**Music Production Intensive:**

**Create A Song in Two Days**

**Goal:** Students collaborate on writing a song from the conceptual stage to the final mixing stage. Students create a branding and marketing plan, including social media, for their music project. At the end of the workshop, students perform or present their song at a public event.

**Objectives:**

-Students will experience each stage of the music production process from the initial concept to the writing, recording and mixing stages.

-They will also focus on the marketing, branding and social media aspects of taking the project global.

-Throughout this workshop, the students will also gain valuable collaborative skills as they delve into the artistic process of creating music together.

-Students will learn from mentors as well as their fellow team members.

**DAY ONE:**

1st hour

Introductions

- Welcome – from the sponsors and creators of the workshop

- Individual introductions – What are the student’s strengths, weaknesses and what do they hope to get out of the workshop.

Choosing groups

– Each group will have a music producer mentor assigned

– Each group should have a technical savvy producer to help the others create the background tracks and mix.

– Each group should have a singer assigned.

2nd hour

-Get to work! Writing sessions

– Building beats and background tracks, writing lyrics, choosing a vocalist.

-Recording sessions – Recording vocals.

**Goal for end of Day 1:** Each group has a solid sketch of the song, lyrics written and at the very least, partially recorded vocals.

DAY TWO:

Revision sessions

* Rerecords, tweaking the song from Day 1,
* Additional recording if needed.

Mixing sessions

* With the help of a mentor and the technically minded producers in the group,
* Tighten the mix.

Building Your Brand

* Album cover
* Blurb (small write up about who they are, and their concept, creative process)
* Instagram
* Soundcloud
* Web site (one pager, bandzoogle)

Group Meet up

* Prepare for performance

Performance/Playback of final song

* Students must present their group
* their roles were,
* song concept,
* creative process, etc.

-Final Recap Meeting

-Guided talk about their experiences

**Goal for end of Day 2:** Each group finishes a song, posts it online on a site of their choice and presents the song at the end of the day. + JURY + prizes !!!

* networking event : let’s mingle !