজায় ভাদাই"

The end.

Music, Video Production, and Credit Line Up:

Client: BRAC

Agency: YourFriend Studio

Concept: Anica Hossain, Kaniza Rahman Ananna, Hrituparna Devmoni

Story and Copywriting: Anica Hossain, Kaniza Rahman Ananna, Hrituparna Devmoni

Lyric: Hrituparna Devmoni and Shamsun Nahar

Tune and Composition: Aynus Tazwar (Studio Baksho), Shubhro Raha (LMG Beats) and Hrituparna Devmoni

Vocal: Aynus Tazwar, Hrituparna Devmoni and Shubhro Raha

Studio: Studio Baksho, LMG beats

Script: Kaniza Rahman Ananna

Storyboard Artist: Anica Hossain

Production: YourFriend Studio

Director: Kaniza Rahman Ananna

Assistant Director: Anica Hossain

Line Producer: Abir Hossain

Cinematography: Ashab Rafi, Mehedi Hasan Auntor

Director of Photography (DOP): Tahasin Bin Solaiman

Grip: Anirban Saha

Costume Designer: Fatiha Taiara

Sound Designer: Hrituparna Devmoni

Cast Director: Hrituparna Devmoni

Makeup Artist: Arony Ayub

Props: Fatema Rahman Borna

Location Manager: Anica Hossain, Kaniza Rahman Ananna

Animator and Editor: Anica Hossain, Kaniza Rahman Ananna

Art Director: Anica Hossain, Salman Sakib Shahryar

Production Manager: Didar Alam

Acknowledgment: Mominur Rahman Royal

Special Thanks to: Sanjana Rahman

Equipment Rental Charge:

Eight and Half Camera Rental



EIGHT & HALF CAMERA RENTAL

DATE: 27-02-2023

1. Canon EOS C100 Mark II		
2. Panasonic HC-X1		
3. 35mm canon		
4. Leica 24mm 4k		
5. 50 mm		
6. 85 mm		
7. 20x Optical Zoom Panasonic		
8. Ronford 2 stage medium duty tripod x 2		
9. Sony 17" OLED monitor		
10. Small HD DP-7 7.7" monitor		
11. Advanced DJI Air 2S		
12. Remote follow focus		
13. Trolley		
14. Lapel		
15. LED light 300, 600		
16. 120gb memory card x 2		
17.		
		Total
		40,000BDT per day

Image 16.5: Eight and Half Camera Rental Invoice



SS
CAMERA
& PHOTOGRAPHY
Redesigner cameras

01677265096
01711107880

Canon Camera & Lens Rent/ Day

Canon Lens	price	Third Party Lens	price
70-200mm IS III f2.8	1600	Tamron 15-30mm f2.8	1000
70-200mm IS II f2.8	1500	Tamron 17-35mm f2.8-4	1000
70-200mm Non IS f2.8	1000	Tamron 17-50mm f2.8	500
24-70mm L II f2.8	1500	Tamron 150-600 f5-6.3	1200
24-70mm f2.8 L I	1000	Tokina 11-16mm f2.8	800
24-70mm f4	700	Samyang Fish eye 8mm f3.5	800
24-105mm f4 L II	800	Fish Eye 8-15mm f4 L USM	1200
16-35mm f2.8 IS II	1000	CAMERA BODY	
16-35mm f2.8 IS III	1500	Canon 5D Mark IV	2000
17-35mm f2.8	800	Canon 5D Mark III	1800
17-40mm f4	700	Canon 6D Mark II	1500
55-250mm IS II f4.5	500	Canon 6D	1200
18-135mm IS USM f3.5-5.6	500	Canon 7D Mark II	1100
15-85mm f3.5-5.6 IS USM	500	Canon 7D	1000
17-85mm f3.5-5.6	500	Canon 80D	900
24mm f2.8 L I	700	Canon 60D	800
24mm f1.4 L II	1200	Canon speed Light	
28mm f1.8	800	600 Exrt	800
35mm f2	700	600 Ex	700
35mm f1.4 L I	1000	580 Ex II	600
35mm f1.4 L II	1500	430 Ex II	400
50mm f1.4	600	YN 565 EX II	500
50mm f1.8 STM	400	YN 560 IV	500
85mm f1.8	600	Godox 685 (S)	500
100mm f2.8 L	800	Godox AD200 pro	1200
135mm f2	1000		
200mm f2.8	1000		

