

AAFT  
ONLINE

# MUSIC

3 MONTHS

## PRODUCTION



# ABOUT

## AAFT ONLINE

An EdTech  
venture  
which aims to  
**change  
the way  
creative arts**  
is **learnt** and  
**taught  
globally**

Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

# INDIAN MUSIC

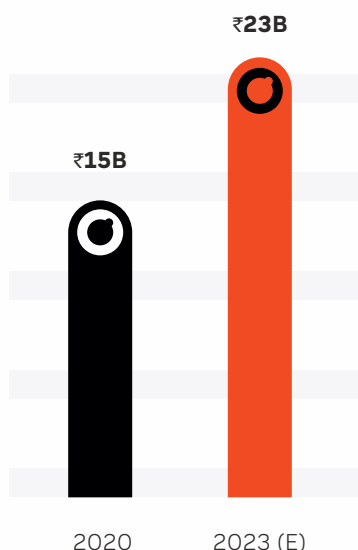
## INDUSTRY OUTLOOK

The Indian music industry was valued at around 15 billion Indian rupees at the end of 2020 and was estimated to reach 23 billion rupees by the end of 2023.

Estimated to grow at a **compound annual rate** of

**15%**

in the stated time frame.



## According to IFPI Global Music Report 2021

### GLOBAL MUSIC REVENUE GROWTH IN 2020

**7.4%**

The global recorded music market grew by 7.4% in 2020, the sixth consecutive year of growth, according to IFPI, the organisation that represents the recorded music industry worldwide. Figures released in IFPI's Global Music Report show total revenues for 2020 were US\$21.6 billion.

Growth was driven by streaming, especially by paid subscription streaming revenues, which increased by 18.5%. There were 443 million users of paid subscription accounts at the end of 2020. Total streaming (including both paid subscription and advertising-supported) grew 19.9% and reached \$13.4 billion, or 62.1% of total global recorded music revenues.

# CHAIRMAN'S MESSAGE



We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.

# ACHIEVEMENTS



India's First  
**UGC approved**  
Creative Arts  
University



Bestowed  
upon  
**120 Awards** in  
Education



Over  
**30 Years** in  
Education



Trained  
Over **20,000+**  
Students

# WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections



Courses are **specially curated by Academicians and Industry Experts**

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Opportunity to **interact and network** with enthusiasts from all across the globe

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**Courses are for all-whether** you are a student or a working professional

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All our classes are backed by **Virtual Faculty Support**

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Focused approach for skill building and **practical exposure** through assignments and projects

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**Dedicated Placement Support**

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**Up-to-date content** with the latest trends and developments of the industry

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Learn **real world application** through practitioners

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**Add a specialization** in your Resume on completion of the course

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Access to **AAFT Alumni Association**

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**one-to-one mentor sessions** throughout the course

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# THE INSTRUCTORS

## Grammy® Award Winner

Ricky Kej



Grammy® Award Winner, US Billboard #1 artist, GQ Hero 2020, Ricky Kej is an internationally renowned Indian Music Composer and Environmentalist. He has performed at prestigious venues in over 30 countries, including the UN Headquarters in New York and Geneva. Ricky has won over 100 music awards in 20 countries. He serves as the UNESCO MGIEP “Global Ambassador for Kindness”, UNCCD “Land Ambassador”, UNICEF “Celebrity Supporter” & Ambassador for “Earth Day Network”.

His vast repertoire of work includes 16 studio albums released internationally, over 3500 commercials and 4 feature films, including the natural history documentary ‘Wild Karnataka’ narrated by Sir David Attenborough.





# THE INSTRUCTORS



**Avigyan Banerjee**

Avigyan is an avid listener. Being introduced to the world of sound and music at an early age has paved the way for him to work on projects across various fields ranging from films, advertisements, documentaries, live gigs, game audio integration and sound design to teaching, meditation album for therapy and reiki. Being a multi-instrumentalist, he always has ears for unusual world instruments. His journey has seen him collaborate with 4 times Emmy nominated producer Roger Adler (Gearwire) and till present day organizing live gigs featuring the best electronic artists of the Country and creating a place for new and upcoming talents.



