SOUND WITH STUDENTS

MAJORING IN MULTIMEDIA COMMUNICATIONS AT FPT UNIVERSITY

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CAPSTONE PROJECT CODE: GRA497_G7

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ABSTRACT

As everyone can easily see, the sound is an indispensable component in human life, sound as a language helps people understand each other. From the sound, we have music, assisting the children in understanding each other. With sound, people relax, share, connect, etc. In all fields, there is always sound, whether artificial or natural, which is equally important.

In the academic field, instead of just reading dense books, listening to teachers give lectures, watching live video lectures, etc., will mainly help learners feel more receptive. For a specific example, in April 2017, a group of students from Pham Ngoc Thach Medical University (HCMC) set music for the poem Song - Xuan Quynh and filmed an MV that attracted hundreds of thousands of views on Youtube. The music score received a rain of praise from the online community for the creativity of young people, and it also made the soldiers and students feel that learning by heart was more interesting.

Because of such importance, people always want the sound to be more and more perfect, and the most advanced techniques are applied in sound processing technology only to satisfy the "hearing" of people. People. All products create the effect of "hearing," and the result is always sound, so to properly assess the quality of an audio recording/playback product, its quality judges it. Audible volume.

Since then, our group - BB Production (K14 Multimedia Student, FPT University), conceived, implemented, and developed a project called: Sound with students majoring in Multimedia communications at FPT University.

In this project, we have implemented three key ideas which are:

Creation and development of music channel BB Production

Production of the soundtrack and background music for the Coursera course

Project "BB Share" (additional to SDP 201)

Our project follows four main criteria:

Novelty: This is a pioneering project in the field of media production at FPT University, Hanoi. The project is not only Media Production but also Research, Media campaigns. Besides the sound products for RMC and MED courses on Coursera, the MV FU Cover Session series creates a playground for FPT students. The unique thing is that FPT students are directly involved in the production and interaction.

Practicality: Our project creates a media publication to promote FPT University. Moreover, allowing students to participate in the project as a practical session may have the ability to apply the theory learned in practice. And also a premise to lock down to do more Sound production projects

Social humanity: The project creates opportunities for "non-specialist singers" to have the opportunity to develop standard music products with complete professional production stages. They are spreading everyone's love of music, the stories people want to share, and show that sound and music are great things in life.

Science: During the project and research process, our team used research methods to develop specific plans and measure results to evaluate product and communication effectiveness. The production book has been checked for plagiarism using Grammarly Pro software with good results, with about 96% original. In addition to the elaborate design, we present the Production book's detailed structure and content according to scientific research work standards.

The production book consists of four chapters and a detailed presentation of our work items in the project. Our group has complied with the requirements set out for the graduation project under the guidance of FPT University.

Finally, the project's activities, products, and communication campaigns are successful. Our team has received a lot of praise and positive feedback from everyone involved in the project. Everyone, including many other entities, partners, and the public, is interested in what we have done.

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CHAPTER I
INTRODUCTION

Overview: Chapter I will overview BB Production, our work, roles, and topics in this Capstone Project. Along with that are the theoretical bases that we used to complete the topic, including the Theory of Sound Production, Sound Production software (DAW), Video Recording theory, and theoretical bases of Communication Campaigns.

1. PROJECT INTRODUCTION

1.1 Name of the Capstone Project

English name:
Sound with students majoring in Multimedia communications at FPT University.
Vietnamese name:
Ngôn ngữ âm thanh với sinh viên ngành truyền thông đa phương tiện đại học FPT.

1.2 Project Introduction

When it comes to advertising and communication, most people will think of videos, graphics, and things related to motion. Sound also contributes significantly to the message transmission process. Different from sound, performing images can be easily expressed through images visually, making it easier for learners to visualize and grasp. In addition, media students still tend to focus more on learning video and image production skills than audio because the sound is a difficult skill to access.

Project: "Sound with students majoring in multimedia communications at FPT University" aims to show that sound is an important language in communication, and at the same time create a playground for music enthusiasts who love the sound. A place

where students, alumni, staff,... can freely express their talents right on campus with their own voices. At the same time, through two social media platforms, Youtube and Facebook BB Production, with online content sharing about FPTU students' thoughts on music, knowledge sharing, work sharing, etc.

The project will focus on the following three works:
- Overview of sound as a multimedia language. The role of sound in multimedia communication.
- FU HN students and music activities.
- Production:

    - Created the FU - Cover Session campaign exclusively for FPT university students (main activity)
    - Support products for SDP201 (to turn this subject into a blended form, combining online and offline)
    - Set of soundtracks, background music, and cut music for MED and RMC courses on Coursera

The project is implemented by BB Production and reported results from August 30 to December 5, 2022.

1.3 Reasons to choose this project

FPT University has many large and small events for students, but there is not really a close and accessible playground for the majority of students, alumni, staff, and new students. Bringing sound closer to students not only theory but also many interesting hands-on activities. This is a great opportunity for the team to apply what they've learned to a real-world project. Through this project, the team can learn and gain more experience in planning and executing a media project campaign. Moreover, the team has the ability to successfully carry out a project and complete the Fall 22 Semester

Project Projects that match the team's experience:

All members have experience in event organization, communication, and production export. Experience in media and event management. The team has enough knowledge to implement a media product, and a communication campaign As students of the FPT Education Organization, our team also understands the spirit and core values of FPT Corporation such as: constantly innovating and creating. Therefore, it is convenient for us to communicate and carry out projects. The team has worked together on several other real projects.

1.4 The novelty of the project

This is a pioneering project in the field of media production at FPT University, Hanoi. The project is not only Media Production but also Research, Media campaigns. Besides the sound products for RMC and MED courses on Coursera, the MV FU Cover Session series creates a playground for FPT students and the unique thing is that FPT students themselves are directly involved in the production, interaction, and Built with what BB produces

1.5 The contribution of the project

Our project creates a media publication to promote FPT University. Moreover, giving students the opportunity to participate in the project as a practical session, may have the ability to apply the theory learned in practice. And also a premise to lock down to do more Sound production projects

1.6 Project Overview

1.6.1 The Current project

Phase 1:

"Vao Thu" (September 16, 2022 - September 20, 2022):

Produce 1 issue in 1 week for the FU Cover Session channel. Initially, the students were connected in advance to experiment with shooting, singing, and choosing music.

Receive requests to produce the soundtrack, background music, and cut music for MED and RMC courses on Coursera. Brainstorm ideas and resources to execute.

Conceptualizing the production of "Supporting product for SDP201" called "BB Share".

Phase 2:

"Chuyen Cua Mua Thu" (March 10, 2022 - October 31, 2022):

Open the application form, survey, and expand the audience to participate in the FU Cover Session.

Start collaborating with Cayz Production on sound production and working with Cayz Production on BB Share and a few small music-related projects.

Complete audio project for Coursera, focusing entirely on projects created by BB Production.

Phase 3:

"Late Autumn" (November 1, 2022 - December 5, 2022):

Increase 2 episodes/week, perfect background music production, and add academic content.

Upload "BB Share" to BB Production's Youtube channel.

Collect quality surveys of the FU Cover Session project.

1.6.2 The Proposed project

The project proposes to build a series of products related to the media industry in general and the audio industry in particular. Raise awareness and attractiveness of some theoretical subjects of the media industry through integrated communication channels for the target audience of all students, alumni, and teachers and doing at FPT university Ha Noi.

1.6.3 Boundaries of the project

The project's communication campaign focuses on students, graduate students, and lecturers studying at FPT University. Promote images through social networks combined with word of mouth.

This is also a meeting place for students who love the media industry and want to learn about the Sound production process or a student media campaign.

1.7 Team's role in the project

We are mainly responsible for the ideation and execution of the communication campaign for all three phases of the project. First, we conduct pre-campaign research, develop big ideas and content direction, and find participants and critical messages for the entire project plan.

Second, we support the development of scripts and content for the campaign's series of activities (Dau Thu; Chuyen Cua Mua Thu; Cuoi Thu). We also produce productions, including video, recording, and scripting.

Finally, in the final phase of the project, we measure the project's communication and product performance

2. THEORETICAL BASIS APPLIED TO THE PROJECT

2.1 The Basics of Sound Production

2.1.1 Definition of sound

Simply speaking, the sound is a disruption of molecules. These molecules might be those of air or those of solid substances. You get a disruption that is heard when any type of incident occurs that pulls these mediums out of their relaxed condition and pushes them to vibrate.

The molecules are crushed together when a disturbance occurs, and they then scatter away from the disturbance site in all directions. These agitated molecules will collide and disperse in compressed waves. They will leave a region where there are less molecules in their wake. The particles will return to a calm condition unless the disruption is maintained. This elastic medium is required for the existence of sound.

Figure 1 Difinition of Sound

Air is an extremely elastic material that is also quite simple to disrupt. Although it has some flexibility and can transmit sound, a wall is far more stiff. Because the molecules in a wall are so close together, a hammer blow will travel through it more quickly than it would in air. However, because a wall is more rigid, the vibration will degrade much more quickly.

Quantifying Sound

When working with sound, scientists use words that describe sound's physical characteristics. Just a few include sound's frequency, pitch, amplitude, wavelength, and speed. These foundational audio terms are described in the paragraphs that follow.

The Sound Wave

Describe a sound wave. Water waves and sound waves are comparable. If you imagine a wave in water, the cycle would begin with the initial wave breaking above the surface, continue with a wake breaking below the surface, and terminate with the breaking of the following wave. The distinction is that, unlike water waves, sound waves propagate outward in all directions.

The cycle of compression and rarefaction culminates in a sound wave. Similar to the wave above the waterline, the compression portion of the wave is made up of a collection of tightly packed air molecules. The separation of air atoms, like the wake that follows below the waterline, is known as rarefaction. Like water waves, sound waves also occur in succession, with the later waves becoming progressively weaker over time.

Frequency

The number of wave cycles that take place in a second is known as frequency. Only a frequency range of 20 cycles per second to 20,000 cycles per second may be perceived by our hearing processes. The lowest bass frequencies and highest treble frequencies that humans can detect are defined by this. Hertz is the name of the unit of measurement.

In actuality, the majority of people are unable to detect sound at this complete spectrum. Most people don't even have to. The range of the human voice is well within these restrictions. We are most sensitive to these frequencies because they govern our capacity for verbal communication.

Pitch

Pitch is another element of audio. The majority of sounds typically communicate via a complicated spectrum of frequencies. Pitch is the musical value that an individual frequency can acquire when it stands out. A frequency's relative highness or lowness is referred to as its pitch. There are a number of additional pitches that can be used to define musical scales, chords, etc.

Amplitude and Loudness

Amplitude is the next fundamental word in audio. This word refers to how loud or quiet the sound we were listening to was. The loudest and softest noises we can detect are constrained, much as the frequency range of human hearing.

The thresholds for hearing and pain are those boundaries. In an acoustic environment, sound pressure level, which is measured using a decibel scale, is the main indicator of amplitude. The loudest sound we can perceive with any degree of accuracy is 120 dB SPL at 0dB SPL.

Despite the fact that we can hear at volumes higher than 120 dB SPL, the sensation overexcites our hearing mechanism and results in distortions that could irreparably harm our hearing. The pain threshold is regarded as 135dB SPL. You would become permanently deaf at 150 dB SPL.

Wavelength and Speed of Sound

Basic words in audio include wavelength and sound speed, which are interdependent. The speed at which a sound wave travels determines the length of a specific frequency wave.

Longer wavelengths correspond to lower frequencies. Wavelengths are shorter at higher frequencies. Simple math is used to find this. Calculate the distance that sound travels in one second by multiplying it by the number of cycles that take place during that same second.

At 70 degrees Fahrenheit, sound travels at a speed of 1130 feet per second. If you divide 100 by 1130 to find the length of a sound wave at 100 hertz, the answer is 11.3 feet. That is the length of time needed for a 100 hertz waveform to go through one cycle of compression and rarefaction.

By dividing 10 feet by the speed of sound, you can also apply the same arithmetic to determine what frequency is equal to that distance. 113 Hertz is equivalent to 1130 divided by 10. The acoustic materials used to manage those frequencies in a recording environment and the physical construction of recording studios both heavily rely on this fundamental logic.

2.1.2 Phase in the music production

"When it comes to music, the term "Sound production" covers everything from the initial songwriting to the final mastering of a piece of music (and everything in between). Modern music producers typically oversee the entire creation of a piece of music, filling many roles and responsibilities along the way. But, music production can involve several people handling different aspects to help create the finished work. Below, we'll break down each phase in the music production process."[1]

Figure 4 Song Writing - Phase in the music production

Figure 3 Arranging - Phase in the music production

Figure 2 Recording - Phase in the music production

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[1] *AudioSet Google*. Available at:
https://research.google.com/audioset/ontology/music_genre_1.html?fbclid=IwAR3pLpZ_5P380H9H22uk
vLqntDc-DHfGoWbUEyl_8h7lM0kzXaLz_RIG1e0 (Accessed: December 6, 2022).

PHASE IN THE MUSIC PRODUCTION

EDITING

After all parts of a song have been recorded, an audio editor will comb through all the takes to choose the best ones. Often, they will perform a process called "comping" where they take only the best parts of each take and splice them together into one final audio track.

"Texture is very important. Just the feel of everything. It's not always about recording everything in pristine quality and having everything mixed where it's absolutely perfect. It's more about a vibe."
- Washed Out

During this process, they'll also clean up the audio using software to remove any unwanted background noise or anything else that may be problematic like breaths, amp noise, and fret squeaks.

B3

PHASE IN THE MUSIC PRODUCTION

MIXING

Mixing refers to the process of making sure all the instruments in a track sound good together. This step is normally done by a mixing engineer using a DAW (or Digital Audio Workstation) and various mixing plug-ins.

"Music is not math. It's science. You keep mixing the stuff up until it blows up on you, or it becomes this incredible potion."
-- Bruno Mars

The mixing engineer's goal is to polish up all the audio and get it to fit together using tools like EQ, compression, reverb, delay, panning, etc.

B3

PHASE IN THE MUSIC PRODUCTION

MASTERING

Lastly, the track can get sent to the mastering engineer or the artist can master their own music with tools like Master Assistant. Their goals involve quality controlling the track, performing tonal balance for optimal sound translation.

"The actual producing, mixing, and mastering is hard work, harder than what I do."
- Mandy Moore

Bringing the volume of the track up to industry standards for loudness, while sticking as true to the original sound of the mix as possible.

B3

Figure 7 Editing - Phase in the music production

Figure 5 Mixing - Phase in the music production

Figure 6 Mastering - Phase in the music production

2.1.3. Applications of sound production

Sound production isn't just limited to music. The film, podcasting, and video game industries also require a fair amount of sound production work. Everything from composing an emotional film score to recording foley on set to designing sounds for imaginary creatures to editing dialogue for a voiceover falls under sound production.

Careers in Sound Production

In today's world, there is an abundance of good production work needed. The scope of good production is quite vast, but here is a list of a few popular career options in the field:

Careers in Sound production

In today's world, there is an abundance of Sound production work needed. The scope of Sound production is quite vast, but here is a list of a few popular career options in the field:

Figure 8 Careers in Sound Production

2.1.4 Types of music

Music genre

Portmanteau classes are useful for recognizing and grouping related musical artists and records. They hold categories that describe musical styles or classifications.

Pop music

A popular music style that first appeared in the West in the 1950s and 1960s. Pop music is diverse and frequently incorporates elements from different genres, including urban, dance, rock, Latin, and country. Songs often range in duration from short to medium and have hooks, catchy melodies, and repeating choruses.

Hip hop music

Rap, also known as hip hop, is a kind of music that originated in the 1970s in the United States and is frequently used to accompany speech that is rhythmic and rhymes ("rapping").

Rock music

A category of popular music that began, evolved into a variety of styles in the 1960s, and continued to grow after that. Rock lays a greater focus on musicianship, live performance, and an idea of authenticity than pop music does.

Rhythm and blues

A style of popular African-American music with a powerful, relentless rhythm that began in the 1940s as urbane, rocking, jazz-based music. Themes of successes and failures in terms of relationships, independence, economy, goals, and sex are extensively emphasized in the lyrics.

Soul music

A popular musical style that incorporates elements of jazz, rhythm and blues, and African-American gospel music.

Reggae

A kind of music that first appeared in Jamaica in the late 1960s and was heavily influenced by traditional mento, American jazz, and rhythm and blues. It is easily recognized by the contrast between the bass and drum downbeat and the offbeat rhythm section.

Country

A kind of American popular music with roots in folk, blues, and western music. It frequently consists of ballads and dance melodies with straightforward structures and harmonies, backed by predominantly string instruments such banjos, electric and acoustic guitars, dobros, fiddles, and harmonicas.

Funk

A kind of music that first appeared in the 1960s when African American artists developed a rhythmic, danceable new style of music that downplayed melody and chord progressions in favor of a bass line and drum beat.

Folk music

A musical style that emerged from traditional music during the folk revival of the 20th century. Old songs with no recognized authors are one definition that is frequently used. Another definition is music that has been played by custom for a long time or that has been passed down orally over time.

Jazz

A musical genre with a performance focus that emerged from African American communities in New Orleans in the late 19th and early 20th centuries as distinct traditional and popular musical styles. These styles were all connected by a shared musical ancestry between African Americans and European Americans.

Classical music

Between around the 11th century and the present, there has been a significant production of art music that is derived from or founded in the Western musical traditions, encompassing both liturgical and secular music.

Electronic music

A broad range of musical styles that lean heavily toward popular and dance music, with synthesizers and other electronic instruments serving as the main sound sources.

Music of Latin America

Latin American music includes a wide range of musical genres, such as son, rumba, salsa, merengue, tango, samba, and bossa nova.

Blues

African American work songs and European-American folk music served as the foundation for this genre and musical style, which was created by African Americans in the United States around the turn of the 20th century. The call-and-response rhythm, the blues scale, and certain chord progressions—of which the twelve-bar blues is the most popular—define the blues form, which is widely used in jazz and rock & roll. The trance-like rhythm is strengthened by blues shuffles or walking bass, which creates a groove effect through repetition.

Music for children

Children's music is frequently performed with the intention of teaching children through entertainment about different cultures, appropriate behavior, knowledge, and skills.

New-age music

A style of music used by listeners for yoga, massage, meditation, and reading as a stress-reduction technique or to create a calming environment, with the goals of inspiring creativity, relaxation, and optimism. both electronic and acoustic forms are included.

Vocal music

Music in which the main focus is the singing performed by one or more singers, either with or without instrumental accompaniment.

Music of Africa

Music that is obviously of African origin or has a strong African influence. This encompasses a wide variety of musical traditions due to the size of the continent.

Xylophones, drums, and tone-producing devices like the mbira or "thumb piano" are common percussion instruments used in Sub-Saharan African music.

Christian music

Music composed to convey a community's or an individual's belief about the Christian religion and way of life. Globally, its forms vary greatly depending on culture and social situation.

Music of Asia

Asian countries in Central, Southern, and East Asia that have a wide variety of musical genres.

SKA

A kind of music that has its roots in Jamaica and was created in the late 1950s by fusing American jazz and rhythm and blues with calypso and mento from the Caribbean. A strolling bass line and off-beat rhythms give it its distinctive sound.

Traditional music

Ancient musical genres with roots in a particular culture that are well-known to its members, typically without official notation or description..

Independent music

Music produced without the assistance of major record labels, possibly using a DIY method for recording and publishing. Independent music of this genre is also referred to as indie, regardless of the actual production source.

2.2 The Basics of DAW

The basic of

DAW

BB Production uses 3 DAWs including Adobe Audition, Audacity to record. Ableton Live for composing, recording, and mixing.

Plug-in

Virtual Instruments
Mixing
Vst effects
Mastering

01 **Automation**
The most popular use of automation in mixing is to adjust the volume of a track. For example, it allows you to bring an instrument to the forefront for a moment and fade it back out when the lead vocal comes back in.

02 **Midi and Virtual Instruments**
MIDI stands for Musical Instrument Digital Interface. In the early 1980s a number of music technology companies collaborated to develop a universal language for the communication of musical information between computers and instruments or other music related hardware.

What note you play
• How hard you hit it (velocity)
• When the note starts (attack), how long you hold it down for (sustain), and when it ends (release)
• Pedal/s
• Curve-based information like Mod and Pitch Wheel (Continuous Controller Data)
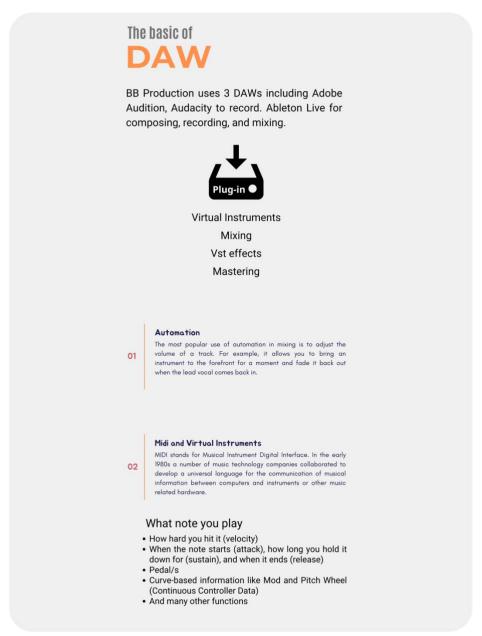• And many other functions

Figure 9 The Basic of DAW

2.2.1. Overview

Users can record audio on a personal computer using music production software called a digital audio workstation (DAW). Both the Mac and Windows operating systems are compatible with DAW software. Among other things, it is employed for audio

recording, editing, mixing, and mastering. Professional recording studios and home studios both use DAW software to power their sessions.

BB Production uses 3 DAWs including Adobe Audition, and Audacity to record. Ableton Live for composing, recording, and mixing.

2.2.2. Plug-Ins

When creating music, a plugin is a sort of software that you may launch inside of your DAW (digital audio workstation). Whether you're using Ableton, GarageBand, or another well-known program to put the stems of your most recent masterpiece together, a DAW may be found there. VST instruments and VST effects are two distinct plugin categories that, for the most part, can be thought of as having equal importance inside the studio.

Utilizing the original sound libraries of each VST, musicians may create fresh and intriguing sounds utilizing VST instruments like Serum, Massive, Sylenth, and others. You may select a basic sound in these apps, alter parameters like reverb, delay, and distortion, and then create melodies or backing chord progressions utilizing the sounds you created in the piano roll of your DAW.

Contrarily, VST effects are applied to the sounds or music you've previously produced during mixing. These kinds of plugins are used for EQing, compression, filtering, reverb, delay, and other things. These plugins frequently have interfaces that mimic the gear seen in a studio rack, which can be intimidating for many newcomers.[2]

2.2.3 Automation

Automation is the process of automating, which entails delegating some or all of your work to a robot or computer. Automation in music production refers to having a DAW (such as Logic Pro X, Pro Tools, Ableton, etc.) gradually carry out duties for you, including manipulating knobs, faders, and switches.