Rent Process

First you have to book your product through SMS/FB page/Phone.
During rent please provide your original NID/ passport / student ID
Driving License & Advance rent payment

13C/2C/A, Block B,
Babar Road, Mohammadpur, Dhaka 1207

www.sscamerabd.com
www.facebook.com/iqramcamera

Image 16.6: SS Camera and Photography Price Chart

LMG Beats for Music Recording (No charge)



Image 16.6: LMG Beats Logo

Studio Baksho for Music Production (No charge)

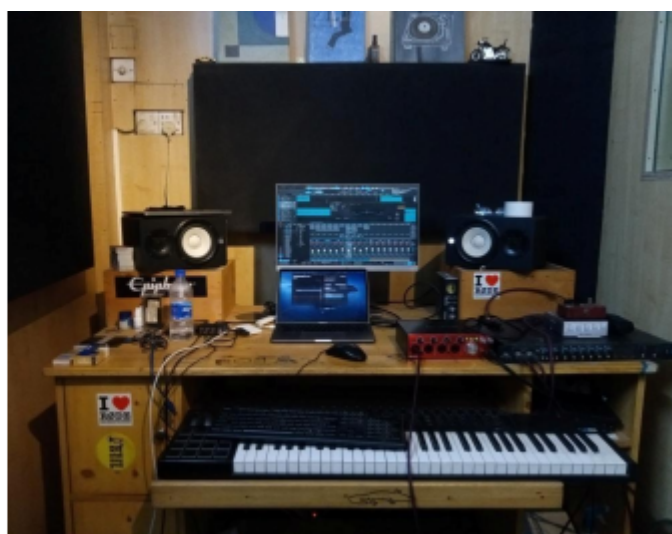


Image 16.7: Studio Baksho Logo and Studio's picture **Estimated Budget for Video Production:**

Direction Team	Number	Day	Remuneration	Total in BDT
Director	01	02	15,000	30,000
Executive Producer	01	02	10,000	20,000

Line Producer	01	02	8000	16,000
Assistant Director	01	02	8000	16,000
Post supervisor	01	02	5000	10,000
Total				92,000

Production	Number	Day	Remuneration	Total in BDT
Production Design		7		10,000
Transport		2		10,000
Food		7		8,000
Total				28,000

Operational Head	Number	Day	Remuneration	Total in BDT
DOP	01	02	8,000	16,000
Light Designer	01	02	4,000	8000
Art Director	01	02	6,000	12,000
Makeup Artist	01	02	3,000	6000
Production Manager	01	02	7,000	14,000
Storyboard Artist	01	01	5000	5000
Total				61,000

Field Personnel	Number	Day	Remuneration	Total
Grip (Light Boy)	02	02	2000	8000
Art Assistant	1	02	2000	4000
Production Assistant	1	02	2000	4000
Total				16,000

Equipment	Number	Day	Remuneration	Total in BDT
Camera and lenses	2	2	15000	60,000
Trolley	1	2	3000	6000
Lights	2	2	7000	14,000
Sound equipment		2	5000	10,000
Art, Set and Props			9000	9000
Tripod	2	2	3000	6000
Drone	1	2	5000	10,000
Costume			8000	8000
Total				123,000

Post Production	Number	Day	Remuneration	Total in BDT
Edit				12,000
Color				8000
Sound Studio				7000
CG, VFX, Animation				10,000
Total				37,000

Grand Total: 357,000 BDT (Three lakh and fifty seven thousand taka only)

Actual Expenditure:

So far the only cost we had to count was treating bhai for helping us out in our music production. In exchange for helping us out with the music production and letting us record it in the studio, we had to pay for his lunch.