**Kunal Shourie**

Kunal Shourie is a sound engineer and Logic Pro X Specialist. He is an experienced and dedicated Audio/ Sound Engineer, producer, designer and recording engineer. He has coordinated and executed more than 150 events for brands like Discovery Channel, National Geographic, Femina, HT City, Delhi Times, Cosmopolitan to name a few. Kunal has also worked as Senior Sound Engineer and Project Manager.

# COURSE OVERVIEW

## MUSIC PRODUCTION

Music is the essence of life. This music production course will give you the knowledge and tools you need to record and produce professional sounding music. This will begin by developing your identity, vision, and intention as an artist and producer. Next, you will learn the technical aspects of music production, including how sound is translated into audio signals, recording techniques, and effects such as reverb, delay, and compression. This course will also make you learn how to use the industry standard Digital Audio Workstation, Pro Tools, to create professional recordings.

**Employability:** Film and Television industry, Advertising Agencies, Radio Broadcasting companies, Gaming Studios, Online Streaming Industry, Event and Entertainment Industry.

# WHAT YOU WILL LEARN

Music Production Basics

Music Fundamentals Music Theory

Song Writing & Recording Techniques

Electronic Music Production

Creating a track digitally

Art of mixing

Track Creation

Understanding Business of Music



# CURRICULUM

## OVERVIEW

### **MODULE 01 Introduction To Music Production**

Speaker intro - Grammy Winner

What is Music Production ?

Historical aspect

Process of Song Creation

a. Basic Setup Required

b. Acoustics

c. Monitoring

Understanding Microphones

Characteristics & Application of Microphone  
(transducer)

Cubase Overview/Introduction

Fundamentals of Audio

### **MODULE 02 Music Fundamentals (Music Theory)**

Scales

Chords

Chord Progression & inversions

Harmonies

Elements of Music

### **MODULE 03 Song Writing & Recording Techniques**

Song Writing

Sequencing

Settings and preferences

Creating tracks & multitrack recording

Recording techniques & tips

# CURRICULUM

## OVERVIEW

Mono & Stereo Mic recording techniques

Incorporating Analog Hardware

Recording punching in takes

Manage unused audio/cleaning up project

### **MODULE 04   Electronic Music Production (Creating a track digitally)**

What is MIDI ?

What is Sequencing ?

Comparing Midi Keyboard with Computer Keyboard?

Recording MIDI

Midi Messages, CC messages, Piano Roll

Arrangement Drawings

Working with virtual instruments & synthesizers

Sound Synthesis

Music Arrangement

Mix Prep

what is mixing?

what is mastering ?

### **MODULE 05   Art of mixing**

Elements of Mixing

Gain Staging & Signal flow

Processing Sends, & Aux track buses

Grouping & Summing

Automation

Mastering (stock plugins only)

# CURRICULUM

## OVERVIEW

### **MODULE 06   Track Creation**

Background Scores

Jingles

### **MODULE 07   Understanding Business of Music**

Pitching & networking

Digital Distribution

Collabration with artists



# KEY PROJECTS

Analysing frequency/pitch of all 6 strings of an acoustic guitar.

Playing the major & minor scales taking the root note of F, G, A.

Creating a track using audio loops & midi sequencing on the piano roll

Produce a track using 3rd party VST's like serum omnisphere,

Incorporating creative uses of sound designing tools like filter cutoff/LFO/envelope.

Using audio plugins such as equalizer, reverb, delay and compression in the productions

Recording vocals/guitar using multiple recording techniques with condenser & dynamic microphones.