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[2] *AudioSet* (no date) *Google*. Google. Available at: https://research.google.com/audioset/ontology/music_genre_1.html?fbclid=IwAR3pLpZ_5P380H9H22uk vLqntDc-DHfGoWbUEyl_8h7lM0kzXaLz_RIG1e0

The most common application of automation in mixing is to change a track's volume. For instance, it enables you to briefly emphasize an instrument before fading it back out when the lead vocal enters again.[3]

2.2.4. MIDI and Virtual Instruments

Many individuals mistakenly believe that MIDI is the vintage synth, melodic beeps, and bleeps they heard in vintage video games. Technically speaking, this is incorrect because MIDI is musical data rather than *SOUND*. In the image above, do you see how strangely resembling a music box spindle or an antique piano roll are all the little dots and dashes? Those notes are MIDI.

Musical Instrument Digital Interface is what MIDI stands for. A number of music technology companies worked together to create an international language for the exchange of musical data between computers and musical instruments or other music-related hardware in the early 1980s.

Many different types of musical activity can be detected, recorded, or transferred using this digital music language (MIDI), including:

- What note you play
- How hard you hit it (velocity)
- When the note starts (attack), how long you hold it down for (sustain), and when it ends (release)
- Pedal/s
- Curve-based information like Mod and Pitch Wheel (Continuous Controller Data)
- And many other functions

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[3] *AudioSet* (no date) *Google*. Google. Available at: https://research.google.com/audioset/ontology/music_genre_1.html?fbclid=IwAR3pLpZ_5P380H9H22uk vLqntDc-DHfGoWbUEyI_8h7lM0kzXaLz_RIG1e0 (Accessed: December 6, 2022).

Any instrument that is run or played virtually... on computers is referred to by the general term "Virtual Instruments." Sampled instruments, software synthesizers (as opposed to hardware synths), and modeled instruments are examples of subsets of virtual instruments.

This method has the benefit of allowing you to use REAL INSTRUMENT SOUNDS WITHOUT LIVE RECORDINGS! The problem with this method is that, despite the fact that the sound is authentic, the virtual performance might sound incredibly fake and stale since the way the performance is created cannot or does not always accurately imitate what the real instrument performs.

2.3 The Basic of Video Recording

2.3.1 Overview

Long shot:

- Extreme Long Shot (XLS/ELS)
- Very Long Shot (VLS)
- Long Shot/ Wide Shot (LS/WS)

Long shots, also called long shots, are often used as shots in movies because they usually define a scene and the location of characters within it. It also includes most of the Some of the most famous and famous scenes in the movie are those shot as Long as He shots. Additionally, "shooting a film only from a distance that only includes long takes can create a sense of separation between the film itself and the audience. For example"[4], his Oscar-winning 2019 film Roma was shot exclusively in a series of long shots. The film's techniques make the audience feel isolated, as if they are only allowed to be spectators of the story presented rather than immersed in the story being told.

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[4] *AudioSet* (no date) *Google*. Google. Available at: https://research.google.com/audioset/ontology/music_genre_1.html?fbclid=IwAR3pLpZ_5P380H9H22uk vLqntDc-DHfGoWbUEyl_8h7lM0kzXaLz_RIG1e0 (Accessed: December 6, 2022).

Medium shot

- Medium Long Shot (MLS)
- Medium Close-up Shot (MCU)
- Medium Shot

A medium or waist shot indicates that the shot was taken at a medium distance from the subject. "It's often used for back-and-forth dialogue within a scene, as it allows the viewer to have a solid view of each character in the film" [6]. This shot is called a "sweet spot" shot because you can see both the details of the subject and the environment in which the scene takes place. Therefore, "using Medium shots can show the viewer the body language of the characters in the film and their interactions with the surrounding environment." [6]

Close-up

- Close-up
- Close-up (CU)
- Big Close-up (BCU)
- Extreme Close-up (XCU/ECU)

A close-up is a close-up shot of a person or object in order to capture the details of the subject. This shot is usually used to frame the character's face, so "it takes up a large part of the screen, allowing the viewer to see what emotion is being conveyed." Close-ups not only evoke the emotional states of characters, but they also help reveal details and information about objects and movie settings. For example, "close-ups are often used to show the audience that they should pay attention to certain themes or symbols that run throughout the film." [6]

2.3.2 Basic shot type

Camera movement

- Pan is the movement of the camcorder around the tripod coordinate axis vertically (Tilt) or horizontally (Pan). Panning is the movement created when we mount the camera on a tripod (tripod head).

Lens movement

- Zoom is only available for camcorders with interchangeable lenses. The way to do it is to rotate the zoom ring up or down to change the focal length of the lens. Zoom is often used to emphasize (focus) an object, a detail in a context.

Depth of field

- Changing the focus range in movie shooting is also a movement. When changing the focus ring (focus ring), the emphasis on the character in the movie also changes, thus bringing new information to the viewer.Changing DOF is also used to emphasize, focus the viewer's attention on a certain detail.

2.3.3 Lightning

Lighting is a very important factor in filming, movies can only be recorded when there is light. It is the job of the cinematographer to manipulate the light to match the camera (a technical device created by the principles of physics) to get the best images.

a.Processing of natural light in movie shooting
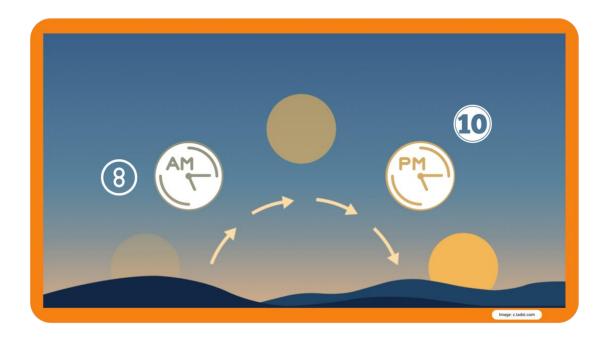
Figure 10 Golden Time for Filmming

Natural light is light produced by natural light sources such as the sun and moon. However, the quality of light from the moon is too weak and not enough for filming, so we only care about handling sunlight when filming.

Sunlight between 8:30am – 10:30am, 13:30pm – 3:30pm, is the best light of the day for filming.

Midday light often makes the character's face shapeless (flattened).

Sunrise and sunset lights are often used for artistic purposes when shooting backlit. The character's image is just a symbolic black figure, the face is not clear.

b. Artificial light

Artificial light is light from man-made light sources such as: light from halogen lamps, light from flashlights, street light, light in the studio, ... Most types of artificial light

used in film and television studios fall into four basic lighting points: key light, fill light, fill light. backlight and background light.

Key light: The main light source in the studio lighting setup. The key light is placed at an angle of 45 degrees from the camera to the subject axis. The main light source is usually strong and bright.

Fill light: A light source that reduces the shadow that the main light creates on the subject's surface. The Fill light is placed at an angle of 45 degrees relative to the axis from the camera to the subject, symmetrical with the Key light across the axis from the camera to the subject and has a lower intensity than the key light (usually half of the key light). . Fill light sources are usually soft and subdued.

Back light: Light placed behind the subjects, lighting the back and hair, separating the subject and highlighting the subject from the background. The Back light is projected symmetrically with the Keylight through the subject, as strong as the Key light. Note that, only shine the Back light on the back and hair of the subject, do not let it shine in front of the subject.

Background Light: A light source that shines on the background behind the subject, which can be the background or the background. This light source is strong or weak depending on each specific content of the scene that the script requires.

2.3.4. Camera Framing

Camera framing overview

Frame composition is the arrangement of characters, objects, arrays, blocks, colors, and lighting in the frame (seen in the viewfinder) when filming according to certain rules.

The framing methods in filming are all inherited from photography. Therefore, knowledge of frame composition in photography is very useful in filming.

There are many rules of composition, but there are three most basic rules that videographers must know: the rule of horizon, the rule of thirds, and the rule of view.

Skyline Rule: The horizon line is the line of intersection of the earth and the sky when we spread our view into the distance, it is horizontal separating the ground from the sky. The horizon line should always be parallel to the top and bottom edges of the frame. Do not let the horizon cross and skew the frame. If you want to get a lot of sky, put the horizon line on the bottom half of the frame. Avoid (or never) place the horizon in the center of the frame.

1/3: We divide the shape into three parts horizontally and along imaginary lines. The rule of thirds is to place your character at the intersection of imaginary lines and on imaginary lines. These points and lines are called strong points and strong lines in the frame. No one can explain why, but almost all photos apply this rule or slightly vary it. According to this rule, also never put the character in the center of the frame.

Rule of vision: The point of view here is the character's point of view. The rule of direction is to always let the character's gaze point to the side with more space (front) in the frame. The rule of vision extends a bit and also applies to the direction of movement of characters and objects. When turning, a moving car or a train going forward, ... always have to leave more space in front of them than behind (at least 2/3 of the way behind). frame) - then the picture has a way out, the viewer has the feeling that the character is going up, moving forward, towards a large area.[5]

2.4 Communication Campaign

2.4.1. Communication Campaign Definition

According to Theory and Principles of Public Communication Campaigns (Charles K. Atkin and Ronald E. Rice): "Public communication campaigns can be defined as purposive attempts to inform or influence behaviors in large audiences within a specified time period using an organized set of communication activities and featuring an array of

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[5] https://www.learn.film/

mediated messages in multiple channels generally to produce noncommercial benefits to individuals and society"

2.4.2. Planning a Communication campaign

A communication strategy is a tactical guide for distributing unified, coordinated, and targeted messaging to meet predetermined objectives. To create a successful communication plan, take the following seven steps:

Set objectives.

- What do you want your communication efforts to achieve? List your communication plan's broad objectives. Your project goals should complement and be in line with these objectives.
- Determine your objectives and target populations.
  Consider these inquiries when identifying target audiences:
- Who are the primary and secondary target audiences?
- Who needs to hear your message and should care about it?
- Who is discussing this issue (for instance, educators, parents, the media, and decision-makers)?
- Who has written on this subject (such as journalists, bloggers, or researchers)?

  Goals for each target audience's communication For example:
  Raise awareness: Create awareness of a problem, a benefit, a method, a thing, etc.
  Increase understanding and reshape views and perceptions to alter attitudes.
  Encourage action: Encourage others to carry out particular acts.

Craft key messages.

To create the main messages:
- Summary: Summarize your main ideas in a one-paragraph essay. Frequently, this language will serve as the foundation for documents like press releases and e-blasts.

- Key points: Next, condense the summary's main points into three to five brief statements.
    o Each key message should be built around a single concept.
    o Connect each key statement to a few communication objectives or audience goals.
    o Concentrate on the points that the audience will find most interesting, valuable, or relevant.
    o Consider how you could rephrase each message to make it more intriguing and pertinent. How, for instance, may the message be headlined?

Determine communication strategies.
- Your target audience: Look into the platforms and goods your target markets utilize and favor. For instance, certain groups could use social media more often than others.
- The key message: Match the message's platform. For instance, Twitter is effective for breaking news and announcements, press releases are effective for informing the media, infographics are effective for showcasing procedures and important discoveries, and videos are effective for telling stories.
- Your sources include the following: Resources are needed differently depending on the strategy. For instance, social media is quick and cheap, whereas conferences and movies take more time and money.
- Utilize your audience objectives and key messages to direct content production and storytelling once you've chosen your tactics. Repurpose and modify your content for various platforms and products to stay on topic.

Develop a dissemination and outreach plan.
- Channels: List the channels for disseminating your communication content and goods (such as your mailing lists, listservs, social media accounts, newsletters, and websites).
- Outreach list: List the people, groups, and networks that should be targeted and used for outreach. For a list of stakeholder groups you might wish to include, see

page 1's list of target audiences. You might wish to start compiling this list as soon as possible.

- Media kit: To assist spread the word about your message, put together a collection of example items. In addition to visuals, this package could contain social media updates, an e-blast, a newsletter, or a website item.

Send this package to people and organizations you know, and ask them to disseminate the information using their own networks.

- Media outreach: Write a press release if newspapers, radio, or television might be interested in your issue. Be careful to explain why your subject warrants news coverage. Then, give media outlets, reporters, and bloggers the press release and your media kit.

Create a timeline.

What time will each action occur? Create a schedule to control your communications' planning, production, and distribution. This schedule has to specify when each action will happen and who will be in charge.

Measure the results.

Audience involvement and effective messaging
- Do we engage and reach our target consumers effectively?
- Are our communications being remembered and repeated by our target audiences?
- Are the expected results being achieved by our messaging?

Strategic narrative and messaging
- Do we efficiently repurpose content for various consumers and distribution channels?
- Is our messaging consistent across all of our platforms and communication products?
- Do our audiences find our messaging emotionally engaging?

2.4.3 Conducting Research

Broom and Dozier, in their book Using Research in Public Relations, suggest 'Research is the controlled, objective, and systematic gathering of information for the purpose of describing and understanding.'

Information and data must be gathered and analyzed before any communication campaign is started. After finishing this first stage, a business may start formulating policies and formulating plans for efficient communication initiatives. Research is also required to evaluate a communication plan once it has been implemented. The results of an evaluation may lead to higher levels of accountability and trust among senior management.

Different varieties of investigation can be implemented to help an organization achieve its goals and meet its information requirements. The type of study to conduct is very dependent on the issue and situation. Time and money, as well as the perceived importance of the situation, are always important considerations. As a result, before forming a research project, many questions should be asked and answered:

What exactly is the issue?

What kind of facts do you require?

What will be done with the research findings?

Should the company conduct its own research or employ an outside consultant?

What will be done with the research data in terms of analysis, reporting, and application?

When will the results be required?

How much will the research cost you at least?

1. Secondary Research

Secondary research is when a communication campaign expert analyzes data that was obtained by someone else, whether quantitative or written. Archival research in an organization's files, reference materials, computer databases, internet searches, and digital analytics of websites and social media are all techniques that can be used.

Online Databases

Nearly every community or university library now provides online access to reference materials, academic journals, and trade publications for a price or for free. Abstracts or full text of thousands, if not millions, of articles, can be found in online databases like LexisNexis.

The World Wide Web

For a communication campaign professional, the Internet is a valuable source of information. On their websites, a multitude of firms, nonprofits, trade associations, special interest groups, foundations, colleges, think tanks, and government agencies publish volumes of data. In addition, archival information such as policy statements, yearly financial reports, major CEO speeches, issues of corporate publications and newsletters, and a media resource center are frequently available for viewing.

2. Qualitative Research

A large portion of public relations research is qualitative, relying on the analysis of text, such as editorial pages or focus group transcripts, for themes or insights as opposed to numbers and statistics. This kind of research is helpful for examining perceptions and attitudes, determining message penetration, and evaluating the clarity and effectiveness of materials. The five distinct categories of qualitative research are examined in this section: (1) content analysis, (2) interviews, (3) focus groups, (4) copy testing, and (5) ethnographic approaches.

Content Analysis

The systematic and logical collection or labeling of information is referred to as content analysis. In public relations, content analysis is widely used to evaluate the type and volume of media coverage. This research approach spans from being quite informal to being very scientific in terms of subject selection at random and creating specific subject groupings.

Interviews

Similar to content analysis, there are numerous ways to conduct interviews. Nearly everyone regularly communicates with coworkers and contacts other organizations for information. The communication team actually frequently "interviews" other public relations professionals for opinions and solutions when faced with a challenge. More and

more interviews of varying formalities are conducted online using chat or Skype-style technologies.

Focus Groups

The focus group is a significant alternative to individual interviews. The focus group method is frequently used in advertising, marketing, and public relations to determine relevant public opinions and motivations. Focus groups can also be used to develop or test messaging topics and communication tactics prior to launching a full campaign.

Focus groups are often made up of 8 to 12 people who represent the target audience's qualities, such as employees, consumers, or community members. A skilled facilitator employs non-directive interviewing tactics during the session to assist group members to openly discuss a topic or give honest reactions to suggested communication topics. The discussion is usually held in a conference room and is informal. Depending on the topic, a focus group could last one or two hours.

Ethnographic Techniques

Media researchers usually take inspiration from anthropology while doing their studies. One approach is to watch how people act in groups or individually. As an illustration, one director of a communication campaign wanted to know how well bulletin boards did at informing workers at an industrial plant, so he put workers near the boards to count how many people stopped and read something. The majority of the day was spent waiting at a coffee shop by a campaign representative who was there to learn more about the different types of customers who came in, how much they spent, and how long they stayed in one scenario.

3. Quantitative Research

Quantitative research is the research techniques outlined thus far that can assist communication professionals gain valuable insights and develop effective campaigns. Many of them entail a careful assessment of existing materials or, in some form or another, diligent listening to a small group of people. Communication specialists, on the other hand, are increasingly required to conduct surveys and questionnaires using extremely exact, scientific sample methods. Randomness is used to ensure that the

subject sample is not biased, and a high number of respondents is used to ensure that the results may be generalized to the full population being examined.

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2.4.4. S.M.A.R.T Objectives

The SMART model was initially put forward by George T. Doran in 1981 as the fundamental standards that should be satisfied in the declaration of any meaningful and successful goal (Doran, 1981; Day and Tosey, 2011). Since then, a lot of businesses have relied on the SMART acronym as a reliable way to direct the creation of objectives at different intervention levels by only asking, "Is the aim SMART?"

Specific, Measurable, Achievable, Relevant, and Time-Bound is the acronym for the SMART model.

Specific: The program's or plan's objectives ought to be clearly stated and accessible to other team members and interested parties.

Think about these inquiries:

Exactly what are your plans?

What is happening?

What are your objectives?

Who is in charge of executing the strategy?

Whom or what do you hope to accomplish as your target market?

Measurable: This entails deciding what will be measured to demonstrate progress, impact, or success. For a certain program or grant, there may be existing measures and targets that must be met. Make an effort to select a useful metric. The things that are easy to quantify may not be the most important.

Consider the following questions:

What will be the extent of the change and in what direction will it occur?

What data will be utilized to demonstrate that the goal has been met?

Where is this information going to come from?

Is there a stand-in or proxy measure to use if this goal can't be quantified directly, or is there some other measure that would be more appropriate?

Achievable: Objectives should be attainable for your team or program when analyzing the resources, knowledge, and time at your disposal.

Think about the following inquiries:

How may this be accomplished the best?

Is it possible to achieve this goal in the time or environment allotted? Is scaling it up or scaling it down better?

What tools are available to us to help us accomplish this? What challenges or limitations do we encounter?

Relevant: The goals and objectives should be in alignment. Consider whether and how accomplishing a goal will be affected by completing an objective. Consider how an aim ties to the mission, vision, and goals of the wider program, strategy, or organization. It's also worth thinking about whether or not a goal is relevant or important to the team and other stakeholders. Objectives that are tied to your organization's mission and guiding values are more likely to be approved by your leadership, and objectives that are supported by other stakeholders will result in higher buy-in.

Consider these following questions:

Will this goal help the organization achieve its objectives?

Does it appear that measuring this goal is worthwhile? Is it reasonable to set a metric for this goal?

Time-bound: Objectives should be accomplished within a defined time period that is neither too short nor too long to encourage procrastination.

Consider these prompts:

When will this goal be accomplished?

Is this timeline feasible?

Should it be in the near future or in the far future?

2.4.5. SWOT

For those of you not familiar with this theory, SWOT stands for:

- **S** – Strengths
- **W** – Weaknesses
- **O** – Opportunities
- **T** – Threats

Albert Humphrey was an American business and management consultant. During his work at the Stanford Research Institute (1960 – 1970), he produced a team method for planning which was named SOFT analysis, this has developed into what we now know as a SWOT analysis.

The theory seems simple enough, you use it to evaluate the Strengths, Weaknesses, Opportunities and Threats that are involved in a marketing or business project. You will specify the objective for the project and then identify the internal and external factors that will have a positive as well as negative impact on the objective.

Strengths(Internal factor / Positive influence)

- What are we best at?
- What intellectual property do we own that can help us with this objective?
- What specific skills does the current workforce have that can contribute to this objective?
- What financial resources do we have for reaching this objective?

- What connections and alliances do we have?
- What is our bargaining power with both suppliers and intermediaries?

Opportunities (External factor / Positive influence)

- What changes in the external environment can we exploit?
- What weaknesses in our competitors can we use to our advantage?
- What new technology might become available to us?
- What new markets might be opening to us?

Weaknesses (Internal factor / Negative influence)

- What are we worst at doing?
- Is our intellectual property outdated?
- What training does our workforce lack?
- What is our financial position?
- What connections and alliances should we have, but don't?

Threats (External factors / Negative influence)

- What might our competitors be able to do to hurt us?
- What new legislation might damage our interests?
- What social changes might threaten us?
- How will the economic cycle affect us?

[6]

2.4.6. Media channels

Media channels are the medium between a brand and its target audience. It helps to effectively communicate promotions to your customers through the most suitable channels.

We can divide all media channels into three main categories: **print media, broadcast media, and digital channels.**

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[6] Marketing theories – SWOT analysis Training Courses & Accredited Qualifications for Professionals. Available at: https://www.professionalacademy.com/blogs/marketing-theories-swot-analysis/

Print media allow brands to reach customers according to their geographic situation, language spoken, or particular interests. Besides, they help companies build their reputation and brand image and maintain engagement. On the other hand, this channel is expensive and provides one-way communication only. ***Print media channels*** include:

- Newspapers
- Magazines
- Brochures
- Leaflets
- Flyers
- Banners
- Books
- Business cards

Broadcast media have a powerful influence on people, guarantee high coverage, and can attract user attention well. On the other hand, just like with print media, deploying this medium is pretty expensive. It does not provide any interaction with the audience and is considered to be intrusive. ***Broadcasting media channels*** include:

- Television
- Radio
- Movies

Digital media channels are the most popular nowadays since every brand can choose the best channel in terms of price, user engagement, preferred devices, and goals they want to pursue. Most digital media provide two-way communication with customers, quick response, high engagement rate, segmentation opportunities, and ways to measure the effectiveness of this media channel. ***Digital media channels*** include:

- Website
- Landing page
- Search engine
- Blog

- Mobile

- Email

- Social media networks

- Podcasts

- Videos

- Webinars

Hence, there are many channels for you to choose from, so we have that covered. Take your budget, goals, and your customers' preferences into account.[7]

2.4.7. Evaluating a Communication Campaign

A plan's evaluation component is connected to the program's stated goals. As previously stated, objectives must be measurable in some form in order to demonstrate to clients and employers that the program was successful. As a result, it's critical to know what measures you'll use to assess whether the plan's goals have been reached. Again, the criteria for evaluation should be practical, believable, and explicit. The objectives should be re-stated in the assessment part of a program plan, followed by the evaluation methods to be employed (Kelly and Bartel Sheehan, 2012)

Considering these following questions:

1. When facts or information are supplied, the origins of those facts must also be presented so that the reader can assess the information's quality and dependability.

2. When tables, statistics, or other data are provided, they should be tied to the plans and objectives, not just thrown in with no apparent connection to the broader media strategy.

3. It is important to define terminology when they are used. Every specialized phrase or expression has a different meaning for different people.

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[7] *Home* (2022) *SendPulse*. Available at: https://sendpulse.ng/support/glossary/media-channel (Accessed: December 6, 2022).