Image 16.8: Cash Memo of Takeout
Break Down of Execution Plan:

		March	April				May	June
Activity	Task Breakdown	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
Pre-Production	Research							
	1st Draft Script							
	Finalizing the script and lyrics							
	Shot Division							

	Location Finding						
	Shooting plan						
	Cast Search and Costume Design						
Production	Music Production						
	Shooting						
Post-Production	Rough Edit						
	Music and Sound Design						
	Final Edit						
	Preview						
Social Media	Facebook and YouTube						
Broadcast on 50 Years Celebration	Live Broadcast on Social Media						
Audience Feedback	-						

Post-Production:

Music Production:

We wanted a catchy tune so that it is stuck in people's heads. Hrituparna was in charge of the whole music production so we all communicated and researched together to come up with the best possible outcome. We were super excited when we read the initial lyric for the song. More of the music production process is written in Hrituparna's reflection.

Lyric Video Summary:

Our initial plan was to make a music video by the end of April but due to time shortage and Ramadan, we have decided to push the shooting to mid-May and make a simple lyric video for the initial phase. Our idea for the lyric video was to keep it simple and that is what we did. We used Canva for making the lyric video and used the colors of the 2 SDG goals we are trying to promote (Green and Orange) and used the brand guideline colors of 'হৃদাই হন বাজায় ভাদাই' (Black and Yellow) as we are using this slogan. Furthermore, we used Red too so that it can also have a connection to the traffic lights - green, yellow, and red.

Personal Reflection:

Anica:

To imagine that I was joking in class about making something like 'Tumi Ami Ar Danish' to actually produce music that has so much potential is just mind-blowing for me. I admire the teammates I worked with because they went along with my crazy ideas and trusted me. Without them, I do not think I would have been able to take on this challenge. I personally enjoyed researching during the pre-production period and then talking to various people about how we can approach the issue of noise pollution. When Kaniza and I read the lyrics my mother wrote we were still a bit lost about how we can compose the music and that is when Hrituparna came in and saved us. As Hrituparna worked on the music production, in the meantime Kaniza and I were coming up with the visuals, deciding on the location and people we wanted to cast for the video.

Overall the planning phase was fun yet challenging.

One of the greatest challenges we faced as a team was being able to complete this project on time. We wanted to make an actual music video which we will start shooting in the 2nd Week of May. Due to Ramadan, we had to change the plan. I also got to interact with many individuals like Royal Bhai for the Slogan and many others for being cast in the future music video. It was an amazing experience for me and I personally grew a lot due to this Entertainment Education Communication Course. I learned better how to approach a problem/issue in a creative and entertaining manner and it was fun experience for me.

I do not think I would have been able to complete this project all on my own. I can confidently trust Kaniza with her creative input regarding this whole project and Hrituparna with her amazing music composition skills. Every time I listen to the music, I get motivated to make this a successful work. Super proud of my teammates. Looking forward to making the actual music video and working with this team.

Hrituparna:

First of all, I would like to say It was a pleasure working with my teammates, Anica and Kaniza. From the beginning of this course, I knew I would produce a song for the final

submission, so when Anica and Kaniza came to me, I explained how much I would love to work on a music video, thankfully they trusted me and agreed. I was more than happy to join them, as I had very little knowledge of video production, and they are video production enthusiasts.

The days when we were planning and brainstorming, that phase went away like a dream. We enjoyed the class discussion and learned a lot of theories that we will be using in our visuals, we were doing late-night video calls, frequent meetings at Anica's place, tea stalls, having casual fun, and whatnot. We split our duties nicely. I remember while I was writing my part - company introduction, mission, vision, why should everyone choose us, what can be achieved by this entertainment content, etc etc, that time I was sitting in North End Coffee Roasters, alone and I got emotional. The fact that we actually started a brand new production house from a sketch and I named it 'YourFriend Production' makes me happy and proud. Later it was slightly modified to 'YourFriend Studio'.

