

Chapter 12

CD Recording, Reproduction, and Distribution

In This Chapter

- ▶ Exporting your GarageBand songs to iTunes
 - ▶ Creating the final CD
 - ▶ Distributing your CDs
-

I'm going to go out on a limb here and assume you'd like to share your marvelous music with other people. One of the easiest and most professional ways to share is to burn them an audio CD that they can listen to on almost any audio CD player ever made for car, home, or pocket.

The Benefits of Burning CDs

If you haven't already burned CDs on your Mac, you really should become familiar with the process because it's useful for more than just GarageBand. But for the purposes of this chapter, I'm assuming that you want your friends to hear all these great tunes you are making with GarageBand.

Of course, CDs aren't the only way to share your songs. You can put songs on the Web or send a song file in an e-mail (see Chapter 13 for details). But because not everyone has a broadband Internet connection to download your music, handing out CDs to your friends and family is the next best thing.



One of the things I like to do when I am getting close to finishing a song is to take it for a ride in my car. In addition to the benefit of having no distractions — such as other people in the house, incoming instant messages and e-mails, or those bills I have to pay — listening to a song in the car has another benefit, too. We all grew up listening to music in the car, which is effectively a lifetime of training. Put that training to use in listening to *your* music, too.

If you have an iPod and can play it through your car stereo, that's even better and quicker than burning a disc, but if not, burn the song on a CD and take it for a cruise in your automobile. Just don't become *too* enthusiastic while driving; it's good to keep at least one eye on the road and one hand on the steering wheel.

Relax. Don't worry — CD burning on your Mac is a piece of pie (I don't like cake).

Getting Ready to Burn Songs on CDs

Burning a CD of your GarageBand song is fairly straightforward, but it requires a few steps. First, you need to make sure that you have all the hardware. Then, you need to check the Cycle Region and export your song to iTunes.

Gathering what you need to burn CDs

To start, here's a list of what you need:

- ✓ Completed song
- ✓ iTunes (If you have GarageBand, you have iTunes; they're both part of the Apple iLife '04 package.)
- ✓ A blank CD-R (the *R* stands for *recordable*)
- ✓ CD burner (also known as a CD-R, CR-RW drive, CD recorder, CD-ROM burner)



If you're making an audio CD, you must burn it to a CD-R disc. You can use any burner: CD-R, CD-RW, Combo drive, or SuperDrive, but the actual disc you burn must be a CD-R disc — it must not be a CD-RW (re-writable) or DVD — CD-R discs are the only type of media that will work properly in most audio CD players.

And that's all you need — the whole shebang.

Setting the Cycle Region

Although you generally use the Cycle Region to loop a song during recording or rehearsal, it serves a different purpose during exporting. When you export, the Cycle Region defines the portion of the song to be exported. So before you go near the Export pane, make sure that the Cycle Region in your GarageBand project is either turned off or covers the whole song (or the part of the song that you want to export).

If you've left the Cycle Region turned on and it's shorter than the full length of the song, only the short portion is exported, which may not be what you want (but sometimes it is, as I explain in this section).

When the Cycle Region is turned off, you don't see the indicator, as shown in the top portion of Figure 12-1. When the Cycle Region is on, it appears in yellow, just below the tempo ruler at the top of the Timeline, as shown in Figure 12-1. (Because you can't see the yellow in a grayscale figure, the yellow area is marked in the figure.)

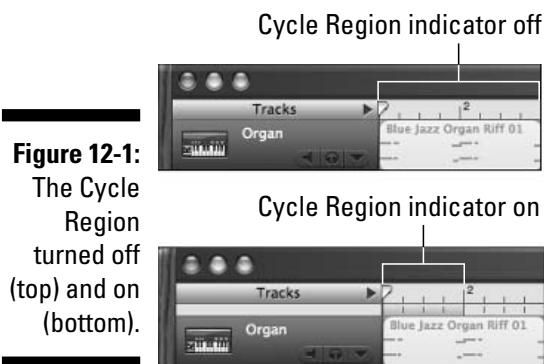


Figure 12-1:
The Cycle
Region
turned off
(top) and on
(bottom).



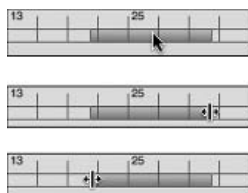
Using the Cycle Region is a great way to control how much of your song is exported. Just set the Cycle Region for the portion of the song that you want, and then export normally. GarageBand exports only the portion of the song that's defined by the Cycle Region. The length of the song, number of tracks, and speed of your Mac's processor determine how long an export will take, so if you're in a hurry and just need part of a song, the Cycle Region can help you get the job done faster.

Here's how to tweak the cycle region so that you get the song (or portion of the song) that you want:

- ✓ **To toggle the Cycle Region on or off:** Click the circular arrow button to the right of the fast-forward button, or press C.
- ✓ **To move the whole Cycle Region to the left or right:** Click in the middle of the Cycle Region and drag it, as shown on top in Figure 12-2.
- ✓ **To extend or shorten the Cycle Region:** Click the right or left end of the Cycle Region, and then drag, as shown in the middle and bottom of Figure 12-2.

After you have the Cycle Region set up the way that you want, export the song as I describe in the next section.

Figure 12-2:
Moving or
extending
the Cycle
Region.



