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Mac: The future of music and the future of our careers and lives depend on it. Recorded music is a simple business proposition: the music is put into the mix, the people are selected to perform it, the mix is made and recorded. But the music business, as any other business, is complex and requires many skills to run and grow successfully. In this course you will learn how to use the techniques of recording, mixing, mastering, project planning, and all the other parts that make up the music business. We will also explore the different business models used to get the music you love made, including independent, traditional, and hybrid models. You will learn the skills you need to start and grow your career as a recordist, mix engineer, producer, or music supervisor. When you finish this course, you will:

- Understand the music business and the different roles it requires
- Be familiar with the professional audio tools needed to make music
- Learn to choose the right business model for your music career
- Have a deeper understanding of the recording, mixing, and mastering process
- Learn the basic recording and mixing principles and have a reference guide

Learning Objectives

- What is the music business?
- Different business models in the music industry
- What is an A&R (Artist & Repertoire) Executive?
- What is a musician and an engineer?
- Different types of engineers
- Why is the mixing process important?
- What are these tools?
- How do you choose the right business model for your music career?
- How do you record and mix a song?

Course Format This course consists of lectures, demonstrations, quizzes, and assignments. There will be a total of 7 lectures and 2.5 hours of total instruction. The average student will spend 7.5 hours per week to complete this course. To receive full access to this course, you will need to complete all of the required course activities. You can access your courses on any mobile device or computer. A printed version of the course materials is not required. In each lecture, there will be multiple learning objectives. You will complete a quiz at the end of each lecture and also have a final exam at the end of the course. The quizzes will ask you to apply knowledge, analyze concepts, and solve problems. The assignments will ask you to apply knowledge you learned in the lectures. Please be sure to complete the course assessments and complete the assignments

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