Creating separation and stereo images using creative panning





LIFE IS  
ONE GRAND,  
SWEET SONG  
SO  
START  
THE MUSIC

# WHO SHOULD ENROLL

Freshers from any  
Stream

Music Enthusiasts

Aspiring Music  
Producers

Music Directors

Vocalists

Music Instructors



# CAREER OPPORTUNITIES

Audio Visual Specialist

Music Producer

Music Director

Media and Event Support Specialist

Keyboard and Studio Recording Specialist

Music Instructor

Studio Engineer

Studio Manager

Director of Audio/Visual Events

Audio and Lighting Technician

Owner and Entrepreneur

Recording Artist

Mixed Media Assistant

Music Technology Specialist

Music Industry Program Specialist

Production Sound Mixer

Audio Director

Live Sound Engineer



# CERTIFICATE

## OF COMPLETION



### Three Months Diploma

**Neha Garg**

Has Successfully Completed The AAFT Online  
Diploma Program In

**Music Production**

This hereby confirms that the candidate has successfully cleared all assessments and projects  
and is ready to execute their learning.

**PROF. ALBEENA ABBAS**  
Academics Director, AAFT Online



**Dr. SANDEEP MARWAH**  
Chairman, AAFT Online

# COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals  
and Faculty

Recorded Lectures

3 Months Program

Hands-on Practical Projects

Mentoring and Handholding with  
Industry Stalwarts

Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments  
and Assignments



# ADMISSION

## DETAILS

### CERTIFICATE IN **MUSIC PRODUCTION**

#### **ELIGIBILITY**

Every Candidate with 10<sup>th</sup> grade from a recognised board is eligible for the program.

#### **SELECTION PROCESS**

**STEP 1:** Fill up the Application Form

**STEP 2:** Admissions Team would review your application

**STEP 3:** Interview round with Director Admissions

#### **FEE STRUCTURE**

**Rs 60,000** (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

**Financial Aid** - Avail Education Loans at 0% interest rate from our corporate financial partners.

# STUDENT CAREER TRANSITION



**AJAY SAXENA**



The  
Third  
Eye



**Exp.: 2 Years**



Indie  
Trigg

**Guitarist**

**Guitarist**



**AMIT MISHRA**

**FREELANCE**



**Exp.: 1 Year**



Music  
Recordist

**Recording  
& Mixing**



**AMIT KATARIA**

**FREELANCE**



**Exp.: 2 Years**



Future  
of Music  
Records

**Vocalist**

**Media House  
Head**



**ANIKET BHARTI**

**FREELANCE**



**Exp.: 2 Years**



**DJ**

**Music Producer**

# STUDENT CAREER TRANSITION



**ANKIT SILAS**



Triquerta  
Studios

Sound Engineer/  
Music Producer



Exp.: 2 Years



Magnifiers

Associate Audio  
Engineer



**ANURAG VERMA**

**FREELANCE**

Guitarist



Exp.: 3 Years



The  
Third  
Eye

Guitarist



**DEV SINGH**

**SHIBA  
REFLEXIONS**

Vocalist



Exp.: 2 Years



Zahen  
Music

Vocalist



**NITISH KUMAR**

**FREELANCE**

Background  
Music



Exp.: 2 Years



Sonic  
Pro

Live Sound  
Engineer



# STUDENT CAREER TRANSITION



**RHYTHM DEEP**

**FREELANCE**

Music Producer



Exp.: 2 Years



Rhythm  
Records

Founder



**RIYA SHARMA**

**FREELANCE**

Vocalist



Exp.: 3 Years

**SHANKAR  
MAHADEVAN  
SHIV  
TANDAV**

Vocalist



**SANKET SIKHRIWAL**

**FREELANCE**

Music Producer



Exp.: 2 Years

**UNKNOWN  
ARTIST**

Music Producer



**SHIVAM SINGH**

**FREELANCE**

Background  
Music



Exp.: 2 Years

**RECORD ME  
STUDIOS**

Recording  
Engineer

# OUR RECRUITERS



