



OVOTOX INTERNATIONAL
**MUSIC & SOUND
TECHNOLOGY**
PROGRAM 2020

ABOUT US

OUR STORY

STATEMENT OF PURPOSE

Our mission is to power Creative Multimedia careers. We integrate artificial intelligence in this creative space to empower students with analytical and high demand skills that companies are looking to strengthen their workforce.

OUR MISSION

By cultivation both artistic and academic excellence in a diverse environment, Ovotox builds the confidence and e sm required for and accomplished creative future



Music & Sound Technology Program

ABOUT OUR MUSIC & SOUND TECHNOLOGY PROGRAM

Program Description

Artificial Intelligence in the Music Industry

Through the reinforcement learning approach, students will learn how to analyze different types of compositions by continuously learning the characteristics and the thesis of music entirely. Eventually, students will have the ability to compose different, innovative, and unique musical pieces.

Music students with Artificial Intelligence skills can help obtain critical information on how to effectively sell a music album to the listeners. By analyzing the behavioral pattern of listeners, Artificial Intelligence can gauge the sentiments of users and recommend songs based on their interests.

Artificial intelligence in songwriting is not likely to go away in the future. The number of new top 40 songs created using artificial intelligence is on the rise, and it is estimated that nearly 30 percent will be written that way in the next decade.

Course Description

Music Production Technology introduces students to the concepts of recording, sequencing and mixing music using computer-based Digital Audio Workstations (DAWs). Topics covered include digital audio and MIDI theory, DAW signal flow and system requirements, MIDI sequencing, stereo mixing techniques, and use of software-based virtual instruments and effects processors such as equalizers, compressors and reverbs. Students receive hands-on practice in digital music production in a state of the art production lab.

Specific course content will include:

- A brief history of music production
- Audio concepts including frequency, amplitude, phase, compression, rarefaction, signal: noise ratio, transduction, analog/digital conversion, sample rate, bit depth as applied to production.
- MIDI concepts including MIDI protocol, MIDI messages and basic synthesis
- Signal flow in the Digital Audio Workstation and within production software
- Hardware requirements for DAW-based music production (computers, audio/MIDI equipment, storage, etc.)
- Microphone theory (transducer types, polar patterns, phantom power, pre-amps)
- File management
- Audio and MIDI editing concepts
- Rendered and real-time signal processors with particular emphasis on EQ, compressors and reverbs
- Critical listening skills

CURRICULUM

TOPICS

1.MUSIC, AUDIO INTRODUCTION AND ORIENTATION

2.MUSIC HISTORY

3.BASIC MUSIC BUSINESS

- Music and Money
- Basic Accounting Knowledge
- Understanding payments
- Quantitate analysis of Music and Audio Production

4.BASIC MUSIC LAWS

- Basic laws governing music and art
- Music Ownership
- Collaborations
- Understanding Music Censorship

5.THE ART OF MUSIC & PRODUCTION

- Introduction to Artistry
- Learn the application of music in different forms
- How to perform music and songs
- Expression of personalities through music

6.MUSIC CULTURE AND PERFORMANCE

- Introduction to Culture and music around the world
- How culture affect different style of music
- How to make thematic music
- How to use music to create new cultures

7.MUSIC AND THE INTERNET

- The history of the internet
- Music and the internet
- Music consumption through the internet
- Music and social media



8.LEARNING SCALES AND CHORDS

- Introduction to scales
- Writing Chords from scales
- Writing Melodies from chords
- Understanding how to come up with Chord Progressions

9.LEARNING HOW TO PLAY A KEYBOARD

- Keyboard Structure and Labeling
- Finger Training
- Learning Key Scape Sounds
- Translating Scale and Chords to the keyboard

10.MUSIC WRITING

- Understand song scales
- Understanding Music Notes and Keys
- Knowing how to write and perform melodies
- Translating ideas to physical form

11.UNDERSTANDING GENRES AND TYPE OF MUSIC

- History of genres of music
- Popular genres of music
- Genre fusion
- Rule and guidelines on curation of songs

CURRICULUM

TOPICS

12. HOW TO WRITE LYRICS

- Research
- How to Understand the Instrumental
- Performance
- Writing Poetry

13. VOCAL PERFORMANCES

- Breathing exercises and practices
- Taking care of your vocals
- How to stay in great mood while recording and performing music
- Healthy practices on maintaining performance and output in vocals

14. ADVANCED MUSIC BUSINESS

- Marketing and Distribution
- Music Investments and businesses
- Talent and Costing
- Project Management practical
- Studio management
- Understanding sales
- Artist Branding
- A&R
- Artist Management
- Curation and Production Pricing
- Market Research and Analysis
- Quality assurance in product and services
- Entrepreneurship in the music business

15. ADVANCED LAWS GOVERNING MUSIC AND ENTERTAINMENT

- Understanding Intellectual properties governing creative
- Producer's licenses and rights
- Transfer of rights, shares and licenses
- Drafting contracts
- Understanding release forms
- Understanding Publishing



16. MUSIC PRODUCTION 1.0.1

- Audio Recording
- Beat making
- Understanding Audio Gear
- Micing Techniques and Performance

17. AUDIO KNOWLEDGE

- Understanding Sound and effects of sound
- The science of audio production
- Application of Studio and gear knowledge to advance sound creation
- Understanding Sonics

18. STUDIO OPERATIONS

- Working in the studio efficiently
- Studio Prepping and workflow
- Taking care of equipment
- Troubleshooting

19. MUSIC PRODUCTION 102

- Advance beat making and song creation
- Working with different curators in a project
- Understanding collaborations and role playing in the studio
- How to work with talent and musicians

CURRICULUM

TOPICS

20. BASIC MUSIC AND AUDIO ENGINEERING

1.0.1

- Advance audio and midi Recording
- Basic Mixing of music and audio
- Basic Mastering of music and audio
- Vocal editing and combing

21. MUSIC AND AUDIO ENGINEERING 1.0.2

- Advance Audio editing
- Editing Audio for television
- Learning Surround Sound
- Advance Mixing and Mastering

22. MUSIC AND AUDIO ENGINEERING 1.0.3

- Advance Midi editing and translation
- Advance audio effects and mixing and mastering techniques
- Mastering for genres and different mediums of distribution
- Technical applications in recordings
- Creation and running of a website
- Invoice writing
- C.V Writing
- Press Kit Writing

24. FINAL ASSESSMENT TEST

Exams will be Tallied together on both curriculum and a final theory based exam Curriculum Base tests key points

- Efficiency
- Class Attendance
- Practical Knowledge
- Production Assignments
- Research
- Collaboration
- Final Music and Audio Product
- Mixing and Mastering Skills
- Project Management Skills
- Accounting and book keeping skills
- Studio operation practical
- Writing contracts and understanding laws
- Working with an talent and clients





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