After we were done with the proposal, I girded up my loins for the music production. We wanted to make a music video that would be equally entertaining and educational. We were clear about our goal, which helped me to figure out what kind of music I want to create. We already got a wonderful lyric from Shamsun Nahar Aunty, Anica's mother. Certainly, the song has to have a very happy vibe with a catchy tune so that the tune gets stuck in the audience's brain. The first stage in producing music was coming up with an idea or concept for the music. I had to be very mindful and careful about the message we want to convey, and the type of audience we are targeting- the drivers. Initially, I was thinking of a happy calypso tune, but later I decided to go for a rap. According to my small survey, drivers love rap music.

I did face difficulties. I wanted the music to sound professional, which can not be done in my home studio. I talked to some of my musician friends about collaborating with their studio. One of them agreed but he was extremely busy with his other work. He was repeatedly changing his schedules, which made me utterly frustrated because my work is getting delayed. At one point I gave up on him.

At this point, I asked for help from Aynus Tazwar bhai, who is a great musician and the owner of 'Studio Baksho' where I was doing my internship as an audio engineer. Aynus Bhai was kind enough to give me time from his busy schedule. To my surprise, he also convinced Shubhro Raha bhai to work with me. Shubhro Bhai is popular for his rock music and crazy beats. He is the owner of 'LMG Beats'. Hats off to Shubhro bhai, he made the beats so energetic that wants us to dance. The tune and composition creation was fun, we three were brainstorming together, receiving and giving opinions. After a lot of trial and error, we finally came to a decision that this is the final tune and composition we want. We added a beautiful melody with the rap, happy major chord progressions, and a soulful rhythm - in a word, nicely crafted music. The music demanded a bit more lyrics, so I wrote a few more lines and added them. We also decided to add a slight auto-tune effect to the music, as we were going through the popular songs that our targeted audience listens to, we discovered that they are mostly auto-tuned.

After composing the music, the next stage was recording the music. This stage involves capturing the sound of the instruments and vocals using microphones and recording software. The quality of the recording can greatly impact the final product, so it's important to have

high-quality equipment and expertise in sound engineering. We recorded everything in LMG Beats studio, really thankful to Shubhro bhai for helping me with the best equipment and resources, and arrangements. Not to mention these are really expensive which I got to use for free. There were three vocalists - the chorus was sung beautifully by Aynus bhai, the pre-chorus was sung by me and the intro rap was done by Shubhro bhai. I am personally a big fan of Aynus Bhai's vocals, his strong voice was the perfect suit for the chorus part. It was me recording their voice, it felt great taking their audio. My audio part was taken by Shubhro bhai.

My experience while singing - it might sound crazy but no matter how many times I have done it, I always feel butterflies in my stomach whenever I am in front of a microphone while recording. The feeling is always wonderful and to me, it is the best feeling in the world.

After we are done with our recording, the next stage is mixing and mastering the music which is yet to be done. This stage involves adjusting the levels and balance of the various tracks, applying effects, and enhancing the overall sound quality of the music. The mixing and mastering process can take a considerable amount of time and requires expertise in audio production, so we don't want it to be done in a rush and ruin the quality. We have a plan to start with the mixing mastering from the second week of May.

I can not forget those days when we were working crazy in that soundproof suffocating studio, that too in the scorching heat of summer. There were days we were all sweaty but still could not turn on the fan / ac as the recording is still going on and we can not afford noise. Producing music is a complex process that involves multiple stages and requires a wide range of skills and expertise. It's a creative and rewarding process that can produce a powerful emotional impact on listeners. Whether an experienced musician or just starting, producing music can be a fulfilling and worthwhile endeavor. While enjoying it to my core I am also hopeful it will create an impact on our targeted audience and everyone will like it.

I am really really grateful and thankful to Aynus bhai and Shubhro bhai. They are the saviors when I was in pure frustration. They are extremely talented and popular musicians in Bangladesh. It is hard to reach them, especially when they are handling an extremely busy schedule. They agreed to work with me, that too for free, which undoubtedly proves how humble and kind-hearted they are. It really means a lot to me.