4. The plan should not be overly broad or simplistic. The more details and information supplied, the better.

5. If a media strategy starts strong but then becomes much more general or just breaks apart at the end, it's likely that the planner started late and ran out of time to finish the job.

6. Because writing is crucial, the written plan should contain proper grammar and spelling, as well as no typographical or punctuation issues. In official business reports, it's also a good idea to eliminate slang and abbreviations. Write from the advertiser's point of view, not your own; after all, the advertiser's plan and money are at stake.

7. Finally, as previously said, justification is essential for an effective communication strategy. Large sums of money may be involved in the budget, and the projected expenditure of those monies must be sound.[8]

2.4.8. Campaign Measurement

One of the most common ways to gauge overall success, according to the book "***Advertising Media Planning: A Brand Management Approach***" is through some type of awareness, attitude, and usage (AA&U) research study. These research investigations lay the groundwork for defining the problem that advertising must answer as well as establishing a standard for how effectively an integrated marketing communication campaign succeeds overall.

An AA&U study can be conducted in one of two ways: carry out a pre- and post-measurement investigation, as well as the continuous tracking method

The first method is to conduct a pre-measure and post-measure study. Prior to the commencement of a campaign, a study is undertaken. After the program has been in the

[8] Kelly, L.D., Jugenheimer, D.W., & Bartel Sheehan, K. (2012). Advertising Media Planning: A Brand Management Approach (3rd ed.). Routledge. https://doi.org/10.4324/9781315706696

market for a while, second research is undertaken. The two studies are compared and contrasted.

The second method of conducting an AA&U study: the continuous tracking method. Rather than doing research at a specific period in time, the brand monitors consumer opinion on a weekly basis. In most cases, the brand compiles the weekly data into a monthly report. The brand manager can examine what may be affecting the brand in the near term by always having a study measurement in the market and adjusting the campaign accordingly by having a research measure in the market.

2.4.9. Corporate communication definition

In the book *Corporate Communication: A Guide to Theory and Practice,* Joep Cornelissen defines Corporate communication as "a management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favorable reputations with stakeholder groups upon which the organization is dependent.".

In addition, Van Riel (1995) considers corporation communication as "an instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible, with the overall objective of creating 'a favorable basis for relationships with groups upon which the company is dependent"

Taking these two definitions, corporation communication is associated with numerous communicative activities, including researching, planning, and coordinating the managers and employees in the organization as well as effective skills to diffuse messages to significant groups of stakeholders.[9]

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[9] Van Riel, C.B.M. (1995), Principles of Corporate Communication. London: Prentice Hall, p. 26.

2.4.10. Employee communication and its importance

Employee Communication: Definition

Employee communication is often defined as the sharing of information and ideas between the management of an organization and employees and vice versa.

It is essential for an organization's success that there are many different channels available to communicate with your employees as well as your customers. Social media definitely has certainly increased the scope of communication.

With the advent of social media, the number of options for communication has increased. You can share information among your employees almost instantaneously. As the speed of communication increases the challenges for communicating effectively also change.

Email, face-to-face communication, live chats there are so many different channels for effective employee communication. But also, what works for one organization may not work for the others. You need to identify what mode of communication works perfectly within your organization.

Employee communication has changed over the years, in the past decade most parts of the communication was face-to-face. Now we have a plethora of different channels of communications.

Effective communication is where your employees are well informed and all the functions run smoothly in the organization. Organizations need to create a world-class, engaging communication program. They should leverage feedback received from the Human Resources department to improve their internal channels.

Importance of effective employee communication

Employee communication is no rocket science, but if not done correctly can surely have a negative effect. But let's not go that way, let's keep things positive, here is how having effective employee communication benefits:

1. **Employee engagement:** If you communicate regularly with your employees and in an effective manner they are much more engaged with the organization and

have a more positive employee attitude towards their work and the organization.

2. **Consistency:** If your employees understand know what they are wanting to achieve in a particular in the organization, you as an organization can see a much more consistent approach and less tendency of people coming up with interpretations of what they think of what you have said.

3. **Feedback:** Regular communication invites people to get into a healthy discussion. Communication is a dialogue after all and dialogue would need two people communicating, expressing their concern or giving feedback. This facilitates a culture of sharing ideas and knowledge.

4. **Understanding of organizational goals:** Effective communication helps employees understand how they can align their professional goals with that of the organization. They can understand how they can fit into a bigger picture.

5. **Change is the only constant:** True! But are your employees adaptable to sudden changes? If the employees are communicated to effectively about the change around them they respond positively to it. It also helps identify champions in your organization, ones who are willing to accept change and rise[10]

2.4.11. Communication Crisis Management

Organizational crises have consequences for the organization's management, staff, and stakeholders, as well as the society in which it functions. Crises occur in all businesses, social contexts, and organizational structures, and are defined as "an untimely but predictable event with actual or potential consequences for stakeholders "interests as well as the reputation of the organization experiencing the crisis" (Millar & Heath, 2004, p. 64).

For both professionals and academics who study corporate communication, how organizations handle crises and how they deal with risk are essential concerns. Managing a crisis effectively from an organizational standpoint is critical for regaining control of

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[10] *Employee communication: Definition, importance, and tips* (2022) *QuestionPro*. Available https://www.questionpro.com/blog/employee-communication (Accessed: December 6, 2022).

the organization, restoring the company's image, and regaining stakeholder trust. Examining the tactics used during a crisis from an academic standpoint gives light on how beliefs, assumptions, and intentions are played out in communication practices (Marsen, 2019)

One perspective on crises is as either preventable (cases where steps might have been done to prevent the events that led to the crisis, such as data breaches) or unpreventable (cases where no action could have been taken to prevent the crisis events) (such as natural disasters). Depending on whether the crisis began as a result of an agent inside or outside the organization, crises are classified as external or internal. Finally, they can be classed as either deliberate (for example, sabotage) or unintentional (for example, accidents) (Joep Cornelissen, 2008).

According to another classification, crises can be grouped in relation to the degree of responsibility that is attributed to them by the public and the existing reputation of the Another classification divides crises into categories based on the degree of public blame placed on them and the organization's current reputation (Coombs, 2007). This classification is based on the attribution of responsibility and treats crises as "clusters": The victim cluster includes cases in which the organization can demonstrate that it was not only not responsible for the crisis, but also suffered from it; the accidental cluster includes cases in which the crisis was caused by an accident that was either unpreventable or of demonstrable low risk; and the preventable cluster includes cases in which the crisis was caused by human error, negligence, or corruption, and public attribution of blame is at its highest. The manner in which organizations should explain and communicate the crisis, according to this classification, varies depending on the sort of crisis and their level of involvement in it.[11]

3. Brand Identity

3.1 Overview

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[11] Millar, D. P., Heath, R. L. (Eds.). (2004). Responding to crisis: A rhetorical approach to crisis communication. Mahwah, NJ: Lawrence Erlbaum.

BB Production BB Production: The team produces movies and products for FPT University students. Audio is also a medium of emotional language that we want to send to you with many colors and positions of youth .. BB Production is formed into a production team that is Multimedia students who have a passion for music and the production of music products. Here, we will accompany you to build ideas, shoot scripts and mix and match to create the best audio and videos.

3.2 Vision, Mission, Core value

3.2.1. Vision

Currently, in the educational environment of FPT, there are not any production groups that produce music products in a fully and technically bisexual manner. At the same time, focusing on the needs of students, students, and guests who have a need for professional music products, BB Production believes that the project has the ability to develop long-term and on a larger scale.
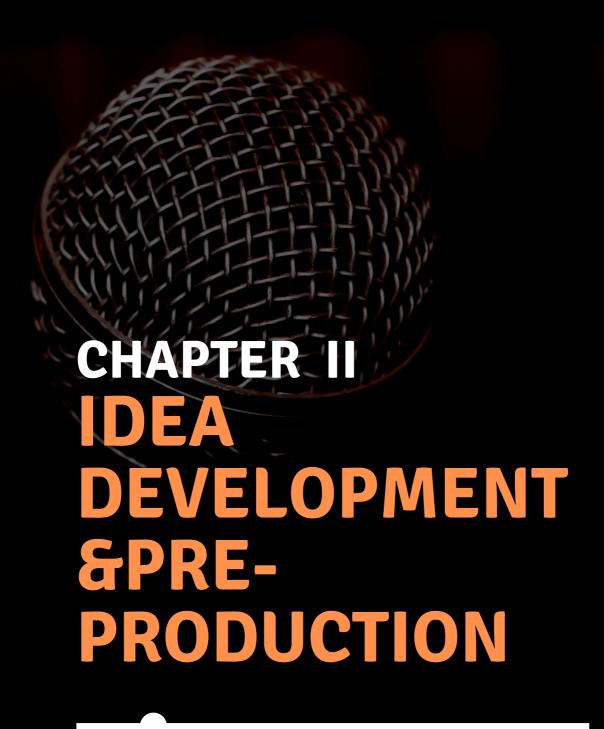
3.2.2 Mission

BB Production with the mission of bringing people directly involved in the project with professional sound products with a full range of processes. Provide listeners with quality audio products.

3.2.3. Core Value

BB Production's core value is to always accompany everyone to produce the most professional and most thorough audio products.

Conclusion: Through Chapter I, teachers and students briefly understood BB Production's Capstone Project along with selected theoretical bases to serve our group's research and production process.

CHAPTER II

IDEA DEVELOPMENT &PRE- PRODUCTION

> **Overview:** Chapter II explains the ideation and production phase of the project.
>
> Idea Development includes Situation & Competitors Analysis, SWOT analysis, and selection of production materials. Planning for BB Production's media campaign, production planning for FU Cover Session, BB Share, and set of soundtracks, soundtracks, and cuts for RMC and MED courses on Coursera. Here, the team outlined each category's direction, strategy, and tactics for the Campaign for FU Cover Session and Media Production.

A.IDEA DEVELOPMENT

1. SITUATION ANALYSIS

1.1 Overview of the field of Multimedia Communication at FPT University

According to FPT University, Multimedia Communication is a field of information technology application in the field of creating and designing products that are applicable in the fields of communication (advertising, television, newsletters). ,...), entertainment (games, movies, animation...), medicine (simulation, remote medical consultation...), education (vocational guidance, visual illustration...), and many other fields in life. Multimedia is also an important platform serving the fields of marketing, communication, advertising, education, and entertainment.

1.2 Activities and events at FPTU related to sound

On average, each semester, FPTU organizes at least 3 large-scale events, 5 club-scale events... and many activities from other soft skills groups.

Regarding club size, FPTU currently has 3 music clubs including FU Guitar Club, FPTU Melody Club, and FTIC Club (Ethnic Instrument Club). There are also clubs related to music and art such as Hebe Arts and Culture Club, FU Cinema Studio, Soleil Crew dance group, and FPTU - Blazie Team.

In there: Some of the influential and well-received music events at FPT can be mentioned as:

Figure 11 Poster Am Huong Truyen Thong

The contest "Traditional sound" is a contest organized by FTIC Media Club, FPT University, Hanoi, with the desire to create a playground for students who are passionate about ethnic music at the University. . The special thing is that along with the event, many other interesting activities were also built by the Organizing Committee such as National Music Night, trying out many ways to make videos of traditional musical instruments, taking photos to check-in with musical instruments...

Nguyen Quoc Dat, an alumnus of FPT University in Hanoi and former Head of the Organizing Committee of the contest, shared: "For the first time, for students and students of FPT Hoa Lac University, the contest "Traditional occupations" was held. desire to create a unique music space, bringing folk songs closer to young people in modern-day".

Figure 12 Poster Tich Tich Tinh Tang

In May 2022, FPT Education opened registration for the first season of the national traditional musical instrument competition named **FPT Edu Tich Tinh Tang**. The contest promises to bring interesting traditional cultural experiences and opportunities to learn and interact with many famous artists for FPT Edu students.

In addition to receiving cash prizes, the contest's contestants will have other invaluable experiences such as interacting and learning with mentors who are instructors of ethnic musical instruments, and many ethnic musical instrument artists. Experience comes from the units accompanying the competition such as the Vietnam Musicians Association, Vietnam National Academy of Music, and Vietnam National Institute of Culture and Arts.

FPT Edu Tich Tinh Tang also organizes many companion events such as the music night "Flow". Through each event, FPT Edu students, staff, and lecturers have more experience with music and national culture. Understanding more about each musical instrument, and each folk song, FPT Edu people have more opportunities to love the traditional culture of the nation. Therefore, FPT Edu Tich Tich Tinh Tang is really a meaningful activity, aiming at preserving traditional beauty, and spreading the love for national art and music.

Chill with Jazz is a music event about Jazz music jointly organized by FPT University and the Vietnam National Academy of Music. Jazz Glory has painted the

sounds of love songs and orchestral songs such as Chameleon − by Herbie Hancock, Lullaby of Birdland − by George Shearing, So nice − by Marcos Valle, L-O-V-E − by Bert Keampfert, Route 66 − by Bobby Troup…

Figure 13 Tran Hong Dieu Linh - Quan Quan FPTU Talent 2017

Tran Hong Dieu Linh, the winner of FPT University Talent 2017 shared: "I'm very happy, the atmosphere of the concert today is really chill and brings a very pleasant feeling. More honored that I can perform on the same stage with the brothers and sisters of the Jazz Glory band of the conservatory. I really hope that more events and music nights like this will be held at the school because besides being an FPTU student, I am also a person who is active in the technology industry, I hope there can bring music like Jazz to everyone as well as students of our school".

Jazz is a genre of music that always gives listeners a new and different feeling in many aspects of music, from harmony, melody, and rhythm to expression and acting. The presence of Jazz Glory will help you better understand the world-famous music and feel the unique and different features only in Jazz.

Chill with Jazz is a gift that opens up more knowledge of Jazz music for F students. True to its name and unique qualities, Jazz comes close to living in pop, hip-hop, and rock music. We've heard it before, but we may have forgotten some parts.

Figure 14 Hola Vibes 22.12.2021

Hola Vibes is an annual music event organized by the student affairs department. Inspired by the seasons of the year, Hola Vibes 02 was premiered directly on the Fanpage of the Student Affairs Department of FPT University, FPT University, Hanoi. views and 1000 comments. Through 4 seasons, Hola Vibes has achieved a lot of success and received a warm welcome from the students.

2.Competitors Analysis

2.1 Competitors in FPTU

Currently, in the FPTU ecosystem, clubs have launched Series Covers including FU Guitar Club (Chill with FGC), FPTU Melody Club (**37.2°C LIVE**), and MT Production (made by FPTU students)). However, the projects are not long-term, only developing on a single platform such as FB or Youtube. At the same time, there is a low amount of interaction, the quality is almost not up to the standard due to mainly spontaneous and spontaneous activities.

Figure 16 Tu Bun FPT Guitar

2.2 Compare with other schools that study sound production

Thang Long University have Applied music majors

- Thang Long University has its own subject for Sound Production Textbook from Korea
- Have private classrooms (voice practice room, recording studio, piano room, ...)

Students learn the basic principles of sound
All are learned directly through DAW

- Mainly used in film and video making
- The course is more about sound engineering than production creativity
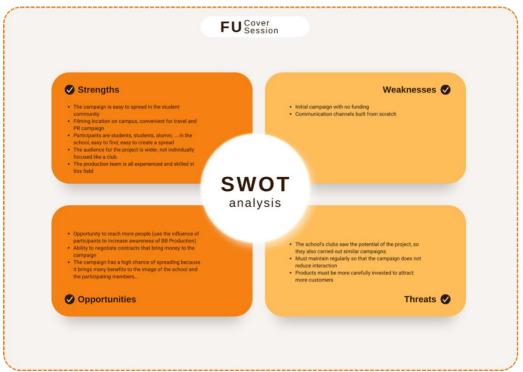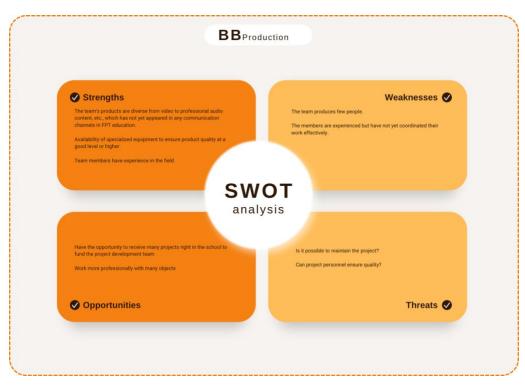
3.SWOT Analysis of FU Cover Session & BB Production

FU Cover Session

✔ Strengths

- The campaign is easy to spread in the student community
- Filming location on campus, convenient for travel and PR campaign
- Participants are students, students, alumni, ... in the school, easy to find, easy to create a spread
- The audience for the project is wider, not individually focused like a club.
- The production team is all experienced and skilled in this field

Weaknesses ✔

- Initial campaign with no funding
- Communication channels built from scratch

SWOT analysis

- Opportunity to reach more people (use the influence of participants to increase awareness of BB Production)
- Ability to negotiate contracts that bring money to the campaign
- The campaign has a high chance of spreading because it brings many benefits to the image of the school and the participating members...

✔ Opportunities

- The school's clubs saw the potential of the project, so they also carried out similar campaigns.
- Must maintain regularly so that the campaign does not reduce interaction
- Products must be more carefully invested to attract more customers

Threats ✔

Table 1 SWOT FU Cover Session

Table 2 SWOT BB Production

BB Production

✔ Strengths

The team's products are diverse from video to professional audio content, etc., which has not yet appeared in any communication channels in FPT education.

Availability of specialized equipment to ensure product quality at a good level or higher

Team members have experience in the field

Weaknesses ✔

The team produces few people.

The members are experienced but have not yet coordinated their work effectively.

SWOT analysis

Have the opportunity to receive many projects right in the school to fund the project development team

Work more professionally with many objects

✔ Opportunities

Is it possible to maintain the project?

Can project personnel ensure quality?

Threats ✔

Why there are 2 SWOT?

We do two SWOT analyses because FU - Cover Session is the central project of BB Production, the SWOT analysis of FU Cover Session and BB Production will help us clearly see the goals as well as internal and external factors affecting the project. project and team.

4.Selection of production materials

4.1 Music Materials

Hardware includes devices including:

- Audio Interfaces Steinberg UR22MK2 used for guitar recording, vocal recording, and connection to audio devices such as monitors and headphones. They also have the ability to process audio output to the standard 24-bit/192khz (professional audio standard).
- Midi Controller NEKTAR S49: used to create a midi sound for mixes.
- Mackie CR4X Monitor: dedicated speakers for mixing, mixing, and mastering.
- Marshall Headphones: has the same function as a monitor, and are also used in the recording process for singers and to check the quality of the recording.
- Microphone Condenser AT2020: Dedicated recording microphone used by many famous artists in the world such as Billie Eilish or in the country such as Quan AP, Hoa Vinh, etc. In addition to recording vocals, microphones are also used to record musical instruments in some cases.
- PCs and laptops
- Line string equipment (XLR, TRS, 9mm), Acoustic Guitar backup.

Software :

- DAWs used: Ableton Live 11, Adobe Audition CC, Audacity

DAWs are used for 80% of the team's Sound production time. Ableton in this project has the main function for recording, mixing, mixing and mastering (all stages of Sound production).

Figure 17 Ableton 11

Adobe Audition 2019 is mainly used in the vocal editing process after recording, this software is very fast in the post-recording vocal job to create the cleanest vocal before entering the mixing process.

Figure 18 Adobe Audition

Audacity is the lightest and simplest of the three DAWs mentioned above. However, they do not have the necessary functionality to create a professional product. Audacity is used by BB to backup recordings during live sessions because it is very light and smooth software.

Figure 19 Audacity

- Plugins for mix: Kontakt 10, Serum, Arturia Bundle, Ample Guitar, Spire.
- Plugins mixing: Waves 11, Melodyne, Auto Tune Pro, Valhalla Room, FabFilter Bundle, Magic Stereo.

4.2 Video Materials

Hardware devices include:

- PC, Laptop

- Smartphone, Camera Sony A6000, Canon 1200d, Sony lens 16mm-50mm kit lens, Pentax 50mm f1.4, Canon 18-55mm f3.5-5.6 kit lens. Tripod for camera.

Software:

Final Cut Pro: Very well optimized for the Mac os operating system, so the quick editing of short recordings without the need for a charger. The portability of the software is highly appreciated, so the team uses it in the process of outdoor mobility, which needs to be done quickly, but the quality is still guaranteed.

Figure 20 Final Cut Pro

Premiere Pro and Davinci Resolve: The two main editing software of the group. Widely used and universal, synchronization is easy with other audio-making software.

Video Enhance AI: With AI technology, scaling up videos is easier and simpler. Having to shoot many different devices makes it difficult to synchronize the vehicle or the lighting environment is complicated. Topaz is like a good assistant, a lifesaver for broken short shots, so filming becomes simpler and saves a lot of time.

Figure 21 Video Enhance AI

- Video plug-in: Red Giant, Filmconvert Nitrate for faster, time-saving film blending.

B.CAMPAIGN PLANNING

1.Goals - Objectives

1.1 Goals

- After 3 months reaching 1k Follow FB Page, 1k Youtube subscribers
- Referring to the cover products and music videos at FPT school, it is BB Production, FU COVER SESSION
- The scope of the project is expanded (Exploiting music product projects with more audiences...)
- Focus on developing carefully selected Talents.
- Looking for contracts to develop the project

1.2 S.M.A.R.T Objectives

- Complete production of 12 videos at the end of the project.
- The videos produced meet the standards of sound and image quality
- Product context cannot be duplicated
- Complete 3 FB posts per week in addition to Post Video.

- For production for Coursera
- Completed production of the soundtrack used for the Cousera course.

- Communication objectives
- Maintain a stable view count and >300 views per MV.
- 100% of participants have positive feedback about the project.
- 100% of participants want to continue to be accompanied by the project.
- Total reach reached 5000k by the end of the project.

2.Target Audience Research

2.1 FU Cover Session's Audience Research

- Main audience: Students of FPT University Hanoi
- Target audience: Multimedia students, students of FPT University in Hanoi, alumni, staff and lecturers of the school, music lovers and music makers.

2.2 Coursera's Audience Research

- Students joining RMC and MED courses on Coursera
- Instructor teaching two RMC and MED courses on Coursera
- The above two groups of subjects mainly study and teach in the environment and culture of FPT.

3. Big Idea

3.1 Campaign Key Message

Audio is the language in multimedia communication, making a significant contribution to the transmission of messages.

3.2 Slogan

Listen to your Life

3.3 Hashtag

#BBProduction #Fucoversession #BBShare #FPTUProducer #Cuoithu #Chuyencuamuathu #Vaothu

3.4 Logo

Figure 22 Logo BB Production

The logo is the word BB modified to create accents with the number 3 reversed which is the 3 stories (In Autumn, Story Of Autumn, Late Autumn) of FU - Cover Session.

3.5 Key Visual

BB Production uses the same cover photo and avatar for Youtube and Facebook to create a brand identity for BB. Banners, publications, intro and outro on videos also follow this key visual.

