

Level Up Beats: Level Up your Music Production

Rationale

Independent music production has experienced resurgent creative output in the past decade, thanks to a globalized community of inspired practitioners, communities, and accessible technology. The most obvious interpretation of the word indie is music made by independent artists without the support of a record label. Over time, Indie music carries a DIY attitude. Without the capital of a major label, independent artists and producers are left to design their art, create and direct their music videos, and promote themselves however they can.

Life as an indie artist is somehow difficult. You will be the one to create the composition, the arrangement, your approach to music, production, mixing and mastering, promotion, and release to the market. Independent music production often viewed as a niche-driven and genre-specific practice restricted to isolated and fragmented communities lacking financial and technological resources, generates a wealth of creative work and opportunities for entrepreneurship. Independent producers, artists, and musicians refine their recording and promotion skills through intense dedication, innovative marketing, and a deep want to connect their ideologies with a global audience.

According to Walzer (2016), the independent producer's artistic and aesthetic preferences, inspired by personal choice, individuality, and intrinsic values, intersect with the music production in bedroom studios with laptop computers and via Internet collaboration. As the independent producer's evolving music production skills fuse with a renewed sense of community-based entrepreneurship, these factors illustrate compelling transformations in the music industry. That change suggests increased autonomy and possibilities for independent artists to produce high-quality sound, function autonomously, and generate modest profits without major label support.

As an indie music producer, we've had trouble navigating the vast and impressive world of music production software in the past. There is a seemingly unlimited variety of music production gear, ranging from DAWs to VST (Virtual Studio Technology) plugins, sample packs, and MIDI equipment, which might confuse novices. The website contains a comprehensive library of VST Plugin guides and instructions to help you level up your music production skills and tools. Level Up Beats is here to help, whether you're a complete beginner to music creation or an intermediate/advanced level producer looking to expand your toolset.

Objectives of the Project

This project aims to aid independent music producers in improving their music production with tools and utilities that are significant to their music careers.

Specifically, it seeks to:

1. Provide a categorized list of VST Plugins to guide indie music producers in their production, and
2. Assist the indie music producers in picking the right VST Plugin suitable for their needs.

Features

The features of the website will be the following:

- Categorized list of VST Plugins from Equalizers, Synthesizers, to Utilities.
- Detailed Product Description and features of each VST Plugin.
- Redirect the user to the actual website of the Plugin for purchase.
- Forum Discussion

REFERENCE

- Walzer, D. (2016). Independent Music Production: How Individuality, Technology, and Creative Entrepreneurship Influence Contemporary Music Industry Practices. *ResearchGate*. Retrieved from https://www.researchgate.net/publication/308972875_Independent_Music_Production_How_Individuality_Technology_and_Creative_Entrepreneurship_Influence_Contemporary_Music_Industry_Practices