This project was more than a three-credit coursework to me, I am not exaggerating when I say that. Making music is something I am really passionate about, and this project was like food for my soul. Never thought coursework would be so entertaining, all credit goes to our course teacher Sanjana Rahman, and also, my teammates Anica and Kaniza. Looking forward to working more!

Kaniza:

To be quite honest, I had absolutely no intention of having music as the course's ultimate product. Me and Anica enrolled in this course; we had heard little about it from our seniors and had a general idea of what we wanted to do. We initially thought of characters and animation style since we wanted to make animation. Since Anica and I don't have a lot of

musical experience, starting a music production was undoubtedly difficult for us. In this situation,

Hrituparna came in as a blessing. She has an immense love for music, which was evident from the project's results. Anica's mother, Aunty, was really helpful. We were able to get beautiful song lyrics because of her creative output. I can still picture us dining and making plans for the project while sitting at Anica's house. Aunty has always been eager and supportive of our projects. She stepped up to offer support when she learned about our struggles in creating a song for our project. We informed her about our project research, and the next day, to our surprise, she came in with song lyrics. It was easier to picture the music video once the final song was created, then we wrote the script. One of the major setbacks was not being able to make the music video due to the Eid vacation and other coursework pressure. For the music video, we have been discussing with people and recruiting cast and crew. Once pre-production is finished, we hope to start shooting. This course was more than a coursework for me. The materials I got to learn on how to make educational projects to bring a social behavioral change with a twist of entertainment, will be very helpful in my future endeavors. The adventure with Anica and Hrituparna has been fun. I'm hoping we can work on more projects together in the future.

Peer Assessment:

Anica Hossain:

Name	Grade	Explanation
Hrituparna Devmoni	10/10	<ul style="list-style-type: none"> ● Kaniza and I have barely any knowledge when it comes to music production so having someone like Hrituparna on the team was an amazing experience. ● She did an excellent job with the music and I could rely on her with any tasks that were assigned to her.
Kaniza Rahman Ananna	10/10	<ul style="list-style-type: none"> ● Her creative input and visualization skills have definitely helped us in the process. She gets most of the credit for writing the screenplay. ● Working with her has always been a fun experience for me and I can always rely on her when I am going through a hard time. She is there for me to cover up for my lackings.
<p>Overall thought: This was a well-balanced team who could support one another. I would love to work with this team again in the future.</p>		

Hrituparna Devmoni:

Name	Grade	Explanation
Anica Hossain	10/10	<ul style="list-style-type: none">● Leadership capability● Graphic designing skills● Edited the lyric video● Hosted at her place● Makes everything easier● Punctual
Kaniza Rahman Ananna	10/10	<ul style="list-style-type: none">● Creative● Always coming up with wonderful ideas● Wrote the script● Our screenplay hero and director of the video● Hardworking● Empathetic (My mother was admitted to the hospital while we were working on the project, Kaniza was always concerned about her and asked about her health regularly. I really loved this side of her, gave me mental support in my tough times.)
Overall thought: Our team is really well-balanced and complements each other. I am proud of our team and would love to work with them again.		

Kaniza:

Name	Grade	Explanation
Anica Hossain	10/10	<ul style="list-style-type: none">● Insightful, communicative, and punctual.● A creative leader who made sure everything was on track according to the timeline.● Resourceful and hosted the meetings at her place.● Anica is the friend who always has my back in any situation.
Hrituparna Devmoni	10/10	<ul style="list-style-type: none">● She did a wonderful job of making the soundtrack so professionally. It was out of my expectations.● She is a great team player and an amazing musician.
Overall thought: I'd say it was a well-balanced team.		

Production Stills:

The pre-production included researching, brainstorming lyrics and concepts, and then finally writing the script. We did both online and offline brainstorming sessions via video call and the meetings took place at one of our teammate's home. We have also attached images from the recording studio when we were composing the music.