Figure 23 Cover Photo

4.Campaign

4.1 Campaign Objectives

The purpose of the project includes 3 main purposes:

- Creation and development of music channel BB Production
- Contribute the required soundtrack and background music to the Coursera course

-   Project "BB Share" (additional to SDP 201)

4.2 Campaign Messages

A campaign message is the overall image, narrative, and ideology that a political campaign is trying to communicate on behalf of a candidate. Campaign messaging is the tactical deployment of the candidate's message through all means of communication available to the campaign. Types of messaging can include explicit or implicit arguments and contrasts; insights into the candidate's values, story, and achievements; messages intended to motivate volunteer recruitment or persuade and mobilize voters; or background on the candidate's positions on important issues.[12]

For BB Production - <u>Listen to your life</u>: sound, music as a language in your daily life. Through the FU Cover Session campaign - When sound becomes a language. BB Production will listen to the confidants and stories conveyed by the students through each song, thereby expressing and integrating into each song as everyday stories in the students' own lives for everyone.

5.Strategies & Tactics

5.1 Strategies

- This FU Cover Session campaign aims to bring sound and music to the primary target audience, students.

- Using the same target audience as students to participate in the campaign to increase the closeness, cohesion, and ease of transmission and increase BB Production's awareness of sound production.

- At the same time, the FU Cover Session communication campaign is also a playground for students, officials, and lecturers in the school to exchange and sing without requiring too many professional skills.

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[12] *AudioSet* (no date) *Google*. Google. Available at: https://research.google.com/audioset/ontology/music_genre_1.html?fbclid=IwAR3pLpZ_5P380H9H22uk vLqntDc-DHfGoWbUEyI_8h7lM0kzXaLz_RIG1e0 (Accessed: December 6, 2022).

- Integrate sound product knowledge, tools and skills into the campaign to stimulate curiosity and motivate those who are passionate about music and sound production.

5.2 Tactics

Speaking tactic

- Collaborate with students who have singing skills in typical school music clubs such as Guitar Club, Melody Club, ... to create the first Cover music videos to stimulate demand for work.

- Word of mouth: Strengthening the visual presence of BB Production in the awareness of the target audience of students is a team of sound production staff and students of the School of Communication, creating a close and also easy to exchange and cooperate to create music products about Sound and MV and this is a non-profit project. From there, you will introduce to others the sound production project. To the students in the club, in the classroom, or to everyone who can confidently register to participate in the production.

Writing Tactics

- Create written content sharing about knowledge, academics, or sound production that is shared directly by an experienced person in the field who is a student of the school is a team member - Le Quang Thien.

- From stories, activities, or memories of the students associated with shared songs integrated into each broadcast of the FU Cover Session.

Tactics using videos, and images: (Convey in the most efficient way)

Combined production of video and audio for K18's Opening Ceremony with the presence of the BB Production team.

Uploading images and videos by issue each week, integrating to create stories, or sayings that create empathy based on the stories that the students themselves share to post on the page.

Create a cross-platform ecosystem that reaches not only on the Facebook page but also uploads videos to BB Production's Youtube channel every week.

Co-production with stakeholders in the field of audio to support communication for PR campaigns with Video cover.

5.3 Media Channels

For BB Production: In the FU Cover Session campaign, because this is a non-profit campaign, the media channels are:

5.3.1 Owned Media:

Fanpage: BB Production

Link: https://www.facebook.com/bbproductionhl

Using the main Facebook page is BB Production throughout the campaign. The main content includes communication for the FU Cover Session project, in addition, the content revolves around the topics of knowledge, academics, and stories shared by FPT university students.

Figure 24 Fanpage BB Production

Youtube Channel: BB Production

Link: https://www.youtube.com/channel/UCatPl_6LlvtP6QB_QuHsX-g

Youtube Channel is used to upload FU-Cover Session products, supplementary video products for SDP 201 and products for outsourcers.

Advantages: easy access to FPT students, no fees and easy control of posted content.

Cons: the effectiveness often depends a lot on the author, the number of reach to the content on Facebook, Youtube is different. Initially, when BB Production is not known to many people, the number of access and interaction with the posted content will be very modest.

Figure 25 Youtube BB Production

5.3.2 Earned Media

BB Production uses Earned Media to easily promote the FU Cover Session campaign.

1.Word Of Mouth:

With the main target audience: FPT university students participating in the production of music products and spreading them to lecturers, alumni, and school officials to respond. This word of mouth can come from the students themselves being satisfied with the products they share, thereby promoting the Fu Cover Session for free.

2.Individuals Facebook of Participants and FPT Education Fanpage:

Participant Facebook channel: Participants will share products on their pages, thereby increasing the reach and interaction for BB Production. This is also a potential marketing channel when not only friends who are FPT students but also a large number of people in other regions and ages are likely to know about FU Cover Session.

FPT Education Fan Page: Being informed on the fan page by the FPT education organization will create great prestige for BB Production.

5.1. Strategies

- This FU Cover Session campaign aims to bring sound and music to the primary target audience, students.

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FPT Education Fan Page: Being informed on the fan page by the FPT education organization will create great prestige for BB Production.

> **Advantages**: Because the information is spread from the students participating in the project and the students and lecturers of FPT University, it receives high trust.

6. Media Plan

PLAN SCHEDULE MANAGEMENT (WBS)	TASK	TASK OWNER	START DATE	DUE DATE	PRIORITY
A	**Pre - Production**				
1	Pitching dự án của nhóm với giảng viên hướng dẫn	Quang Thiện	02/08/2022	03/08/2022	High
2	Đề xuất tên, ý tưởng, thời gian, đầu mục nghiên cứu	Team	05/08/2022	07/08/2022	High
3	Lên nội quy hoạt động của nhóm	Team	08/08/2022	13/08/2022	High
4	Lên kế hoạch thực hiện dự án (Sơ bộ)	Team	14/08/2022	18/08/2022	High
5	Lên kế hoạch thực hiện dự án (Chi tiết)	Ngọc Linh	21/08/2022	27/08/2022	Normal
B	**Production**				
	Xây dựng kênh sản xuất âm nhạc BB Production cho nền tảng Facebook, Youtube				
1	Lên kế hoạch xây dựng kênh âm nhạc cho BB Production	Team	28/08/2022	30/08/2022	High
2	Tạo fanpage Facebook, kênh Youtube cho BB Production	Quang Thiện	30/08/2022	30/08/2022	High
3	Lên timeline về dạng bài cho fanpage Facebook BB Production	Ngọc Linh	01/09/2022	05/09/2022	High
4	Lên nội dung giới thiệu và các bài đăng cho fanpage	Hồng Phương	06/09/2022	05/12/2022	Normal
5	Tạo ấn phẩm, bộ nhận diện thương hiệu cho BB Production	Quốc Anh	28/08/2022	30/08/2022	High
	Campaign "Fu- Cover Session" trên kênh âm nhạc BB Production				
1	Lên ý tưởng và kế hoạch cho campaign	Team	01/09/2022	03/09/2022	High
2	Lên timeline truyền thông cho campaign trên fanpage BB Production	Ngọc Linh	03/09/2022	06/09/2022	High
3	Lên timeline sản xuất	Team	06/09/2022	08/09/2022	High
4	Phụ trách lên content cho campaign Facebook và Youtube	Hồng Phương	08/09/2022	05/12/2022	High
5	Chỉnh sửa, phối nhạc cho các video âm nhạc	Quang Thiện	10/09/2022	20/11/2022	High
6	Quay dựng video âm nhạc	Quốc Anh	10/09/2022	20/11/2022	High
	Sản xuất video cho Campaign				
1	Lên danh sách các khách mời trong những video kick-off	Team	06/09/2022	09/09/2022	High
2	Lên timeline thu âm và quay video	Team	09/09/2022	10/10/2022	High

No.	Task	Assignee	Start date	End date	Priority
3	Lên kế hoạch triển khai đơn đăng kí tham gia Fu- Cover Session	Ngọc Linh	04/10/2022	08/10/2022	High
4	Liên hệ các khách mời và sắp xếp lịch thu âm	Ngọc Linh	08/10/2022	10/10/2022	Normal
5	Tìm kiếm các bối cảnh quay video	Team	11/09/2022	15/09/2022	High
6	Lên content cho các chủ đề trong campaign	Hồng Phương	13/09/2022	20/11/2022	High
7	Hòa âm phối khí, làm beat cho các video âm nhạc	Quang Thiện	12/09/2022	20/11/2022	High
8	Quay dựng video và làm các ấn phẩm	Quốc Anh	12/09/2022	20/11/2022	High
	Bộ nhạc hiệu, nhạc nền, nhạc cắt cho hai khoá học MED và RMC trên Coursera				
1	Tìm hiểu về các bài hát chủ đạo của tập đoàn FPT	Hồng Phương	17/10/2022	19/10/2022	High
2	Tham khảo các bộ nhạc nền cho các trang web, khóa học khác	Ngọc Linh Quốc Anh	19/10/2022	22/10/2022	High
3	Nghiên cứu và sản xuất bộ nhạc hiệu, nhạc nền, nhạc cắt (Demo)	Quang Thiện	23/10/2022	28/10/2022	High
4	Họp bàn với giảng viên đại diện và team để đóng góp ý kiến	Quang Thiện	29/10/2022	30/10/2022	High
5	Hoàn thiện sản xuất bộ nhạc hiệu, nhạc nền, nhạc cắt (Final)	Quang Thiện	31/10/2022	02/11/2022	High
	Các sản phẩm phục vụ môn SDP201 (tiến tới biến môn này thành dạng blended, kết hợp online và offline): video bài giảng, chia sẻ cách sử dụng AU				
1	Research và nghiên cứu lại các bài giảng môn học SDP201	Team	05/11/2022	07/11/2022	Normal
2	Lên ý tưởng và viết kịch bản cho video	Quang Thiện	07/11/2022	10/11/2022	Normal
3	Lên timeline quay dựng video	Ngọc Linh	10/11/2022	12/11/2022	Normal
4	Quay dựng các video bài giảng	Quốc Anh	13/11/2022	20/11/2022	Normal
5	Liên hệ đến giảng viên đại diện đưa ý kiến và xét duyệt video	Quang Thiện	22/11/2022	23/11/2022	Normal
6	Đăng tải video lên Facebook, Youtube của BB Production	Hồng Phương	23/11/2022	30/11/2022	Normal
C	**Post- Production**				
1	Đo lường và phân tích các chỉ số hiệu quả trên các nền tảng Facebook, Youtube	Team			
2	Đánh giá hiệu quả	Team			
3	Viết báo cáo dự án	Team			
4	Họp tổng kết và rút kinh nghiệm sau dự án	Team + Giảng viên			

C.PRODUCTION PLANNING

1. Quality Management

For performance (singer-musician):

- Experience in singing and performing
- Sing without deviation, know how to handle basic vocals

For filming:

- Not out of focus
- Minimum video quality 4k
- Thumbnails sharp, suitable for the size of youtube

For recording equipment:

- Line-recorded guitar
- Using microphone condenser
- Check 100% of equipment is working before recording and recording
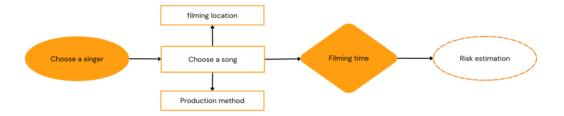
For post-production (standard mixing - mastering) - Software:

- Flexible recording with Adobe Audition, Audacity, Ableton Live
- Post-production: Ableton Live
- Vocal correct note, correct tone, not too much difference
- Mixing -6db total volume to prepare for mastering stage
- Apply the appropriate mastering preset for each performance

2. Work Breakdown Structure
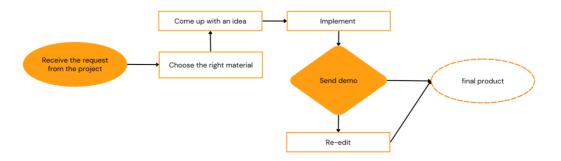
Pre Productions:

- Flexible recording with Adobe Audition, Audacity, Ableton Live
- Receive request from Planner
- Device Setup
- Estimated time
- Risk forecasting
- Personnel division
- Estimated budget

FU Cover Session

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                    │  filming location │
                    └──────────────────┘
                              ↑
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  │ singer       │   └──────────────────┘      ◆              ╰ ─ ─ ─ ─ ─ ─ ╯
  ╰──────────────╯            ↓
                    ┌──────────────────┐
                    │ Production method │
                    └──────────────────┘
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Production for Cousera

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                    ┌────────────────────┐    ┌──────────────┐
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  │ Receive the  │→  │ Choose the right   │       Send demo    →      final product
  │ request from │   │ material           │          ◆              ╰ ─ ─ ─ ─ ─ ╯
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Content Writer

```
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                    │ content + songs       │   └──────────────────────────┘
                    └──────────────────────┘                ↓
                              ↑                            ◆
  ╭──────────────╮   ┌──────────────────────┐       come up with ideas
  │ Collect      │→  │ Search and research  │            ◆
  │ shared       │   │ songs                │            ↓
  │ content of   │   └──────────────────────┘   ┌──────────────┐
  │ customers    │                              │ write drafts  │
  ╰──────────────╯                              └──────────────┘
                                                        ↓
                                                ┌──────────────┐
                                                │  edit text    │
                                                └──────────────┘
                                                        ↓
                                                ┌──────────────┐
                                                │finalize content│
                                                └──────────────┘
                                                        ↓
                                                ╭ ─ ─ ─ ─ ─ ─ ╮
                                                  publish and review
                                                ╰ ─ ─ ─ ─ ─ ─ ╯
```
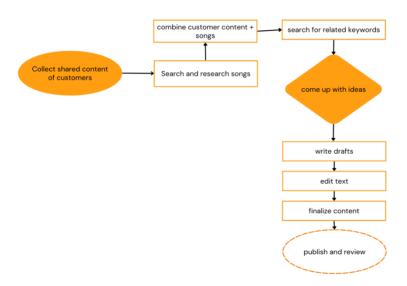
Table 3 Procedure FU,Cousera,Content

3. Stakeholder Management

3.1 Stakeholders:

In addition to the main manufacturer, there are stakeholders and support such as:

- Cayz Production: Support equipment when needed.
- Mango restaurant, Azzan coffee...: Support props when needed.
- Students participate in the FU Cover Session.

3.2 Identify & Analysis

Table 4 Identify & Analysis

Stakeholders	Stakeholder Interest	Benefits of BB	Affection	Affected Levels
Cayz Production	Increase brand awareness	Support and advice on the production of products that meet the highest quality standards	Impact on sound production	Normal
Mango Restaurant/ Azzan Coffee	The image of the business area is displayed on the FU Cover Session	Support shooting location and equipment here	Image and locations in the video	Low
Students participate	Satisfy your passion for music Express your personality Have the opportunity to learn and participate in a professional sound production process Have the opportunity to develop in music - sound later	Increase brand awareness for BB Increase communication efficiency Consistent with a non-consensus communication strategy	Create soul and value for the project	High

3.3 Stakeholder Strategies

Table 5 Stakeholder Strategies

Stakeholders	Key to attraction	Approach strategy	Interaction strategy
Cayz Production	FU Cover Session has a regular posting strategy FPT student community and strong music activity here are potential customers for Cayz Production	Give manufactured products to Cayz Production for review and comment Open invitation to cooperate with mutual interests discussed	Feedback and comments on product quality weekly Promotional content for Cayz Production Products "BB Share" and "Balcony Corner" cooperated with Cayz Production.
Mango Restaurant/ Azzan Coffee	Friendly and polite	Direct negotiation	Include the image and name of these 2 establishments in the product
Students participate	Professionalism in the production process Free	Open the application form Directly invite outstanding students	Make videos, record and promote personal music products. Build relationships, build a beautiful image for the participants.

3.4 Media Publications

Following the concept and color of the theme, the media publications are uniformly designed. These media publications are for online channels. Photo publications posts will often put the object in front of the background of the key visual. In addition, the size

must comply with the specified posting content on each media platform in order to reach the best quality

4. Human Resource Planning

Table 6 Human Resource Planning

Roles	Staff	Task	Experience	Cost
Leader	Quang Thiện	Assign tasks, orient the team, manage and supervise each person's work		
Production	Quang Thiện	Sound Production/ Recorder	4 years of experience in the art industry, sound production. Producing remixes for Dare Rekords/Cayz Production Graduated from Music Producer course at VN Sound Many successful products on Soundcloud platform Mixing, Editing for F-Ville Radio by Fsoft Teaching assistant for SDP at FPT University	
	Quốc Anh	Video Production/ Designer	Design many media publications, videos for some brands: Fami Fitness, Dare Rekord, Rumba, FPT Software Academy, VNPT, … Logo design for Cayz Production, BB25, …	

Planner	Ngọc Linh	Production planning, timeline and media campaigns	6-month internship experience in Internal Communication of BIBABO Company, in charge of planning, content, design, ... and many other tasks. More than 6 months of experience as CTV in Student Affairs Department of FPT University, in charge of organizing annual events and supporting other events… Planning music studios: Dare Record…	
Content Creator	Hồng Phương	Create content for the team's fanpage, youtube. Writing and producing content	Experience writing content for music production studios: Dare Record, CayZ Production Experience as a CTV for FPT Corporate Culture Department, in charge of managing content on Facebook Fanpage	
Outsource	Cayz Production	Support mixing & mastering audio products		Sponsored
	Mango Restaurant	Support shooting location		Sponsored
	Azzan Coffee	Support location, equipment		Sponsored
	Sinh viên, cựu sinh viên FPT	Participating in making products for FU Cover Session (music channel)		Free

5. Production Plan
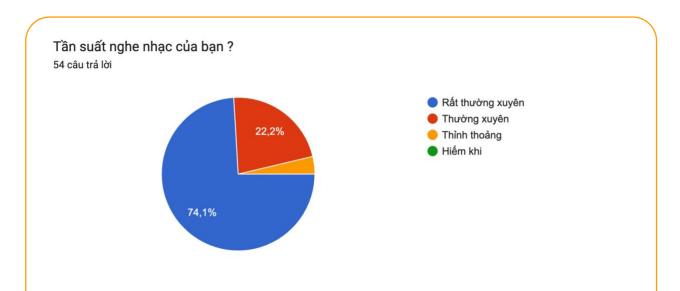
5.1 Production goals

- Producing products that meet the set quality standards

- The product is suitable for the context, space, and the tastes of the target audience

- The product meets the KPI set by the planner.

5.2 Production Plan
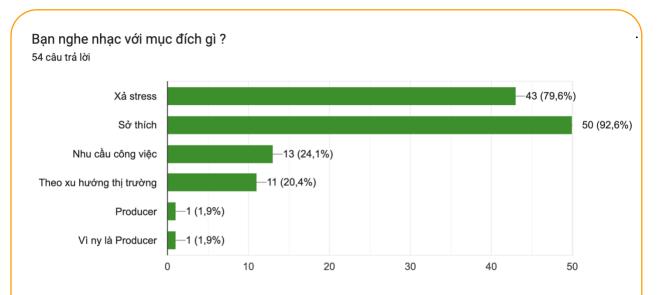
5.2.1.Analyzing customer demand

BB Production created a survey for the main target group of FU - Cover Session who were FPT university students before the project took place. The results show that:

Tần suất nghe nhạc của bạn ?
54 câu trả lời

- Rất thường xuyên
- Thường xuyên
- Thỉnh thoảng
- Hiếm khi

22,2%
74,1%
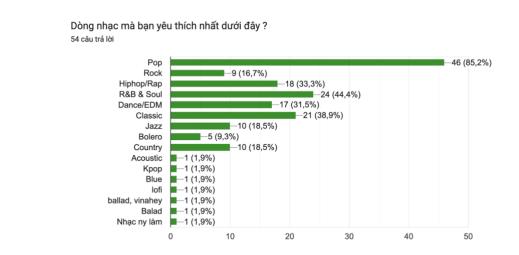
74.1% of students listen to music very often and 22.2% of students listen to music often. This chart shows that students at FPT University have a very high interest in music.

Table 7 Frequency of listening to music

Bạn nghe nhạc với mục đích gì ?

54 câu trả lời
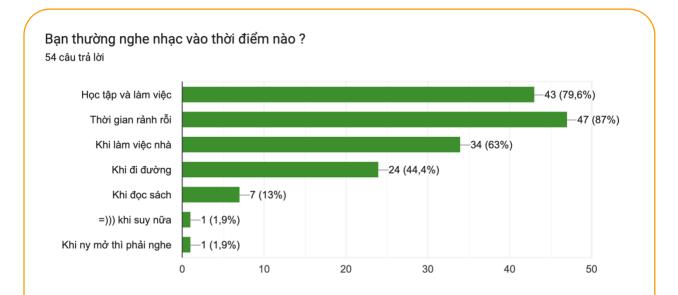
92.6% of participants said they listen to music for hobby and 79.6% for stress relief. As a result, the determination of the genre and the direction of music must match this need of the audience.

Table 8 Purpose of listening to music

Dòng nhạc mà bạn yêu thích nhất dưới đây ?

54 câu trả lời
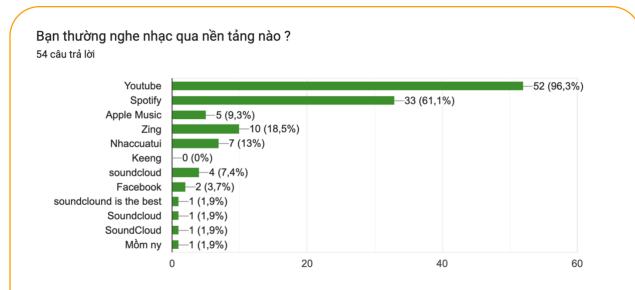
Pop is the music genre that the survey respondents love the most (85.2%),

so BB Production decided that this is the mainstream music of FU Cover Session.

Table 9 Favorite music chart

Bạn thường nghe nhạc vào thời điểm nào ?
54 câu trả lời

Học tập và làm việc	43 (79,6%)
Thời gian rảnh rỗi	47 (87%)
Khi làm việc nhà	34 (63%)
Khi đi đường	24 (44,4%)
Khi đọc sách	7 (13%)
=))) khi suy nữa	1 (1,9%)
Khi ny mở thì phải nghe	1 (1,9%)
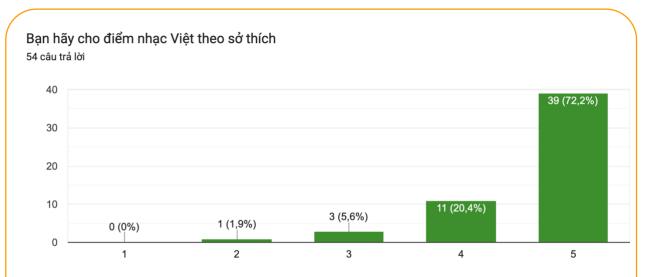
87% of people often listen to music in their spare time and 79.6% while studying and working. This affects the product launch time of FU Cover Session on Youtube.

