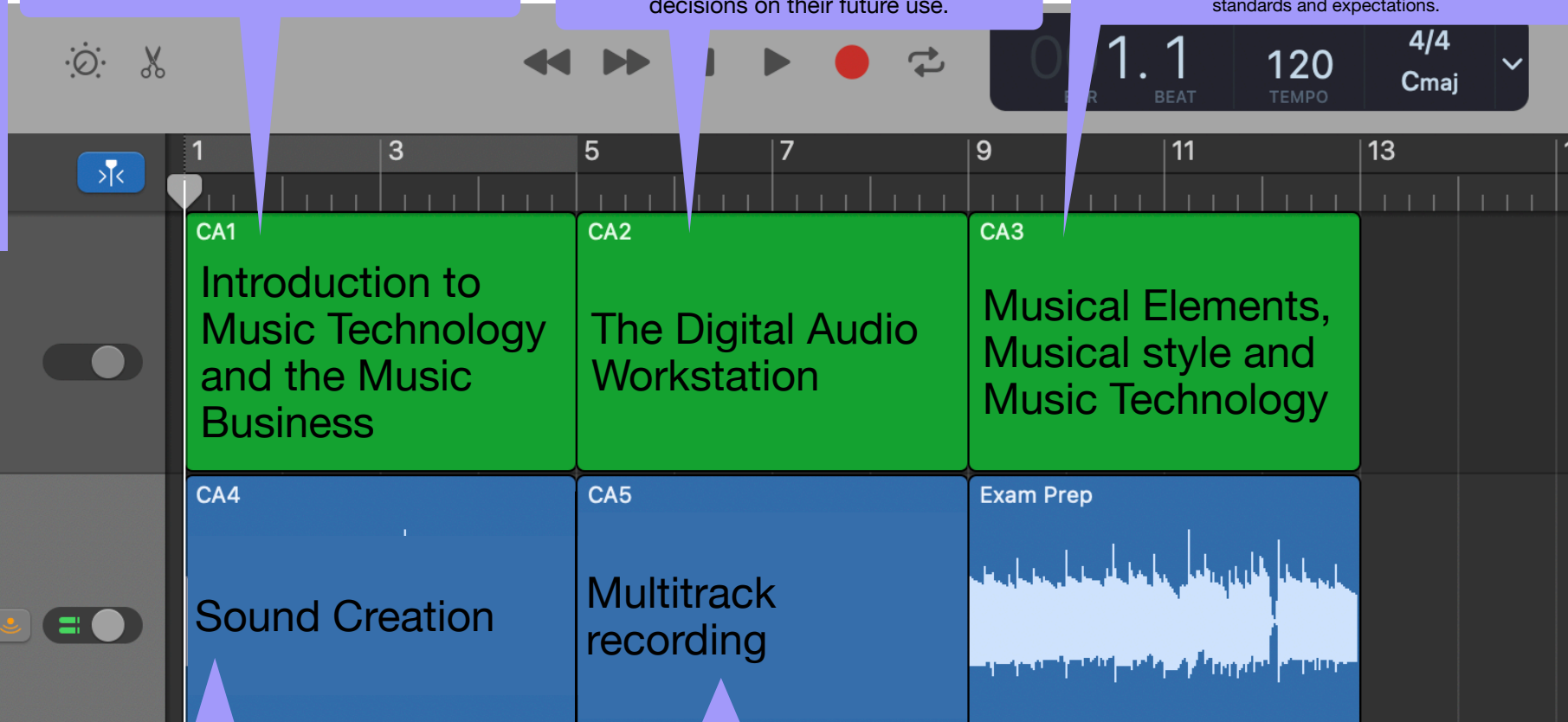


ETC

Understanding the wide variety of roles within the music technology sector. Identify and define the roles as well as learn how each role plays an important part in the music business as a whole. Explore the interaction and professional relationships between the roles, giving you an understanding of the roles in context. Through practical work, you will be able to take on these responsibilities including engineering, creation and production.

Understand how music technology has developed over time, including how this has affected creative practice, music production and consumer access. Explore the technology that has been used for recording and mixing, creation and production, as well as the evolution of consumer audio formats. Understand how each type of technology applies to their roles within the industry and in education, being able to make reasoned decisions on their future use.

Understand how musical artists use tools to promote and develop their career within the industry. Learning how to market your own products, develop your branding and create promotional material will be covered, supporting their artistic development and future careers in music. In understanding these areas, you will be able to apply the tools and techniques learned to your own projects, or when working to a brief. You will gain knowledge of the fundamental promotional methods, as used within the professional industry. With digital media being a primary area of promotion, special focus will be on using social media platforms and creating suitable digital content, both audio and visual, ensuring you are aware of current industry standards and expectations.



Understanding how Sound Creation is used in a variety of forms of media. You will be able to explore the different types of methods that are used to create sound for different forms of media, including movies, TV shows, advertisements and jingles. Methods such as sound capture, synthesis, and sample manipulation will be discussed, as well as the arrangement techniques required to make them suitable for different media. Application of these methods is a feature of this area, allowing you to build a varied portfolio of compositional work using their DAW and apply it to variety of contexts.

Understand the recording studio environment and how to use it safely to produce and mix audio recordings. You will be encouraged to use your existing knowledge of a DAW, exploring how a recording studio can further enhance your recording and mixing process. Details of audio hardware will be covered, such as microphones, DI, audio interfaces, multitrack recorders and monitoring equipment. Additionally, you will gain knowledge of the recording techniques and processes used within the studio environment. Health and safety are features of this area ensuring that you are able to work safely within the recording studio.