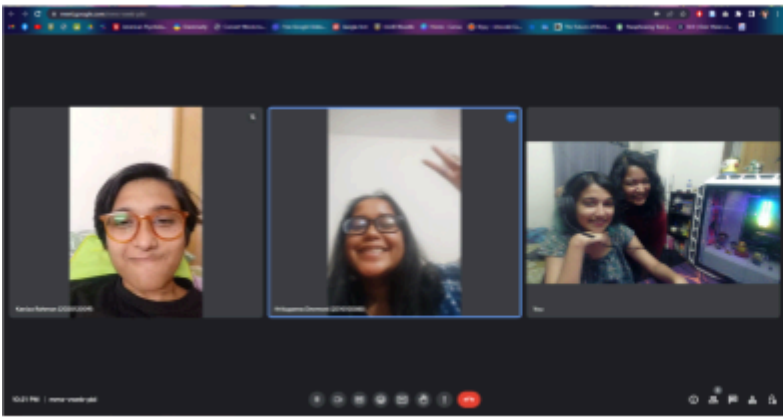
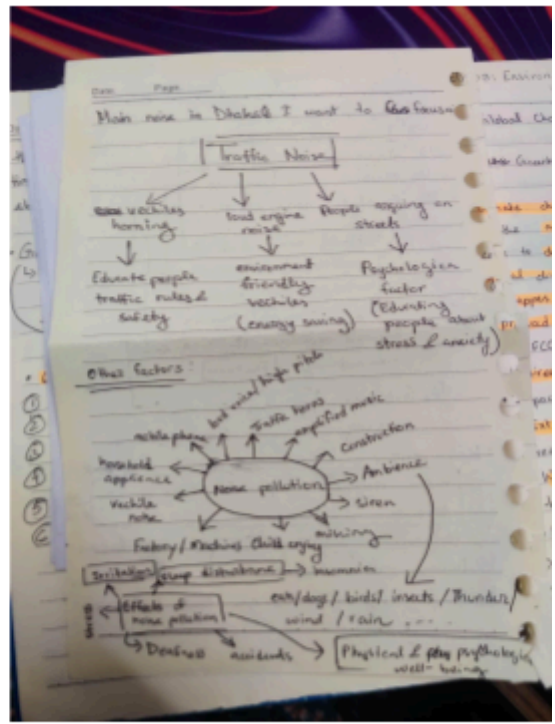
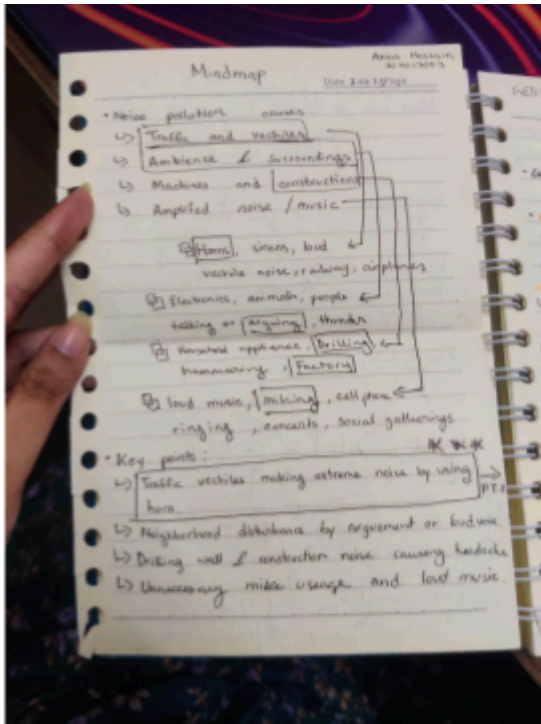


Image 16.9: Notes and Production Stills

Production Book Contact Page:



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Self-reflection:

This was a deeply informative and enjoyable experience, being personally interested in music and production, this project greatly helped me hone my lyrical and video editing skills & helped me learn how to communicate through entertainment. I also learned the ins and outs of making a production book and exposed me to the rigours of producing a song and music video from scratch.