Table 10 Music time chart

Bạn thường nghe nhạc qua nền tảng nào ?
54 câu trả lời

Youtube	52 (96,3%)
Spotify	33 (61,1%)
Apple Music	5 (9,3%)
Zing	10 (18,5%)
Nhaccuatui	7 (13%)
Keeng	0 (0%)
soundcloud	4 (7,4%)
Facebook	2 (3,7%)
soundclound is the best	1 (1,9%)
Soundcloud	1 (1,9%)
SoundCloud	1 (1,9%)
Mồm ny	1 (1,9%)

96.3% said they listen to music through the YouTube platform. Shows that Youtube is still the most popular and suitable music listening platform for the FU Cover Session project.

Table 11 Platform music chart

Bạn hãy cho điểm nhạc Việt theo sở thích
54 câu trả lời

Vietnamese music is the most popular language and music genre, followed by US/UK and Chinese music being the second and third favorite. This is also a decisive factor in choosing music for this project.

Table 12 Vietnamese music chart

Conclusion: Through analyzing the chart, the production team will determine the direction of sound and image production, as well as the time and music genre that are most suitable for the audience.

Also with cut music soundtrack for RMC and MED courses on Coursera. BB receives ideas and wishes from customers (Ms Vu Viet Nga)

5.2.3 Determining production capacity & evaluate materials

BB Production with current human resources is estimated to be able to produce 3 issues a week. The estimated time of running the FU Cover Session from September to December (16 weeks) can produce a maximum of 48 - 50 issues.

With equipment, BB Production has full production equipment including main equipment and backup equipment for editing and sound production.

Also, for the soundtrack cut music for the RMC and MED course on Coursera. BB receives ideas and wishes from customers (Ms.Vu Viet Nga). After pitching and

discussing, Ms. Vu Viet Nga devised a plan to use the musical colors imprinted with FPT Corporation.

5.2.4. Sound production form

For FU Cover Sessions:

Live Session: Live performance at the recording session, get the sound at the recording session

Remake Beat: Record first, then record, the same process as the MVs on the market today. Remake Beat will have two forms of beat production: remixing and remixing directly on DAWs Ableton Live, or recording Guitar instruments as beats.
For the cut music score for the RMC and MED course on Coursera:

All-new production and remixes on Ableton Live.

6. Risk Management

6.1 Identify Risk

By identifying risks, organizations can get ready for potentially dangerous situations and lessen their effects before they happen. It entails not only identifying the potential hazards but also putting them in writing and communicating them to the relevant parties. These records serve as proof of the company's risk management plan.

Ways to identify risks for a BB Production:
Documentation review: Risks are frequently discovered through reviewing project-related papers such as project files, plans, and other information.
Brainstorming: Having a group of individuals together to brainstorm involves discussing the project. Everyone is free to express their viewpoints on the subject you choose for the conversation.
Interviewing: To identify hazards, can speak with project participants, stakeholders, or specialists. As opposed to brainstorming, you normally conduct interviews one-on-one and ask direct questions regarding the project.

Employee feedback: Because it frequently differs from that of upper-level management, the employee perspective of a business can aid in identifying hazards. For instance, inadequate machine training could put users at risk for injury. The machine operators may become aware of the need for additional training before their managers.

6.2 Perform Qualitative Risk Analysis

Even if a qualitative investigation found ten dangers, only one of them would be given top consideration. Only four hazards may be considered top priorities if they have the potential to have a large effect and are likely to occur, while the remaining three risks are considered to be of low threat. Medium to low attention would be given to the final five hazards.

The 5-step process for conducting *qualitative risk analysis applied by BB Production:*

- Assemble a team to determine hazards. To assist project managers in identifying possible problem areas, it is essential to establish a team of subject matter experts.
- Isolate each possible danger. What might initially appear to be a tiny risk can quickly grow into a serious issue. Don't assume that all threats must be taken into account. It is preferable to list all potential dangers, then evaluate them and give them a weighting that can be changed in the future.
- Rank and order each risk. Each risk should be scored to determine whether it is a high priority or a low worry depending on its impact and likelihood of happening. You may, for instance, rate the chance and impact on a scale of 1 to 10. The priority rating out of 100 is then calculated by multiplying the two by the multiplier you chose. Example: 40% or 40/100 is equal to Impact (5 x Likelihood) x (8).
- Depending on the importance of the risk, develop a strategy to address it. Work with subject matter experts to develop potential mitigation methods after each risk has been given a priority. Be sure to consider how each solution may affect other dangers and solutions.

- Reassess each risk periodically. Simply identifying risks and developing remedies is insufficient. Risks can frequently vary as a project moves forward, as can their impact and likelihood of happening. Review potential risks when they arise and are resolved

Conclusion: The Idea Development & Pre-Production phase is the project's premise. Defining ideas and clear, detailed plans will help the process work smoothly and identify the right goals and objectives to create the motivation to complete the most successful project.

CHAPTER III
PROJECT EXECUTION

A.OVERVIEW

In the sections below, we will present and analyze in detail each activity, communication plan, etc. in the project that the team has implemented.

The project was started on August 30 and implemented three activities, including Creating and developing BB Production Music Channel, Producing learning videos to support Sound Production, Producing the soundtrack and background music used for the course on Coursera, and creating the communication plan for the above activities.

The action and communication plan is presented in 2 time periods:

> **Stage 1:** Before project implementation
> **Stage 2:** While implementing the project

B.ACTIVITIES

Here are the 3 main development activities that the we has been doing:

1.Music channel BB Production

- With the desire to create a playground for FPT University students to have the opportunity to sing and create professional music products from images to sounds. BB Production music channel officially started on August 30, 2022.
- BB Production was founded by a production team that is a Multimedia student with a passion for sound and music production. Here, we will accompany everyone to build ideas, shoot scripts and mix and match to create the best music videos.

- Besides, BB Production also gives everyone useful knowledge and sharing about the field of sound, alumni or students who are oriented to pursue the field of sound and associated projects with them. partner parties.

1.1 Project FU Cover Session

1.1.1. Timeline

Date: 30/8: Start project - Present

1.1.2. Details

Phase 1: Before the project:

• Overview of the project (purposes, goals, orientation, communication channels...)

Table 13 FU Cover Session plan

FU Cover Session

Purpose	Create a playground for students, students, staff, lecturers, etc. to have the opportunity to express their voices and create a complete product both in terms of hearing and vision. Everyone can experience the professional music video production stages For students majoring in multimedia communication, they have the opportunity to experience and apply practically from subjects such as SDP, VDP,...		
Orientation	Name of project	Content	Timeline
	FU - Cover Session	Cover music MV series with performances. by FPT students, students, staff, lecturers, and FPT alumni. The MVs are invested in both content, audio, and visual parts	30/8 - 5/12
Media channel	Facebook	Post content, videos, images related to products	20/08 finished setting up fanpage
	Youtube	Upload finished products	18/08 finished setting up Youtube

Create a registration form to participate in the project

The first part of the registration form will include the introduction, general information about the project, and information about the channels related to BB Production.

The content of the form includes:
- Questions about contact information, Full name, year of birth, Facebook link, phone number, or email...
- Questions to identify participants: Students/students/alumni/officers/lecturers...
- Question about BB Production's awareness to everyone: Where did you know BB Production? FB/friends... (social media/word of mouth...)
- Questions directly related to production products: Register for performance songs/ order musical instruments...
-

Finally, below is the completed form:
Registration link: https://forms.gle/69aa7RbNdGDu5vSU7

Phase 2: In the project
Pre-production:

Check form, Contact, and finalize production timeline including song, location, and recording time.

NO	SONGS	PERFORMERS	PRODUCTION METHOD	FILMING LOCATION	RECORDING DATE	FILMING DATE	PUBLICATION DATE	STATUS	NOTES
1	Hongkong 1 - Nguyễn Trọng Tài	Đặng Đức Trí	Remake Beat	2nd floor courtyard of Alpha building	16h00 05/09/2022	17h00 05/09/2022	20h00 26 thg 10, 2022	TRUE	
2	Chiều Nay Không Có Mưa Bay - Trung Quân Idol	Đặng Đức Trí	Remake Beat	x	16h00 05/09/2022	x	x	FALSE	Does not meet production standards
3	Hãy Về Đây Bên Anh - Duy Mạnh	Đinh Quang Tùng	Remake Beat	2nd floor balcony of Beta building	16h00 07/09/2022	15h00 01/10/2022	20h00 05/10/2022	TRUE	
4	Save Your Tears - The Weeknd	Đinh Quang Tùng	Remake Beat	x	16h00 07/09/2022	x	x	FALSE	Does not meet production standards
5	Chậm Lại - Vũ	Tú Bùn & Thành Nguyên	Live Recording	Behind the Alpha building	19h00 09/09/2022	8h30 10/09/2022	20h00 14/09/2022	TRUE	Use the recording on the day of filming
6	Thấy Chưa - Ngọt	Trí Đức	Live Recording	Big lake at "30 meter" street	14h 19/09/2022	14h 19/09/2022	20h00 21/09/2022	TRUE	
7	Cuối Tuần - Nguyên Hà	Phạm Chi	Remake Beat	Pine tree hill	9h00 22/09/2022	9h00 22/09/2022	20h00 28/09/2022	TRUE	
8	Waiting For You - Mono	Ngô Tuấn Dương	Remake Beat	x	16h00 26/09/2022	x	x	FALSE	Does not meet production standards
9	Ngã Tư Không Đèn	Trần Vũ Hoàng, Đinh Thanh Ngân	Live Recording	In front of Mango Restaurants	15h00 04/10/2022	15h00 04/10/2022	20h00 13/10/2022	TRUE	
10	Ánh Trăng Nói Hộ Lòng Em	Anna Phạm	Live Recording	Pine hill	14h00 15/10/2022	14h00 15/10/2022	20h00 19/10/2022	TRUE	
11	Bóng Mây Qua Thềm	Đinh Lưu Ly	Remake Beat	x	20h00 19/10/2022	x	x	FALSE	Delay
12	Internet Love - Hnhngan	Đinh Lưu Ly	Remake Beat	x	19h00 25/10/2022	x	x	FALSE	Delay
13	Anh chưa thương em đến vậy đâu - Lady Mây	Trịnh Hà An	Live Recording	Hanoi	14h00 22/10/2022	14h00 22/10/2022	20h00 03/11/2022	TRUE	Collab with Cayz Production

No.	Title	Artist	Type	Location	Date 1	Date 2	Release	Status	Note
14	Ôm em trong vòng tay - K Sober	K Sober	Live Recording	Hanoi	16h00 23/10/2022	16h00 23/10/2022	x	FALSE	Delay, Collab with Cayz Production
15	Mùa Thu Cho Em - Ngô Thụy Miên	BlackD Band	Live Recording	Mango Restaurants	15h00 19/10/2022	15h00 19/10/2022	20h00 10/11/2022	TRUE	
16	Em ăn sáng chưa - Kiên	Quốc Phong	Live Recording	Basketball yard	14h00 08/11/2022	14h00 08/11/2022	20h00 16/11/2022	TRUE	
17	Nghe Nhạc Anh Mỗi Khi Buồn - Kiên	Quốc Phong	Live Recording	Basketball yard	15h00 08/11/2022	15h00 08/11/2022	20h00 21/11/2022	TRUE	
18	ALRIGHT - The Flob	Trần Bình Minh & Dương Tiến Mạnh	Live Recording	6th floor alpha	15h00 18/11/2022	15h00 18/11/2022	20h00 28/11/2022	TRUE	
19	Chết Trong Em - Thịnh Suy	Trần Bình Minh & Dương Tiến Mạnh	Live Recording	6th floor alpha	16h00 18/11/2022	16h00 18/11/2022	20h00 23/11/2022	TRUE	
20	Bận Lòng - Pay	Diệu Anh	Live Recording	Gamma's back garden	16h00 23/11/2022	16h00 23/11/2022	20h 30/11/2022	TRUE	
21	Như Những Phút Ban Đầu - Hoài Lâm	Diệu Anh	Remake Beat	x	19h00 24/11/2022	x	x	FALSE	Pending complete
22	Mơ (Dreaming) - Vũ Cát Tường	Đinh Lăng	Live Recording	Outside dorm B	11h00 27/10/2022	11h00 27/10/2022	20h00 04/12/2022	TRUE	
23	Hà Nội có phải anh	Đào Lê Phương Anh						FALSE	Pending
24	Thay mọi cô gái iu anh	Lưu Cẩm Linh						FALSE	Pending
25	Heather x Eyes Blue	Nguyễn Phương Thảo						FALSE	Pending
26	Em ơi - Vũ Cát Tường	Nguyễn Tuấn Anh						FALSE	Pending
27		Nguyễn Quốc Khánh (band)						FALSE	Pending
28	Until i found you	Lê Tố Uyên + Trí Đức						FALSE	Pending

For Participants:

- Main audience: Students of FPT University Hanoi
- Secondary audience: Students, alumni, lecturers, officials… FPT University Hanoi

Rules: Eligible songs are songs that conform to Vietnamese fine customs and traditions.

Requirements:

- Experience in singing and performing
- Sing without deviation, know how to handle basic vocals

About the costume: It is suitable for the song, and not too offensive.

Initially, our team contacted you to invite you with good voices, good skills, and a good amount of interaction on personal social networking platforms so that the first MVs have good quality to attract more students. Another member knows BB Production and wants to participate in the project.

After the first products are released. Gained a large amount of interaction for both pages, products, and participants. We started to open applications to participate in the project with subjects including Students, alumni, staff, and lecturers... at FPT University Hanoi.

Registration form to participate in the project: always open

- Information: Full information to prove that the participant is valid
- Request: Submit a video of yourself singing

Contact with participants

Contacts of participants are pre-aggregated. Mainly will communicate through Facebook to facilitate exchange of information.
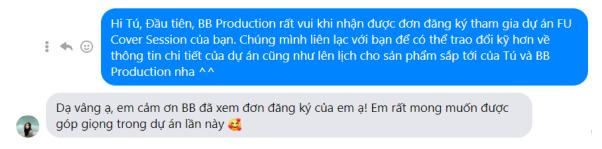
Figure 26 React Audience

Closing the song, time, filming location

In the process of exchanging information, BB Production will have advice on songs to match the voice, and the theme of exploitation. After finalizing the song, the team will research a suitable recording location.

The song "Cham Lai" - Tu Bun Cover from the content to the lyrics are all gentle and poetic, so the filming location with a white wall covered with leaves and flowers creates a poetic feeling, attractive early autumn. In addition, each option offered will have an additional backup plan.

Currently, the team has 2 forms of audio implementation for the product: Recording or Live. However, both the team and the participants preferred the Live format.

Figure 27 Thanh Nguyen - Phuong Tu (Tu Bun)

After finding a suitable place for the song, the Team will give suggestions on costumes to the participants.

Finally, are the equipment to prepare. Because the singer will sing standing up, the team will prepare an extra mic stand, the acoustic guitar will prepare a plugged line to capture the guitar better.

Device Setup

The whole team will be present 30 minutes before the recording and recording time to set up the device.

1 Recording equipment

The shooting equipment that the team uses includes: 1 tripod, 1 Sony a6000 camcorder, 1 canon 250D backup camcorder.

2 Recording equipment

-   Laptop with Ableton Live 11 or Adobe Audition, Audacity software
-   Soundcard Steinberg UR22MKII
-   Bluetooth speaker as a monitor for singers and musicians

- XLR line for recording microphone
- Audio Technica AT2020 recording microphone
- Backup headphones (used to replace Bluetooth speakers when needed)

Performing Capture and Rotation

Step 1: Deployment team: fix fixed machines, and cover all participants. At the same time, the Producer will set up the receiver and adjust the mic and guitar gain accordingly.

Step 2: Shoot and record

Note: The singer will say track 1, track 2, and track 3 before each recording to serve the video post-production because the live session will have to shoot and record many times to find the best version.

Step 3: Finish recording and recording

Check the source of audio and video recording to ensure that the quality standards are set.

Take a commemorative photo with the participants

Interview participants (if agreed) as a source of research materials as well as communication.

Figure 28 BB Teams

Post-production and video finishing

With Sound Production:

    The project was post-processed via Ableton Live 11

Step 1: Select the most qualified version to report back to the video producer (eg Track 3 – "Cham Lai", Vu - Tu Bun & Thanh Nguyen)

Step 2: Editing
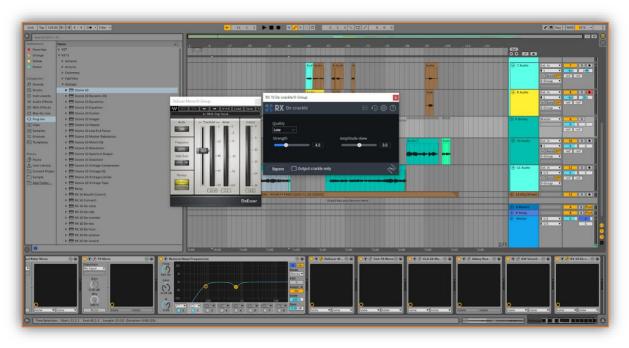
Figure 29 Ableton Software

    Eliminates bad noises such as saliva, sh, breathing and environmental sounds. Be careful not to remove too much to retain the naturalness of the vocals. Replace bad words with good words on other tracks.

Step 3: Tuning & Automation
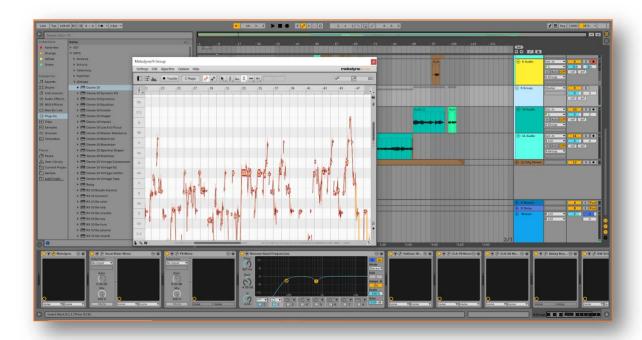
Figure 30 Ableton Software

Also known as offset correction, use the plugin Melodyne to correct the words, lyrics are disparate, phony. However, with the Acoustic context, the producer will not interfere too deeply in this process to keep the song rustic and natural.

Automation Vocal to balance the volume, not too low and not too loud. Use the Vocal Rider plugin in Waves Bundle. Plugins are used in cases where the loudness and low volume differ too much.

Figure 31 Ableton Software

Step 4: EQ
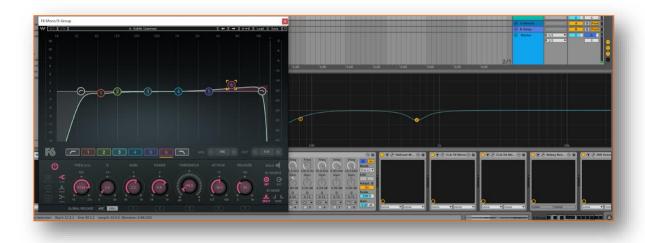
Figure 32 Ableton Software

Use two EQs, the stock EQ of Ableton and the F6 Mono in the Waves set, to cut out the excess frequencies, reduce the nasal voice and the frequencies that are bad for the sound.

Step 5: Compressor

Figure 33 Ableton Software

Use Waves Bundle CLA 76 and CLA 2A. The purpose is to increase the stability of the sound, and at the same time create color for the song.

Step 6: Effects

Figure 34 Ableton Software

Often use Reverb, Delay and Saturator to create richer colors and tones. With the FU Cover Session project, limit the overuse of effects to keep the live and rustic quality.

Step 7: Mastering

Figure 35 Ableton Software

Use Ozone 10 plugins for Mastering. This is the fastest and most convenient plugin with Mastering, meeting the needs of fast production while ensuring quality. However, this is the downside because it will limit some functions compared to using plugins of the Waves suite. Therefore, the Producer focuses on maximum quality in the previous 6 steps to ensure the final output is properly exported.

With Video Production:

Step1: Select the appropriate recording source when reported by the producer.

Step 2: Basic video processing via Enhance Video AI software to increase video quality, handle noise, handle aliasing, lighting, and color balance. This is the foundational but most important step for quick post-production
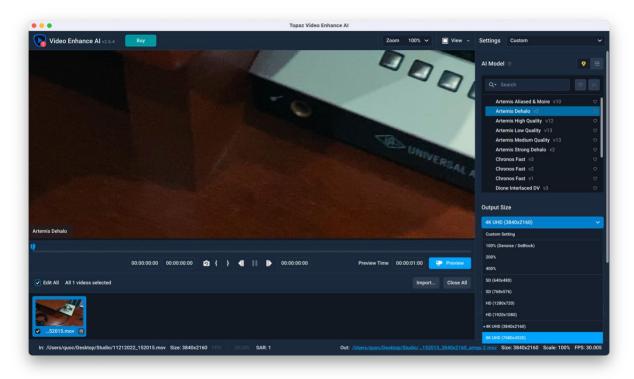
Figure 36 Video Enhance AI

Step 3: Go to Premiere Pro software to start editing. Use the Filmconvert Nitrate and Red Giant Plug-ins for color mixing. Use the Red Giant Cosmo II to edit the subject's skin

Inject Davinci Resolve if advanced color processing is required (if needed)
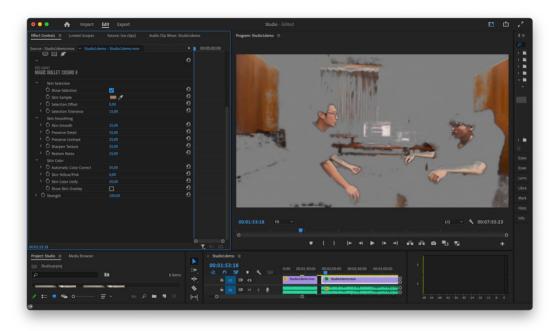
Figure 37 Adobe Premiere Pro

Figure 38 Red Giant

Step4: Export demo for the test team

Step5: Cut Short Video for Facebook content and a youtube thumbnail.

Step6: Final video and upload

1.2. Knowledge Audio decoding

1.2.1. Timeline

- 30/08/2022: Start project - (Present)

1.2.2. Details

The project complements the BB Production fanpage and the topic chosen by the group. In addition to the content for students' music products, "Knowledge Audio decoding" was developed to share knowledge about sound production and support FPT university students, especially students of multimedia majors. means having a clearer and more intuitive view of the subject SDP201. Along with that, it enhances the importance of audio processing in communication projects.

- *The project consists of 2 phases in which:*

Phases 1: Research

This research phase includes an overview of the SDP201 subject, the study of external knowledge of sound production, and the combination of the knowledge of the team's Producer, Quang Thien. In this phase, the group will filter out the most basic, practical, and useful knowledge for readers. The design team also worked on publications for Knowledge Audio decoding. All publications are designed according to the Key Visual and Brand Identity that the team has chosen.

Phases 2: Posting

Includes 5 academic posts, using Owned Media channel is the Facebook Fanpage of BB Production. Since academic posts will often not generate much engagement and interest, they will also affect the communication process for FU Cover Session products if published too much. Another factor that the team pays attention to is that when reading an academic document, there should be full knowledge in one heading, avoiding splitting and diluting information. The team has agreed on a plan to post 5 articles, but it includes

all the basic knowledge of Sound Production to optimize efficiency and bring the most benefits to readers.

