

A focus on music technology tools, platforms and services used by the modern music business entrepreneur. Study topics include office technology, copyright/licensing services, royalty collection services, distribution platforms, multi-user project platforms, and the impact, both positive and negative, that technology has had on the music business. Additional focus will be placed on using online tools, social media platforms, promotion, management, and various types of contracts. Students will create a one-sheet, electronic press kit, and personal business plan for careers moving forward.

This course covers topics related to live performance production and MIDI programming technologies. Students learn to use the most current versions of Logic for programming of high-level mockups for songs in various styles. Ableton Live will be studied for use in live performance and programming, including work with stems and real-time triggering. Students will also create and manipulate a template of sample based virtual instruments using Musical Instrument Digital Interface (MIDI). Additional topics will include the use of midi technology for sound reinforcement and lighting systems.

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