1.3. Project featuring CayZ Production

1.3.1. Timeline:

September 30, 2022 - Present

1.3.2. Details

The project started on September 30, 2022, after BB received an invitation to cooperate with Cayz Production. Cayz Production is currently a studio operating in the field of recording, mixing, and mixing in Linh Nam, Hoang Mai, and Hanoi. Cayz Production targets BB as a partner thanks to the fact that 2 Owner Media channels have a large group of FPT students, through which Cayz Production's customer market will be expanded. On the contrary, BB Production also increases the prestige and sound quality of the product.

This project includes 2 items:

The live video series "Cong Ban Cong" is made by talents from Cayz Production. Cayz Production directly handles the sound production and BB Production ensures the video, photo, and media production. "Ban Cong Corner" was posted on 2 Owner Media channels of BB Production. Currently, the group has made 2 videos for "Ban Cong Corner" and uploaded 1 video. The remaining numbers are planned by Cayz Production and are expected to be exploited in 2023.

Support for the project "BB Share". The project "BB Share" was directly recorded at Cayz Studio, along with knowledge sharing from Mixing and Mastering Melo C of Cayz Production. The project has completed the first 3 issues and the project was published with the first issue on June 12, 2022.

2. Project in conjunction with the SRO of FPT University

2.1. Timeline

Date: September 21: Project start

Date: 10/2: End of project

2.2. Details

This is a project to support the SRO FPT University Hanoi to produce a music video: FPT River of Oaths to use for the afternoon of singing practice at the HAY Orientation Week event for new students. K18

BB Production is in charge of Mixing more sounds and finding images and videos about the school to serve for video production.

The team has divided into 3 phases to facilitate the project, including:

Stage 1: Find images, videos
Requirements: Pictures of the school landscape, high resolution, bright colors

Figure 39 FPT Edu

Stage 2: Mixing music
Request: Remake music of the song "FPT River of Oath"

Stage 3: Video production
Use searched resources and remixed tracks to produce videos.
Choose the right font and add effects for the text.

Video final

3. Project "BB Share"

3.1 Time

August 30 - now

3.2. Details:

Project "BB Share" (supplement to SDP 201). The project has shot 3 issues at CayZ Studio and released 1 issue on Youtube BB Production. This project will share knowledge about sound production from basic to advanced in order to help FPT students who follow the BB Production channel to understand more deeply about the sound-making process.

The project consists of 3 phases:

Phase 1: Pre-production (August 30, 2022 - September 30, 2022)

The BB team intends to produce a series of academic videos based on academic knowledge (Knowledge Audio Decoding) uploaded as video. The team made the initial idea to film the production process, but at this stage, BB received an invitation to collaborate from Cayz Production, so the team decided to make the video series at Cayz Studio.

About the content is supported by the Sound Engineering of Cayz Studio and the collective knowledge gathered from Audio Codec Knowledge.

The topic of filming in the style of Interviews, with BB's host representing the students, the audience who do not have much knowledge about Sound Production and Sound Engineering of Cayz Studio will answer and share.

Figure 40 Cayz Studio

Phase 2: Production (October 1 - present)

The group filmed at Cayz Studio every Saturday from October 1. Currently, there are 3 videos that meet the quality standards for release and 6 videos that have not been completed.

Phase 3: Product launch

On December 6, 2022, after measuring and evaluating that BB Production had stable viewership and interaction, the group decided to launch the product on the Youtube platform and planned to release the remaining issues with a frequency 1 time 2 weeks.
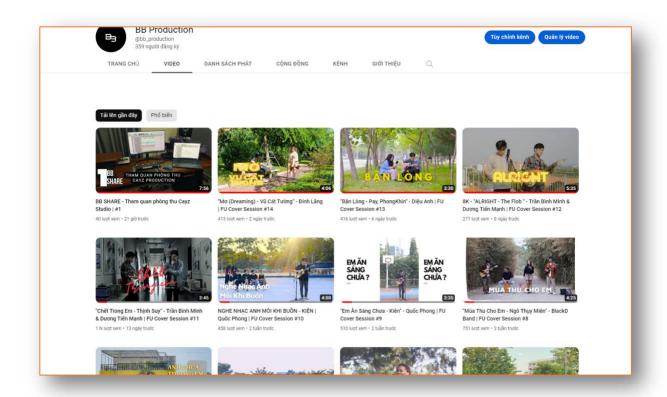
Figure 41 Youtube BB Channel

4. Project to produce the soundtrack, and background music for the course on Coursera

4.1. Timeline:

August 30, 2022 - October 10, 2022

4.2. Details:

Project to produce soundtracks, and background music for 2 online courses RMC and MED on Coursera.

The project consists of 3 phases:

Phase 1: Pre-Production (August 30, 2022 - September 5, 2022)

August 30, 2022: Receive requests from customers (Teacher Vu Viet Nga)

In this phase, the team mainly pitches with customers to agree on ideas and implementation plans. Specific requirements are as follows:

Set of soundtracks, background music, and cut music for two MED and RMC courses on Coursera.

The soundtrack is used for the intro at the beginning of each lecture of the 2 courses.

Cut music for transitions and background music for the course content.

The soundtrack carries the spirit of FPT Corporation, neither too exciting nor too deep. This is the product that contributes to the identity of the two courses.

September 3 - September 5, 2022: The team met for 2 days to finalize the plan to create a soundtrack with the spirit and color of FPT, the light energy is not too climactic but still creates the emotions and identity of the group. FPT in it.

Phase 2: Production

September 6, 2022: Material selection and implementation plan:

The team selects materials suitable to customer requirements, develops ideas and implements them. The whole team agreed to choose live instruments instead of electronic ones to suit the tastes of the course participants and the energy and spirit that the client gave.

DAWs used: Ableton Live 11

Virtual instruments: Acoustic Guitar, Cello, Double Bass, Violin, Viola, Piano, Clarinet.

Plugins used: Kontakt 10, Waves Bundle, Ample Guitar, Arturia Bundle, Ozone 10.

07/09-27/09/2022: the process of mixing and mixing is done by Quang Thien.

September 28, 2022 - September 30, 2022: the whole team checks the quality before sending the product to the customer.

Phase 3: Release of Final product

Send demo products to customers, receive feedback from customers to correct and resend the final product. This project of BB has directly sent the finished product (not yet Mastering) to customers and was approved for the first time on October 1, 2022. The

team then sent the source project of the project to its partner Cayz Production for Mastering before officially completing on October 10, 2022.

C.COMMUNICATION IMPLEMENTATION

1.Overview

In the project activities, only the music channel BB Production is using the media campaign due to the nature of the remaining projects just producing video products.

1.1 Project: FU Cover Session

Duration: August 30, 2022 - present

Goals: The communication campaign takes place over 3 months and is broken down by week so that the team can evaluate and make appropriate changes.

1.2 Project: Knowledge Audio decoding

Duration: August 30, 2022 - December 5, 2022

Goals: The campaign intertwines with the schedule of the FU Cover Session to provide readers with sound knowledge

1.3 Project in conjunction with Cayz Production

Duration: September 30, 2022 - present

Goals: The campaign is intertwined with the schedule of the FU Cover Session to show the products that BB Production cooperates with partner Cayz Production.

2.Communication Schedule

During the time of creating and developing the music channel BB Production, we focused on exploiting communication on 2 main social networking channels, Facebook and Youtube channel.

Month					August	September				October				November				December			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Facebook BB Production																				
Youtube Production																				

Table : Communication schedule

3. Communication Products of The Campaign

The communication campaign is planned so that people can be informed throughout the process from the beginning to the end of the project.

3.1. Music channel BB Production

3.1.1. Project FU Cover Session

In order for the project to exploit more content, we have divided into 3 phases in the communication campaign

Phase 1: August-September : "Vao Thu"

Goals:

August-September is the time to come, Autumn, it can be said to be the most poetic season of the year, the atmosphere, and everything is pleasant, bringing a sense of comfort to everyone. Therefore, we took the theme for August-September as Fall, in order to make it easier to develop content orientation, easy-to-exploit stories and easy to exploit shooting locations, and suitable shooting methods...

The media channels have completed the setup (cover photo, about, introduction, contact information...) and started to have media articles to spread awareness about the channel and the project to everyone.

Combined with creating content that is relevant to the topic, it helps to attract more people to the page and project.

Communication Products - Owned media:

Facebook Page: BB Production
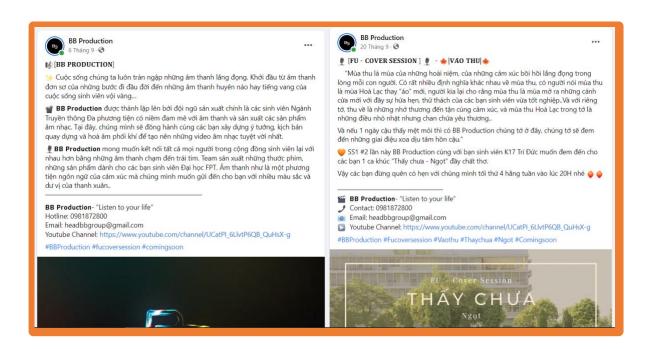
The content is deployed in sequence from page introduction, production orientation and projects. Content closely follows both the content of the video produced, and the stories that the project participants want to share to bring the most specific, honest and emotional information to the readers and listeners.

Because there are topics for each month, it is easier to exploit content by topic.

Music Channel   Week 1 – Week 4   *Table 14 Music Channel Plan*

Week	No.	Content	Caption	Start	End	Notes
1 (5-18/9/2022)	1	Giới thiệu page	🎧 [BB PRODUCTION] 🎧 Cuộc sống chúng ta luôn tràn ngập những âm thanh lắng đ	06/09/2022 12:00	06/09/2022 20:00	-Giới thiệu về BB - Những thông điệp mà team hướng đến
	2	Giới thiệu LiveSession	🎤 [FU - COVER SESSION] 🎤 - "KHI ÂM THANH TRỞ THÀNH NGÔN NGỮ"TH	08/09/2022 12:00	08/09/2022 20:00	-Giải thích tên LSS : FU COVER SS -LSS mỗi tuần có 1 số
	3	-Giới thiệu LS #1 -Bài demo video	[Fu - Live Session #1] - 🍂 |VAO THU| 🍂"Đầu thu tháng 9 gõ cửa mang t	13/09/2022 12:00	13/09/2022 20:00	-Giải thích tên chủ đề LSS : Vào Thu -Có tổng cộng 3 video cho LSS1
	4	LiveSession #1	[FU - COVER SESSION] - 🍂 |VAO THU|🍂CHẬM LẠI- Vũ	Tú Bún & Thành Ngu	14/09/2022 12:00	14/09/2022 20:00	-Link MV đăng youtube và 30s cắt đăng facebook (QA phụ trách)
2 (19-25/9/2022)	5	Demo LiveSession #2	🎤 [FU - COVER SESSION] 🎤 - ⭐|VAO THU| "Mùa thu là mùa của những h	20/09/2022 12:00	20/09/2022 20:00	-Ca sĩ: Trí Đức
	6	LiveSession #2	🎤 [FU - COVER SESSION #2] 🎤 - ⭐|VAO THU|THẤY CHƯA - NGỌT	Trí Đ	21/09/2022 12:00	21/09/2022 20:00	-Ca sĩ: Trí Đức
	7	Fun	🎊 NHỮNG ĐIỀU ĐẶC BIỆT TẠI FU-COVER SESSION 🎊👏 Vậy là hai số của FU	22/09/2022 12:00	22/09/2022 20:00	-VIDEO 8K -NHỮNG CA SĨ KHÔNG CHUYÊN
3 (26/9-2/10)	9	Fun	🎤 [FU - COVER SESSION] 🎤 - |VAO THU|⭐"Thu đến và đi như những gì đã s	26/09/2022 12:00	26/09/2022 20:00	-Điểm qua lượt view của 2 MV
	10	Hé lộ MV tiếp theo	🎤 [FU - COVER SESSION] 🎤"MÙA THU THẬT ĐẸP, TÌNH CẢM CỦA TỐ DÀN	27/09/2022 12:00	27/09/2022 20:00	-Hé lộ bài hát kế tiếp
	11	LiveSession #3	🎤 [FU - COVER SESSION] 🎤 - |VAO THU|⭐"Cuối tuần này muốn nói với emC	28/09/2022 12:00	28/09/2022 20:00	-Ca sĩ: Phạm Chi
	12	Fun	"CHỜ MÃI CŨNG ĐẾN..CUỐI TUẦN 🍁"Háo hức chờ đến cuối tuần trong sự vui hãn	01/10/2022 12:00	01/10/2022 20:00	-Ảnh cắt từ MV Phạm Chi
4 (3/10-9/10)	13	Fun	🎤 [FU - COVER SESSION] 🎤 - |CHUYỆN CỦA MÙA THU| ⭐🍁 Giữa tiết tr	03/10/2022 12:00	03/10/2022 20:00	-Phỏng vấn Trí Đức + Chúc mừng 6k view
	14	Mở Form đăng ký tham gia dự án BB	🔥 [CHÍNH THỨC MỞ ĐƠN ĐĂNG KÝ THAM GIA DỰ ÁN FU COVER SESS	04/10/2022 12:00	04/10/2022 20:00	- Link form đăng ký tham gia dự án - Hỗ trợ thu âm - Hỗ trợ sản xuất video
	15	Video LS#4	🎤 [FU - COVER SESSION] 🎤 - ⭐|CHUYỆN CỦA MÙA THU| 🍁 "Tại sao mỗi	05/10/2022 12:00	05/10/2022 20:00	
	16	Khai thác câu chuyện của ca sĩ	🎤 [FU - COVER SESSION] 🎤 - ⭐|CHUYỆN CỦA MÙA THU| ⭐🎵 m nhạc là 1 đ	06/10/2022 12:00	06/10/2022 20:00	- Thông tin ca sĩ - Câu chuyện của ca sĩ - Keyword: Âm nhạc chữa lành
	17	Kiến thức về âm thanh	🎛️ [GIẢI MÃ SẢN XUẤT ÂM THANH] -Trở thành Producer có khó như bạ	07/10/2022 12:00	07/10/2022 20:00	- Bài đăng đầu tiên về mảng kiến thức - Hằng tuần sẽ có ít nhất 1 bài
	18	Chia sẻ của ca sĩ	🎤 [FU - COVER SESSION] 🎤 - ⭐|CHUYỆN CỦA MÙA THU| ⭐🎵 Âm nhạc là 1	09/10/2022 12:00	09/10/2022 20:00	
	19					

Week 5 – Week 7

	#		Content	Start	End	Notes
5 (10/10-16/10)	20	Phản hồi đơn đăng ký	💗LỜI CẢM ƠN💗💬 Lời đầu tiên, BB Production gửi đến các bạn lời cảm ơn vì đã	11/10/2022 12:00	11/10/2022 20:00	
	21	Video LS#5	🎙️ [FU - COVER SESSION] 🎙️ - 🍁CHUYỆN CỦA MÙA THU🍁 🍁NGÃ TƯ KHÔNG Đ	13/10/2022 12:00	13/10/2022 20:00	- Bãi Ngã tư không đèn - Đinh Thanh Ngân vocal, Trần Vũ Hoàng Guitarist
	22					
	23					
	24					
	25					
	26	Kiến thức	🖥️ [GIẢI MÃ SẢN XUẤT ÂM THANH]- DAW là gì và bạn có hiểu hết về chún	16/10/2022 12:00	16/10/2022 20:00	
6 (17/10-23/10)	27	Chào tuần mới	🎙️ [FU - COVER SESSION] 🎙️ - 🍁CHUYỆN CỦA MÙA THU🍁 🎶 Tuần mới lại đến	17/10/2022 12:00	17/10/2022 20:00	-Ánh Trăng nói hộ lòng tôi -Xin chào tuần mới, hỏi cảm nhận của mọi người -Demo ảnh ca khúc mới -Đưa quét link đăng ký vẫn
	28					
	29	Video LS#6	🎙️ [FU - COVER SESSION] 🎙️ - 🍁CHUYỆN CỦA MÙA THU🍁 🌙 ÁNH TRĂNG NÓ	19/10/2022 12:00	19/10/2022 20:00	- Ánh Trăng nói hộ lòng tôi -Cựu sinh viên -Hát tiếng Trung
	30	20/10	🌹 CHÚC MỪNG NGÀY PHỤ NỮ VIỆT NAM 20/10 🌹🌺Thế giới này trở nên tươi	20/10/2022 12:00	20/10/2022 20:00	-Kiểu hài hước, vui vẻ
	31					
	32					
	33	Kiến thức	🖥️ [GIẢI MÃ SẢN XUẤT ÂM THANH]- DAW là gì và bạn có hiểu hết về chún	23/10/2022 12:00	23/10/2022 20:00	
7 (24/10-30/10)	27	Minigame	🎙️ [FU - COVER SESSION] 🎙️ - 🔥 2- 3 CON MỤC THÔNG BÁO CĂNG CỰC!! Hiện	24/10/2022 12:00	24/10/2022 20:00	-Ánh Trăng nói hộ lòng tôi -Xin chào tuần mới, hỏi cảm nhận của mọi người -Demo ảnh ca khúc mới.
	28	Lời cảm ơn	🎙️ [FU - COVER SESSION] 🎙️ - 🍁LỜI CẢM ƠN🍁 🌺🎶 Vậy là dự án FU- Cover Sess	25/10/2022 12:00	25/10/2022 20:00	
	29	Video LS#7	🎙️ [FU - COVER SESSION] 🎙️ - 🍁CHUYỆN CỦA MÙA THU🍁 🌺HongKong1 - Nguy	26/10/2022 12:00	26/10/2022 20:00	- Ánh Trăng nói hộ lòng tôi -Cựu sinh viên -Hát tiếng Trung
	30	Khảo sát + minigame	🎙️ [FU - COVER SESSION] 🎙️ - 🔆[GÓC HỖ TRỢ SURVEY KHẢO SÁT] 📋 Hiện t	27/10/2022 12:00	27/10/2022 20:00	
	31	Triển khai nền tảng Sound Cloud	🎙️ [FU - COVER SESSION] 🎙️ - 🎧QUÉT MÃ LIÊN TAY NGHE NHẠC CỰC HAYY!!!🎧	28/10/2022 12:00	28/10/2022 20:00	-Triển khai nền tảng Sound Cloud
	32	Livestream	BB Production công bố giải thưởng 100.000vnd cho FU-er may mắn !!!	29/10/2022 12:00	29/10/2022 20:00	
	33			30/10/2022 12:00	30/10/2022 20:00	

Week 8 – Week 11

	#		Content	Start	End	Notes
8 (31/10-6/11)	34			31/10/2022 12:00	31/10/2022 20:00	
	35		🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU| 🍁 Tháng 11 lại đến đem theo	01/11/2022 12:00	01/11/2022 20:00	
	36		🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU|🍁"Em có nghe mùa thu mưa giả	02/11/2022 12:00	02/11/2022 20:00	
	37	BB Production x CayZ Team	🎙️[BB Production x CayZ Team] 🎙️ ANH CHƯA THƯƠNG EM ĐẾN VẬY Đ	03/11/2022 12:00	03/11/2022 20:00	
	38			04/11/2022 12:00	04/11/2022 20:00	
	39			05/11/2022 12:00	05/11/2022 20:00	
	40			06/11/2022 12:00	06/11/2022 20:00	
9 (7/11-13/11)	41			07/11/2022 12:00	07/11/2022 20:00	
	42	Kiến thức	✏️ [5 món đồ để khởi đầu Sản xuất âm nhạc]🖥️ Khác với thời đại âm nhạc	08/11/2022 12:00	08/11/2022 20:00	
	43	FU-ER trúng minigame	🎙️ [FU - COVER SESSION] 🎙️ - 🏆[TIẾNG GỌI NGƯỜI CHIẾN THẮNG]🏆	09/11/2022 12:00	09/11/2022 20:00	
	44	LS#8	🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU|🍁MÙA THU CHO EM - NGÔ	10/11/2022 12:00	10/11/2022 20:00	
	45			11/11/2022 12:00	11/11/2022 20:00	
	46			12/11/2022 12:00	12/11/2022 20:00	
	47			13/11/2022 12:00	13/11/2022 20:00	
10 (14/11-20/11)	48		🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU|🍁 Chủ nhật đã qua thứ hai lại	14/11/2022 12:00	14/11/2022 20:00	
	49	FPTU - Music Producer	🎚️[FPTU - Music Producer] 🎚️- "Nếu chưa đủ thành công thì bạn chưa đủ nỗ	15/11/2022 12:00	15/11/2022 20:00	
	50	LS#9	🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU|🍁EM ĂN SÁNG CHƯA - KIỀ	16/11/2022 12:00	16/11/2022 20:00	
	51			17/11/2022 12:00	17/11/2022 20:00	
	52	Fun	Các "thợ nhạc" của BB Production xin thông báo ❗❗❗Từ tuần này FU -Cover S	18/11/2022 12:00	18/11/2022 20:00	
	53			19/11/2022 12:00	19/11/2022 20:00	
	54			20/11/2022 12:00	20/11/2022 20:00	
11 (21/11-27/11)	55	Live SS #10	🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU|🍁NGHE NHẠC ANH MỖI KI	21/11/2022 12:00	21/11/2022 20:00	- Ca sĩ: Quốc Phong - Bài hát: Nghe nhạc anh mỗi khi buồn
	56	Thống kê các con số	💕BB PRODUCTION CÙNG NHỮNG CON SỐ ĐẶC BIỆT💕 🎇 Vậy là BB	22/11/2022 12:00	22/11/2022 20:00	- Đánh dấu các điểm đặc biệt qua những con số
	57	Live SS #11	🎙️ [FU - COVER SESSION] 🎙️ - 🍁|CUỐI THU|🍁CHẾT TRONG EM - Thịnh S	23/11/2022 12:00	23/11/2022 20:00	- Ca sĩ : Trần Bình Minh - Guitar: Dương Tiến Mạnh - Bài hát: Chết trong em
	58	Kiến thức	🎚️(BẬT MÍ BÍ MẬT "BI") 🎚️ - Công đoạn hậu kì âm thanh của FU Cover Session	24/11/2022 12:00	24/11/2022 20:00	-Ảnh từ Quang Thiện -Công đoạn sản xuất
	59			25/11/2022 12:00	25/11/2022 20:00	
	60			26/11/2022 12:00	26/11/2022 20:00	
	61	Fun	CHUYÊN MỤC BẮT ỒN 🔇🔇🔇Chủ Nhật đến hẹn lại lên nhạc. Nay sộp lên c	27/11/2022 12:00	27/11/2022 20:00	

Media posts of the first products:

Phase 2: September-October: "Chuyen Cua Mua Thu"

Goals:

The media content at this stage is deployed still closely following the product content released, gentle in nature, and maintained regularly. Keep the number of interested people stable, and continue to interact with the page.

Communication Products - Owned media:

Facebook Page: BB Production

In addition to thematic posts, the team also publishes content posts on special days such as October 20. The goal is to keep the amount of interaction stable.
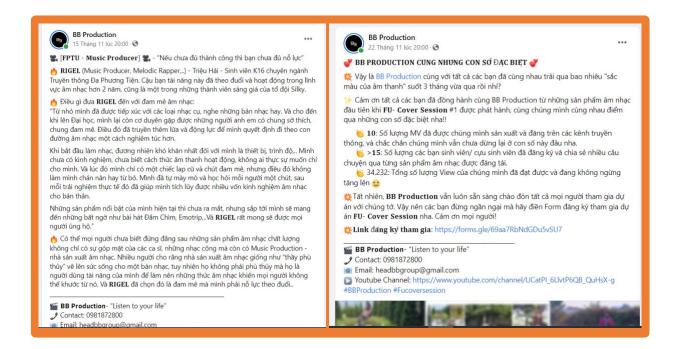
Phase 3: T10-T11: End of Autumn

Goals:

The purpose of the final communication is to keep the amount of interaction fixed, exploit more shared content, to emphasize the numbers that BB Production has achieved.

Communication Products - Owned media:

Facebook Page: BB Production

Communication Products - Owned media - YOUTUBE

Goals:

-   Increase recognition for BB Production: Through the quality of the video, images, and sound. BB Production has built a brand identity foundation at least at FPT University.

-   Reach a wider audience anytime, anywhere

-   Build accessible content, and increase connection with project participants and other audiences:

How to deploy:

-   The video description is mainly taken from FB content for consistency.

-   Always include the original link of the music product, and the mix of music carefully so as not to be copyrighted.

-   Always include contact information to create credibility for the channel and the project.
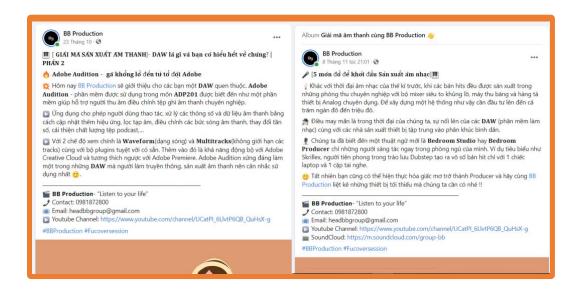
3.1.2. Knowledge Audio decoding

Goals:

- Provide knowledge about sound for high school students in particular and people in general.
- Help people understand the process and learn the stages, stages, and production information to get the best product.
  Remind information people may know, do not know, or want to know about sound.

How to deploy:
- Clear shared content, and impressive title help attract readers, and help readers feel more receptive to information
- Not only sharing in the form of images, the content is also exploited in the form of gifs, and video interviews ... to not be boring.

3.1.3. Project in conjunction with CayZ Production
Goals:
- Support product communication between the two parties
- Changing the variety of products on the channel, showing the development potential of the channel as well as the audience wishing to participate in the project.
- Creating benefits for both parties is BB Production and Cayz Production.

How to deploy:

- The content of the article complies with the standard format, the theme that BB Production has set out before.
- Exploiting the new concept that the two sides cooperated to implement: The balcony corner, located in an apartment building in Hanoi with a beautiful and airy view, creates a pleasant and attractive feeling for viewers.
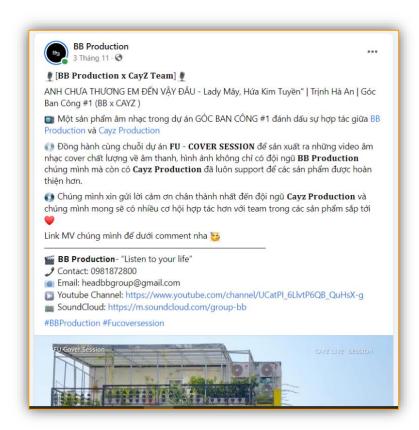
Figure 42 Goc Ban Cong

D.BUDGET

The section below includes the Estimated Cost (to be made before the project starts) and Actual Cost (statistics after the project is completed).

1.Estimated budget

Table 17 Estimated budget

	Categories	Notes	Amount	Unit price (VNĐ)	(estimated cost) (VNĐ)
1	Music Arrangement	Songs: • Cuối Tuần #3 • Hãy Về Đây Bên Anh #4	2	1.500.000 VNĐ	3.000.000 VNĐ
2	Music Arrangement	Music for the Coursera course	1	7.000.000 VNĐ	7.000.000 VNĐ
3	Mixing, Mastering	15 issues of FU Cover Sessions (sponsored by Cayz Production)	15	500.000 VNĐ	7.500.000 VNĐ
4	Filming	Quay dựng, hậu kỳ video FU Cover Session	15	1.000.000 VNĐ	15.000.000 VNĐ
5	Filming	Video editing, post-production FULL Cover Session	3	1.500.000 VNĐ	4.500.000 VNĐ
6	Equipment	Microphone Stand	1	250.000 VNĐ	250.000 VNĐ
7	Equipment	Micro Hosa Pro XLR3F to XLR3M Cable 3M	1	600.000 VNĐ	600.000 VNĐ
8	Equipment	Pickup Acoustic Guitar QH-6B	1	250.000 VNĐ	250.000 VNĐ
9	Youtube	Thumbnails	18	150.000 VNĐ	2.700.000 VNĐ
10	Youtube	Introduction Video	1	300.000 VNĐ	300.000 VNĐ
11	Estimated costs incurred	5.000.000 VNĐ			
12	Total	46.100.000 VNĐ			

2.Actual costs

Funding after 3 months of implementing the FU Cover Session project, video tutorials and producing music for the Coursera course. The budget that BB Production has paid is 63,000,000VND according to the market price, BB Production actually spent 11,200,000 VND.

The funds listed below include:

Production Cost

	Categories	Notes	Amount	Market price (VNĐ)	estimated cost (VNĐ)	Actual cost
1	Music Arrangement	Songs: Cuối Tuần #3 Hãy Về Đây Bên Anh #4	2	500.000 VNĐ	3.000.000 VNĐ	0 VNĐ
2	Music Arrangement	Music for the Coursera course	1	7.000.000 VNĐ	7.000.000 VNĐ	0 VNĐ
3	Mixing, Mastering	15 issues of FU Cover Sessions (sponsored by Cayz Production)	15	500.000 VNĐ	7.500.000 VNĐ	0 VNĐ
4	Filming	Quay dựng, hậu kỳ video FUCover Session	15	1.000.000 VNĐ	15.000.000 VNĐ	0 VNĐ

5	Filming	Video editing, post-production FULL Cover Session	3	1.500.000 VNĐ	4.500.000 VNĐ	0 VNĐ
6	Equipment	Microphone Stand	1	250.000 VNĐ	250.000 VNĐ	250.000 VNĐ
7	Equipment	Micro Hosa Pro XLR3F to XLR3M Cable 3M	1	600.000 VNĐ	600.000 VNĐ	600.000 VNĐ
8	Equipment	Pickup Acoustic Guitar QH-6B	1	250.000 VNĐ	250.000 VNĐ	250.000 VNĐ
9	Youtube	Thumbnails	18	150.000 VNĐ	2.700.000 VNĐ	0 VNĐ
10	Youtube	Introduction Video	1	300.000 VNĐ	300.000 VNĐ	0 VNĐ
11	Device backup costs	5.000.000 VNĐ				5.000.000 VNĐ
12	Total	46.100.000 VNĐ				6.100.000 VNĐ

Table 18 Production Cost

	Categories	Notes	Amount	Market price (VND)	Into money (VND)	Actual Cost (VNĐ)
1	Personnel	Content Writer	3 (months)	2.000.000 VNĐ	6.000.000 VNĐ	0 VNĐ
2	Personnel	Planner	3 (months)	2.000.000 VNĐ	6.000.000 VNĐ	0 VNĐ
3	PR	Minigame	1	100.000 VNĐ	100.000 VNĐ	100.000 VNĐ
4	Livestream	Publications, pictures, setup	1	400.000 VNĐ	400.000 VNĐ	0 VNĐ
5	Uniforms	For the core team	4	250.000 VNĐ	1.000.000 VNĐ	1.000.000 VNĐ
6	Risk Management	4.000.000 VNĐ				4.000.000 VNĐ
7	Total	17.500.000 VNĐ				5.100.000 VNĐ

Table 19 Campaign and Human Resources Cost

Conclusion: In conclusion, teachers and students have fully understood the process of implementing the Capstone Project of BB Production. The project was implemented from August 30, 2022 - December 4, 2022, with the actual budget paid by the group, which is 11,200,000 VND. The project has completed the items in the Capstone Project, with the implementation relatively close to the plan. In addition, the group also received invitations to collaborate from other organizations during this period.

CHAPTER IV

POST-LAUNCH PROJECT & REFLECTION

Overview: Chapter IV summarizes and evaluates the effectiveness of the group's activities through survey analysis and evaluation of the target audience and customers. BB Production also set out the goals and direction for the project's future.

A. MEDIA EFFECTIVENESS

Through studying the habits and behaviors of students in general and students of Multimedia in particular, FPT University has many large and small events for students, but there is not really a real playground. closeness, and easy access to the majority of students, alumni, staff, and new students.

Bringing sound closer to students not only theory but also many interesting practical activities. BB Production has created a campaign called FU Cover Session to make it more accessible to students, mainly through Fanpage Facebook & Youtube Channel: **BB Production**

   • **For Facebook Fanpage:**
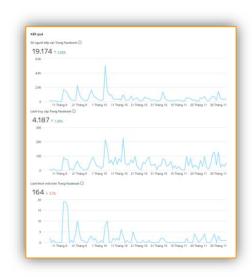
Table 20 Total number of fanpage access (3 months)
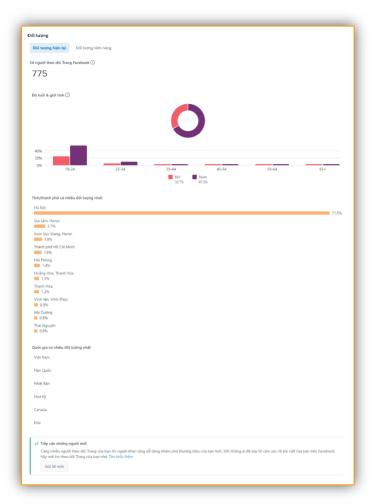
Table 21Total audience of Fanpage page (3 months)

Đối với Youtube Channel:
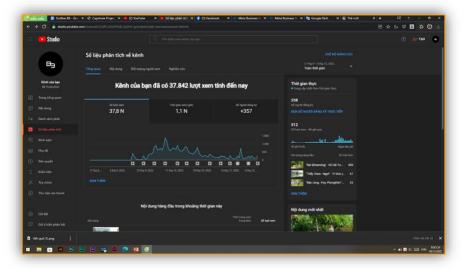
Table 22 Total data on Youtube Channel (3 months - up to 4/12)
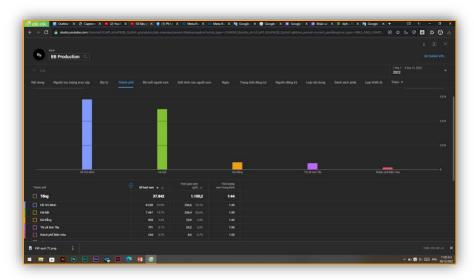
Table 23 The coverage of YouTube Channel (3 months - as of December 4)

No.	Description	KPI	Actual result	Result/KPI (%)
Facebook Fanpage				
1	Page Hits	19000	19174	100,9
2	Page Visits	4000	4187	104.6
3	Page Likes	700	775	110.7
4	Average views per post	400	438	109,5
Youtube Channel				
5	Total video views	37000	37842	102,2
6	Total number of subscribers	300	358	119,3
7	Average views per video	1000	2.703	270,3

Table 24 Reach breakdown

From the two main media analysis data selected by BB Production to communicate, Facebook and YouTube can see that most communication goals on the channel have achieved maximum efficiency. We can see that the comparison between 2 channels is the most effective communication channel reaching 37,842 visits and video views within 3 months of the Fu Cover Session project (updated data on December 5).
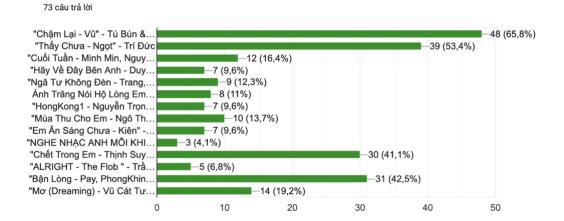
Facebook Fanpage has more modest approaches than 19,174 approaches. To explain this, Facebook Fanpage has reached the role of approaching the multimedia student/student of FPT University on many contents of the text, images, and knowledge, so the amount of listening and accessing. It will be significantly lower than the YouTube channel.

But the goal of BB Production wants to give the sound as the best message to convey the message, so the production team has made articles (sharing memories, moods, and perspectives of the life of participants). Each video posted with audio has a high amount of interaction showing the number of people interested in the project, the number of registered participants is also more afterward and lasts longer than the estimated process. In general, the media effectiveness of the project has achieved specific effects and received many positive opinions from stakeholders.

B. PRODUCTION EFFECTIVENESS
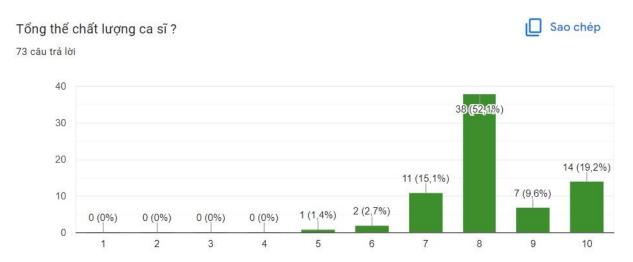
1.Sound quality

Đối với FU Cover Session:
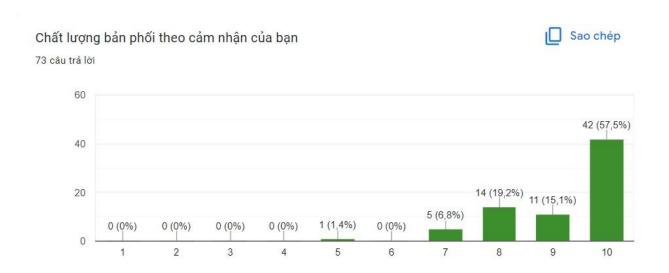
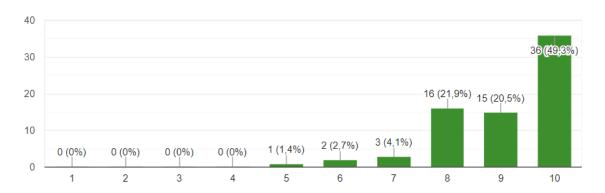Hãy chọn 3 ca khúc mà bạn ấn tượng nhất tại FU Cover Session mùa này
73 câu trả lời
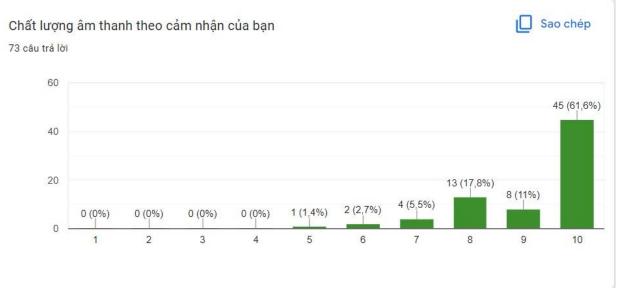
Through the survey after the project, the three songs that impressed the audience the most, including the songs with the highest views and reactions, "Slow La - Vu" - by Tu Bun & Thanh Nguyen and "See not - Sweet "- by Tri Duc. In the following position are "Die in You - Thinh Suy" - Tran Binh Minh & Duong Tien Manh and "Buy Heart - Pay, Phong Khin" performed by Dieu Anh are the most popular. These are the results predicted and measured by the production team of BB Production because, in addition to the first two songs, which are outstanding and famous vocalists in the FPT community, the other two songs are both songs. The song was going viral on social media at the time. Dieu Anh and Tran Binh Minh had potential vocals compared to the rest of the songs.

Tổng thể chất lượng ca sĩ ?   Sao chép

73 câu trả lời

52.1% of survey respondents rated the quality of singers at 8 points.

Chất lượng bản phối theo cảm nhận của bạn

73 câu trả lời
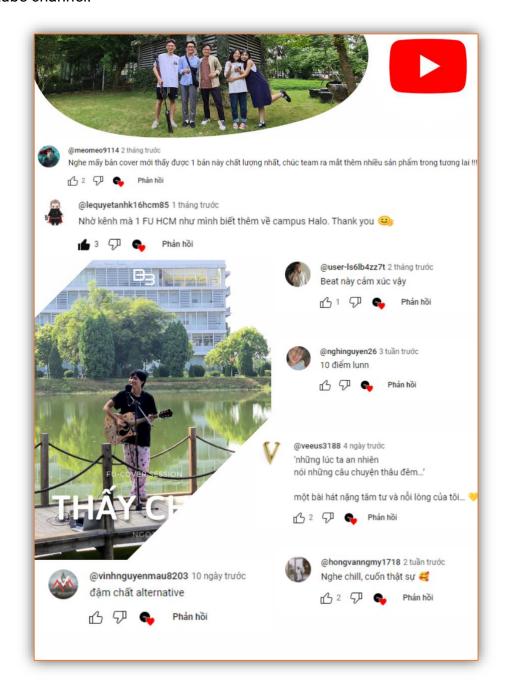
57.5% score 10 for mix quality (including beat, guitar beat)

Chất lượng âm thanh theo cảm nhận của bạn

73 câu trả lời

56.3% scored 10 on the knowledge of sound shared by BB Production.
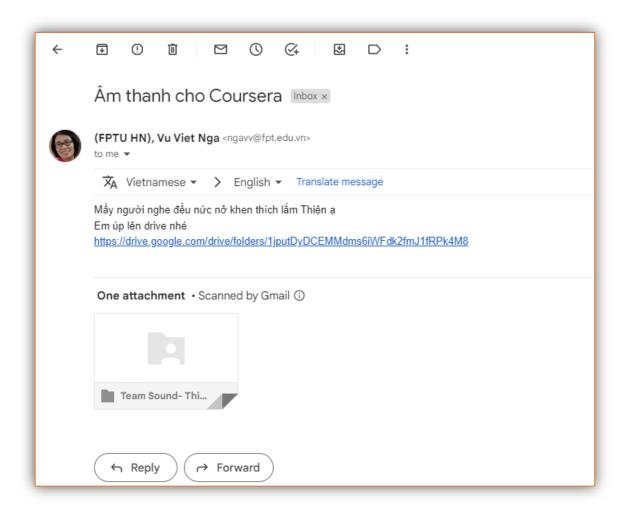
Through the above four charts, BB Production has evaluated the FU Cover Session project to date with successful results beyond expectations. In order to achieve such a high rating, it is partly based on the results from the first survey to map out a clear and correct production strategy to the needs of current FPT students. Instead of giving a selection to the participating students, BB Production has screened candidates with music colors that suit the tastes of the FPT student community and let the candidates decide on their songs to achieve high quality. Best in terms of sound.

Some feedback on the sound quality from the audience on BB Production's Youtube channel:
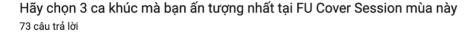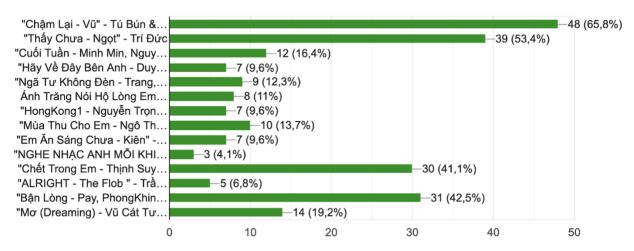
For producing soundtracks, soundtracks, and cuts for RMC and MED courses on Coursera:

After completing and sending it to Ms. Vu Viet Nga, the team received a positive response from the course team on Coursera.

2. Video and image quality

Hãy chọn 3 ca khúc mà bạn ấn tượng nhất tại FU Cover Session mùa này

73 câu trả lời

Song	Votes (%)
"Chậm Lại - Vũ" - Tú Bún & ...	48 (65,8%)
"Thấy Chưa - Ngọt" - Trí Đức	39 (53,4%)
"Cuối Tuần - Minh Min, Nguy...	12 (16,4%)
"Hãy Về Đây Bên Anh - Duy...	7 (9,6%)
"Ngã Tư Không Đèn - Trang,...	9 (12,3%)
Ánh Trăng Nói Hộ Lòng Em...	8 (11%)
"HongKong1 - Nguyễn Trọn...	7 (9,6%)
"Mùa Thu Cho Em - Ngô Th...	10 (13,7%)
"Em Ăn Sáng Chưa - Kiên" -...	7 (9,6%)
"NGHE NHẠC ANH MỖI KHI...	3 (4,1%)
"Chết Trong Em - Thịnh Suy...	30 (41,1%)
"ALRIGHT - The Flob " - Trầ...	5 (6,8%)
"Bận Lòng - Pay, PhongKhin...	31 (42,5%)
"Mơ (Dreaming) - Vũ Cát Tư...	14 (19,2%)

Through the survey after the project, the three songs that impressed the audience the most, including the two songs with the highest views and reactions, "Cham Lai - Vu" - by Tu Bun & Thanh Nguyen and "Thay Chua - Ngot "- Tri Duc. These are the results predicted by the production team of BB Production because the first two songs were shot with the highest quality - 8K. "Ban Long - Pay, Phong Khin," performed by Dieu Anh, is the most favorite because it uses AI to remove noise and bring clarity to the video.
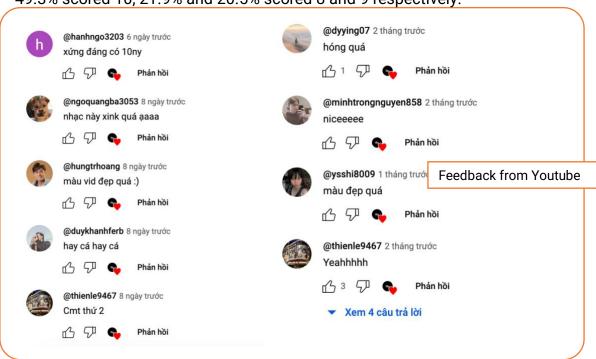
Chất lượng video theo cảm nhận của bạn ?

73 câu trả lời

49.3% scored 10, 21.9% and 20.5% scored 8 and 9 respectively.

Feedback from Youtube

C. ACTIVITIES EFFECTIVENESS

1.Quantitative Results

No.	Activities	Description	KPI (View)	Actual result	Result/KPI (%)
		Youtube			
1	**Fu Cover Session (Vào thu)**	Chậm lại - Vũ | Tú Bún & Thành Nguyên	4000	5319	132,9
2		Thấy chưa - Ngọt | Trí Đức	4200	23175	551,8
3		Cuối tuần - Minh Min & Nguyên Hà | Phạm Chi	2500	788	31,52 x
4	**FU Cover Session (Chuyện của mùa thu)**	Hãy về đây bên anh - Duy Mạnh | Đinh Quang Tùng	850	1192	140,2
5		Ngã tư không đèn - Trang & Khoa Vũ | Trần Vũ Hoàng & Đinh Thanh Ngân	1500	1295	86,3 x
6		Ánh trăng nói hộ lòng em | Anna Phạm	300	583	194,3
7		Hongkong1 - Nguyễn Trọng Tài | Đặng Đức Trí	200	1084	542
8	**FU Cover Session (Cuối Thu)**	Mùa thu cho em - Ngô Thụy Miên | BlackD Band	1700	1738	102,2
9		Em ăn sáng chưa - Kiên | Quốc Phong	400	501	125,2
10		Nghe nhạc anh mỗi khi buồn - Kiên | Quốc Phong	750	450	60 x
11		Chết trong em - Thịnh Suy | Trần Bình Minh & Dương Tiến Mạnh	1000	1069	106,9

12		Alright - The Flob | Trần Bình Minh & Dương Tiến Mạnh	770	266	34,5 x
13		Bận lòng - Pay & Phong Kin | Diệu Anh	2300	1391	60,47 x
14		Mơ - Vũ Cát Tường | Đinh Lăng	200	327	163,5
15	Góc ban công (BB Production x CayZ)	Anh chưa thương em đến vậy đâu - Lady Mây & Hứa Kim Tuyền | Trịnh Hà An	300	809	269,66

Table 25 Activity analysis on Youtube channel

The MV with the highest views is "Have you seen - Tri Duc" with the number of views far exceeding the initial target set by an astounding 23175 views and "Cham Lai - Tu Bun & Thanh Nguyen" is 5319 views.

Meanwhile, there are still 5/15 videos that have not reached the number of views and interactions compared to the initial target set. This is a much lower result than the originally planned target. The explanation for this is that there are songs that are both sound and visual but are still affected by the influence of the guests participating in the song, the quality of the vocals, the color of the song, and the quality of the song. The time allocation of songs for each stage is still not stable.

No.	Activities	Unit	KPI	Actual result	Result/KPI (%)
Facebook					
1	Open the registration form	Number of applicants	24	40	166.6
2	Survey + Mini game	Number of survey participants + minigame participation	50	54	108
3	Livestream mini game results	Number of people reaching livestream	50	52	104

4	Posts about academics, knowledge	Total number of people interacting	1500	1388	92,5
5	Video media post for FU- Cover Session	Number of people who interacted with the post	20000	27264	136,32
6	Another post to maintain the page	Number of people who interacted with the post	2000	2577	128,85

Table 26 Number of people participating in the survey

2. Qualitative Results

To get more in-depth and objective information about this project, we conducted interviews with some of the candidates involved in the production of our music products and some of the audience. The results show that most of them are impressed with our FU Cover Session project this time.

Some viewers after seeing the products contacted us to ask for permission to upload videos along with sending invitations to participate in audio editing and production projects on their side.

2.1. Candidates 'Feedback

We collect feedback from multimedia media students, and FPT University students participating in the Fu Cover Session campaign for the project. The participants are asked about their feelings when joining Fu Cover Session this time:

Tran Binh Minh (student K16 - Multimedia communications industry): "Joining Fu Cover Session is an extremely fun and interesting experience. Fu Cover Session helps young people who have the same music passionate as they have the opportunity to participate in recording and video to show the songs they like. I think this is a small project but the production team is very serious at work, enthusiastic, and listening to guests' opinions .. "

Tu Bun - Nguyen Phuong Tu (student K16 - Multimedia communications industry): "I see Fu Cover Session as a very meaningful project, creating a playground for music lovers to express themselves and to satisfy themselves and to satisfy themselves love singing. The production team has a piece of very good knowledge about making music very well, helping the sound to be collected in the best way, the most careful footage, and "chill".

1.Được tham gia FU Cover session là một trải nghiệm cực kỳ vui và thú vị. Nó giúp cho những bạn trẻ có cùng đam mê âm nhạc như mình có thể có được cơ hội tham gia vào việc thu âm cũng như ghi hình để thể hiện những bài hát mà mình thích

Trải nghiệm đầu tiên của mình khi tham gia chương trình là việc mọi người tuy rằng chỉ là một dự án nhỏ nhưng rất nghiêm túc trong công việc. Tiếp đó là việc mọi người rất nhiệt tình, chiều khách mời hết sức có thể =)))

Thật sự mình không có góp ý gì, chỉ mong rằng dự án sẽ ngày càng lớn mạnh, không chỉ dừng lại ở một dự án nhỏ mà sẽ còn vươn ra nhiều hơn các bạn trẻ ở đại học FPT nói riêng và người yêu âm nhạc nói chung

1. Sau khi tham gia FCS em cảm thấy đây là một dự án rất ý nghĩa, tạo sân chơi cho các bạn yêu nhạc được thể hiện bản thân và thoả đam mê ca hát. Đội ngũ sản xuất siêu có tâm và có kiến thức đáng nể về làm nhạc, giúp cho âm thanh được thu một cách tốt nhất cũng như thực hiện những thước phim chỉn chu và "chill" nhất. Nói chung là rất ưnggg
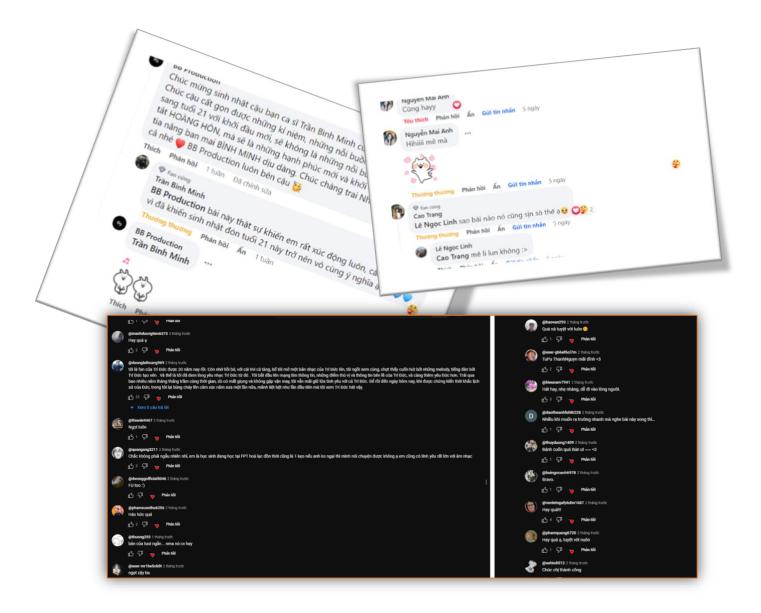
2. FCS đã đem lại cho em một trải nghiệm được cover một cách "thật" nhất. Được thể hiện những bài hát mình yêu thích và thả lòng mình vào từng lời nhạc. Khi xem lại sản phẩm âm nhạc thì hình ảnh rất chill, âm thanh chân thật đến từng lần lấy hơi 🌙

3. Em nghĩ BB có thể triển khai thêm các session cho các bạn viết nhạc để có thể đem đến cho mọi người cơ hội được thể hiện mình và biết đâu đó, các ca sĩ của chúng ta lại có cơ hội nổi tiếng thì sao 🌙

All participants gave positive feedback immediately after the end of the project activities. The participants felt very impressed with the FU Cover Session project that the BB Production team created. This is an unprecedented activity, and also a "first" experience for many students, especially new students. The responses of participants all found this to be a very meaningful project, the candidates were able to experience reality instead of just reading through the knowledge or theory of music production. All were happy to participate in the project and they considered it an experience, and limited. They see this as a way to push their limits. Participants gave positive feedback on the attentiveness of the production team.
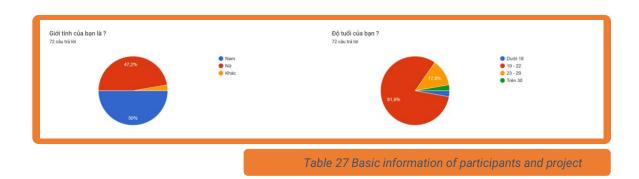
The audience of Fu Cover Session also has positive feedback, especially on the YouTube channels with quite high coverage. They feel Fu Cover Session's singing videos about the sound singers singing very well, content along with emotional transmission products, corner of beautiful videos. These are adjectives to refer to the investment in both production scale and creative factors of Fu Cover Session in particular and BB Production's Sound production project.

In short, the feedback of both participants and the audience tends to be positive. They all feel that this Fu Cover Session project gives them many interesting benefits and experiences. Participants feel this is a proud, unique, and memorable experience.

D. COMMUNICATION EFFECTIVENESS

1. Quantitative Results

To measure the effectiveness of communication, the team conducted a survey on Facebook of all, the students who knew and participated in the FU Cover Session project from December 3 to December 6. To answer some questions related to gender, age, and where you know the most about FU Cover Session as well as evaluate the quality of this first season FU Cover Session project.

Table 27 Basic information of participants and project

Survey participants consisted of 47.2% female and 50% male and only 2.8% were of the other gender. In which, there are 81.9% people in the age group of 19-22 (the age group is mainly students), and 12.5% are in the age group of 23-29 (the age group is mainly working people and laborers).) and under 18 and over 30 years old together accounted for 2.8%.

1.1 Coverage
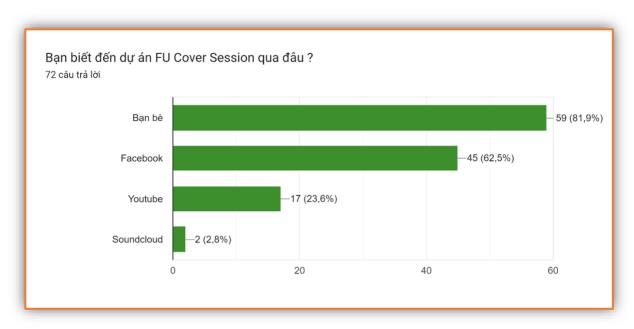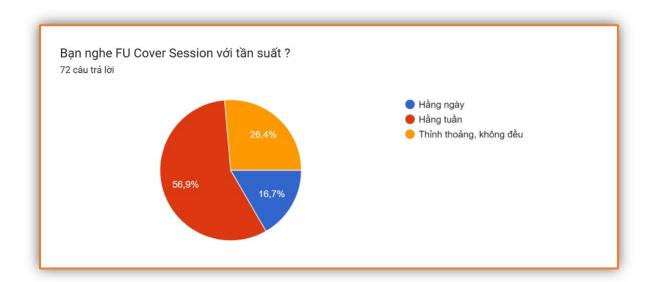
Table 28 Number of people who interested in FU Cover Session

Among them, the majority of 81.9% of people know about FU Cover Session through friends, which can be seen that the "Word of mouth" communication method that BB uses is very effective. The second is that 62.5% of people know through Facebook the communication channel for the project directly, 23.6% know through the video on the Youtube channel and only 2.8% know through the SoundCloud sub-channel.

Table 29 Frequency of people following FU Cover Session products
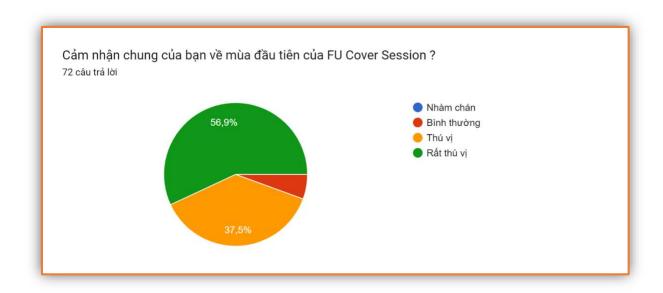
And of which 56.9% listen to BB Production's music with the highest weekly frequency, 26.4% listen to music occasionally and 16.7% listen to BB Production's music daily.

It can be seen that the combination of offline and online communication channels, along with the frequency of posting articles and products continuously, has helped FU Cover Session spread to many students at FPT University. Most of the people who participated in the survey already knew and were interested in the project of the sound production team, BB Production. These people are mainly aged 19-22. This is also the goal that BB Production wants to achieve through this project. In addition, the channels they know about are the channels we want to convey the main content, and since this is a "non-profit" campaign, the spread is through the "word of mouth" communication method. Transmitted through friends is the most effective.

From that, it can be concluded that the communication campaign has been successful in spreading this FU Cover Session project to students of multimedia communication in particular and students in general of FPT University.

1.2. Attitudes and Behaviors toward FU Cover Session & BB Production

Table 30 People's attitudes and feelings about FU Cover Session

To determine views and attitudes about the project, we asked participants to give their overall impressions of the award. After that, participants will give specific feelings, most of which feel this is a very interesting and long-lasting project.

The results showed that 94.4% of the 72 people interested in the FU Cover Session had positive feelings about this first season. Specifically, up to 56.9% (equivalent to 41 people) of the respondents found the FU Cover Session "very interesting". In addition, 37.5% (equivalent to 27 people) of the respondents rated the FU Cover Session as "interesting". Only about 5.6% (equivalent to 4 people) find this project normal and no one has found it boring.
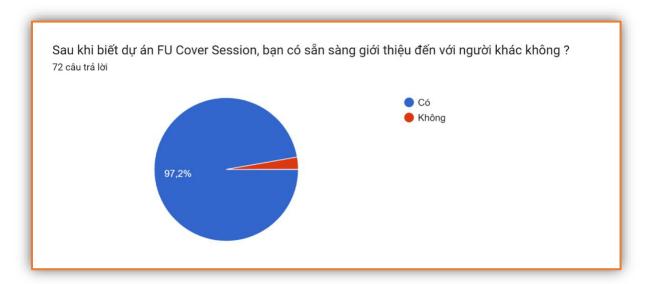
Table 31 Behavior towards the next seasons of BB Production

Furthermore, the participants were also asked about their behavior towards the next seasons and their interest in the upcoming productions. There are 98.6% very excited about upcoming products and 97.2% people are willing to recommend FU Cover Session and BB Production to a wider audience.
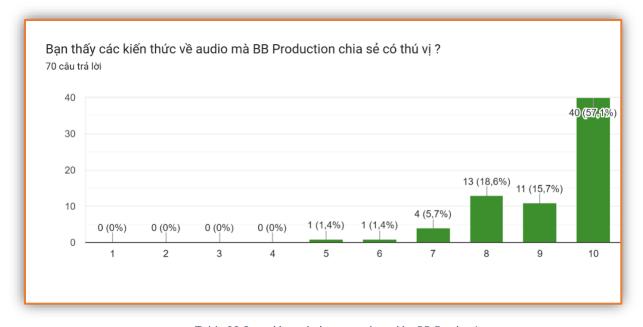
Table 32 Sound knowledge post shared by BB Production

Along with music products to easily bring the sound closer to students of Multimedia Communication at FPT University, BB Production still includes articles on audio knowledge and sound production. (1: Very bad - 10: Excellent)

There are 70 people interested in this knowledge and of which 40 people, accounting for 57.1%, find the knowledge provided to them to be at an absolute level. 11 people accounting for 15.7% and 13 people accounting for 18.6% found the posts about knowledge shared by BB Production at a good level. The remaining 6 survey participants were unsatisfied with the knowledge we shared.

Bạn mong muốn dự án nâng cao chất lượng hơn về mặt nào
70 câu trả lời

Âm thanh	18 (25,7%)
Ca sĩ	47 (67,1%)
Hình ảnh	25 (35,7%)
Bản phối	15 (21,4%)
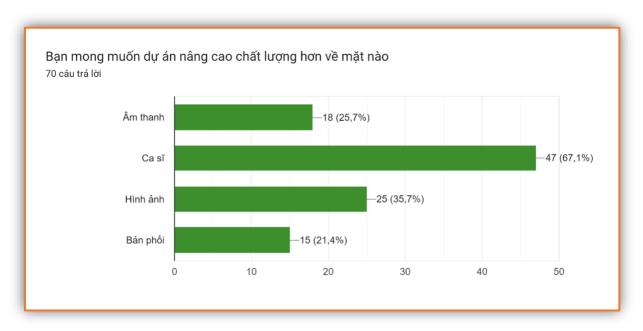
Table 33 BB Production's desire to improve production quality

It is easy to see that the audience's desire to improve the quality of singers is the highest at 67.1% because this is the main factor to create a music product. BB Production initially wanted to target students of Multimedia Communication and students who love to sing, and who do not require a high level of expertise or performance, but we will also be selective in improving the quality of music. vocal quality in each product. 35.7% want to improve the image quality, we also listened to comments and found that the image quality of BB Production is not uniform. In terms of sound quality and mixes, we receive the lowest improvement feedback, but we will also pay more attention to the sound

production process, as this is the main factor that creates quality for BB Production in production projects. next output.

In summary, the qualitative results show that the award has a high level of coverage. Information has reached the right target audience. At the same time, the feedback from those interested in the first season of BB Production's FU Cover Session has also been very positive.

2.Qualitative Results

To get more in-depth information, related to the views and attitudes of the audience/participants in this FU Cover Session, the group conducted in-depth interviews with 10 people (5 participants, 5 audience members). . To ensure the research results are multi-dimensional and transparent, the team collects interview data in 2 phases: Beginning of the implementation project and the end of the season 1 project. And the results show all the interviewees. All consultants have positive views and attitudes about FU Cover Session and BB Production's implementation

2.1. Opinion and Attitude of Audience

We did interviews with some of this year's awards audience. The questions include: (1) What do you think about this FU Cover Session project of BB Production team?

(2) Do you find sound an easy means of conveying information and messages?

Nguyen Thu Huong (Audience - student of MC) "I found the FU Cover Session communication project very impressive from the very first days of its release. The daily life stories of our students conveyed after each song are very good.. I also really want to cooperate in the project."

Nguyen Viet Tien (Audience - student of MC) "I think your project is very good, I have seen through the process of you recording and the music products uploaded are very close to our students. ."

Dong Quang Huy (Audience - student of FPT University) "I am a media student and love music. When I saw that there was a professional recording and editing project in the university, I appreciated it very much."

Ngo Tuan Duong (Audience - student of FPT University) "I think this music project is very good, I have watched a lot of parties working on audio music production, but most of them are for famous singers. Now there is a playground right in FPT University for students, so I am very excited."

Nguyen Phuong Thao (Audience - student of K16 MC) "I love to sing and listen to music. When I see that FU Cover Session is a project that students are the participants, I feel very excited. I see that you guys invest not only in sound and images but also in content and messages.

2.2. Opinion and Attitude of Participants

Tran Binh Minh (Student K16): "FU Cover Session helps young people with the same passion for music as me have the opportunity to participate in recording as well as recording to perform the songs they like. I think this is a small project but the production team is very serious in their work, enthusiastic, and listening to guests' opinions.."

Dinh Quang Tung (Student K14): "The FU Cover Session project I think is very good for young people who want to sing and have a meaningful product for themselves. I was very enthusiastic about recording and recording. I also had the opportunity to share my story and convey a meaningful message to students like me."

Nguyen Phuong Tu (Student K16): "I think FU Cover Session is a very meaningful project, creating a playground for music lovers to express themselves and satisfy their passion for singing. The production team has a very good heart and knowledge about

music making, helping to capture the best sound. I feel very fortunate to be involved in this project."

Dinh Thanh Ngan (K16 student): "The FU Cover Session for me is a very good playground for FPT University students. When participating, I not only get to sing but also know the recording process and make a perfect product that requires many steps. Hope you guys can maintain this project for many seasons to come."

Tri Duc (Student K15): "I see a lot of projects in this cover style, but FU Cover Session shows me a unique impression. The product comes from the production team who are students at the University but gives people very good sound, content and knowledge."

2.3. Social Listening

In order to understand what is being said about FU Cover Session, we search for keywords related to the project such as "FU Cover Session" "Autumn" and "BB Production" on the social network platform. The results showed that the participants and their friends were happy and shared the videos more widely.

As we continued to analyze the comments, we found that the majority were friends and acquaintances of the students who participated in the FU Cover Session. It can be seen that the FU Cover Session is still receiving a very strong response within FPT University.

Figure 43 Audience share

E. REFLECTION

1.Positive Points

- Determining the right direction for the project - bringing music and sound as a transmission language to students of Multimedia and students. BB Production focuses heavily on audio and video for the main transmission.

- Media video products are invested in shared content, and participants' stories create empathy with listeners.

- Effectively coordinate communication channels, including managing production and communication plans, so that there are more flexible directions. Thereby ensuring maximum communication efficiency.

- Video communication products are divided into 3 sub-themes in the FU Cover Session: "In the Autumn" "The Story of Autumn" and "In the Late Autumn" so that listeners

and participants do not feel bored. carefully invested, combining many novel elements to emphasize the main message, as well as attract more people to the project.

- The members of the group received suggestions from many young people and seniors who have passion and experience in sound production. As well as being facilitated by the instructors, the group can participate in contributing to the production of sound and background music for learning websites like Coursera. At the same time, the members also work responsibly, ensuring the completion of assigned tasks on schedule.

- Our BB Production team also received many invitations to co-produce on sound and editing thanks to the spread and actual products properly on the media, Facebook Youtube platform.

2. Negative Points

- Media content is not optimized. The team has not made good use of videos to convey knowledge about sound and production inside, emphasizing sound as language.

- The first time participating in the production directly with students, they still have to rotate the production and communication plan in accordance with the class schedule and participation schedule. This leads to production and media scheduling delays, which directly impact content producers and creators Not working with the operations team, resulting in many people not visualizing the final product. product, and therefore cannot meet the content creator's request.

To overcome this, we believe it is necessary to work together clearly before starting activities. We will close a fixed schedule and will arrange for more participants to back up or pre-produce the video to keep up with the schedule.

- The video editing equipment sometimes has many problems, so it affects the quality of posted videos unevenly. We've prepared a compatible backup device to ensure the next season's videos.

- The mini-game activities are still in the old form, not renewed and creative. Therefore, the following seasons need to find ways to implement mini-games that work in a more creative and attractive way, to attract participants and interest in prizes.

- The product is completed close to the deadline, resulting in the team not having much time to edit and perfect the product. Workflows are also discrete, leading to work results that are not always the common product of the entire team.

3. Recommendations for Future Projects

For FU Cover Sessions:

- Continue to produce products for those who have signed up to participate in the project.
- Recruit more collaborators for the team to maintain the project

For BB Production:

- Deploying project development: Le La Hanoi, Corner of Ban Cong, ..
  Focus on developing Talent
- Search and contact the partners to receive the product. (music products, podcasts, etc.)

Conclusion: The project has achieved unexpected successes. The products in the FU Cover Session series that the whole group performed such as "Thay Chua - Ngot" - Tri Duc or "Cham Lai - Vu" - Tu Bun & Thanh Nguyen have gained a large amount of reach and attracted not only students. FPT. In addition, the good feedback from the product for Coursera and the effectiveness when combined with the 3rd party CayZ Production gives BB Production a lot of motivation to continue to maintain and develop for the future.

LIST OF FIGURES

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Sincerely,

Bb Production

APPENDIX