Exporting your song to iTunes

Before you can burn a CD, you must export your song from GarageBand to iTunes. GarageBand only provides one way of doing this — by exporting an AIF (also known as an AIFF or Audio Interchange File Format) file to iTunes. This requirement happens to be perfect, because you want the song in the highest-quality file format when you burn the CD — and that's what AIF is — a high-quality, uncompressed audio format. And you're going to burn the CD using iTunes, which is where GarageBand deposited the AIF file that it exported.

See how convenient that is?

Chapter 13 discusses file formats, audio quality, and file size in great detail, so flip to that chapter for more info.

So, use these steps to export a file to iTunes:

1. **Set up GarageBand's Export Preferences pane by choosing *GarageBand* ⇨ *Preferences* and then clicking the *Export* button at the top of the window.**

The Export Preferences pane is shown in Figure 12-3.

Figure 12-3:
The Export
Preferences
pane lets
you des-
ignate the
iTunes
playlist, the
composer,
and the
album
name.



2. While filling in the blanks is optional, GarageBand allows you to choose an iTunes playlist, a composer name, and an album name.

If you type in the name of a playlist that doesn't already exist, GarageBand creates a playlist by that name the first time a song is exported. The song name will be the same as the file name in GarageBand; the artist name and album name will be what you type into the Composer and Album Name fields.

3. When you have set the destination playlist, choose **File**⇨**Export to iTunes**.

Figure 12-4 shows the export option in the File menu.

GarageBand creates a mix of the song based on your settings (what you've done to your song up to now), creates an AIF file from that mix, exports that AIF file to iTunes, and then opens iTunes — all without you having to lift a finger (after choosing **File**⇨**Export to iTunes**, of course).



Figure 12-4:
Exporting a
song to
iTunes.

Creating the Final CD

After your file is ready to burn, as I explain how to do in the preceding section, you can move on to create the final product. This section shows you how to burn one or many copies of your masterpiece and label them, too.

Burning the CD on your Mac

Burning a CD using your built-in disc burning drive (your CD-R, CD-RW, Combo, or SuperDrive) is incredibly easy. Just follow these steps:

1. Open iTunes (in your Applications folder), if it's not already the active application.
2. Choose iTunes⇨Preferences, or press ⌘-, (⌘-comma).

3. Click the **Burning** button at the top of the main window to display the Burning pane, as shown in Figure 12-5.
4. In the Burning pane, choose **Maximum Possible** from the **Preferred Speed** pop-up menu.
5. Select the **Audio CD** radio button in the **Disc Format** section.
6. Choose how much silence you want between songs from the **Gap between Songs** pop-up menu.



I like to have a two-second gap between songs; you can choose from zero to five seconds between songs.

7. Click the **OK** button to close the Burning pane.
8. On the left side of the iTunes main window, select the playlist that contains the song (or songs) that you want to burn in the **Source** column.



iTunes will try to burn the entire playlist. If 76 different versions of “Mega Smash Hit Tune” are on the playlist when you burn the disc, iTunes burns as many of the versions as it can fit on the disc. So check your playlist to ensure that it contains only the songs that you want to burn before clicking the **Burn Disc** icon.



The number of tracks, the total playing time of the tracks, and total size of the tracks appear at the bottom of the iTunes window when a playlist is selected. As you can see in Figure 12-6, for my playlist, those numbers are 7 songs, 7.1 minutes, and 72.1MB.

9. Click the **Burn Disc** icon in the upper-right corner of the iTunes window.
10. When iTunes asks you to insert a blank disc, as shown in Figure 12-6, pop the disc into your CD drive.

iTunes checks the disc and then illuminates the **Burn Disc** icon a second time.



Figure 12-5:
iTunes' Burning pane should look like this when you're ready to burn an audio CD.

Figure 12-6:
Burn the CD
by clicking
the Burn
Disc icon in
the upper-
right corner.



11. Click the **Burn Disc** icon again to burn the selected playlist to the blank disc that you just inserted.

That's it. Once you click that Burn Disc icon the second time, you can stick a fork in your CD — it's as good as done.

And it was so easy, no?

Making multiple copies of the same CD

At some point, you will want to make multiple copies of the same CD. You can do it two ways; each way has advantages and disadvantages, depending on your needs.

Burn 'em yourself with a CD duplicator

iTunes allows you to burn the playlist onto as many CDs as you like. Repeat the previous instructions as many times as necessary.

Obviously, this method works best if you only need a few copies. While a diligent person could burn a gross of CDs one at a time (a gross is 12 dozen — 144 discs), if you need larger quantities, consider buying a CD duplicator that connects to your Mac or buying a stand-alone CD duplicator that can burn discs in batches of 25, 100, or more.

These devices automatically produce multiple CDs, one after another. Some print and affix a label to the CD at the same time; others print the label directly onto the CD. And some need to be connected to a Mac to be used; others are stand-alone devices that don't require a computer.



CD-duplicating equipment used to cost tens or even hundreds of thousands of dollars. Today, CD duplicators can be found for less than \$500, an amazing reduction in the barrier to entry for do-it-yourself CD production.

Using one of these devices is far beyond the scope of this book; suffice it to say many brands and models of CD duplicators are on the market.



A quick Google search turned up a site called Disqworks with information about a number of different CD duplicator brands and models. Here's the Web address:

www.disqworks.com/en/automated_duplicators_copiers.html

I haven't tested any duplicators, so do your research before you buy. Many reviews are available on the Internet, so the information shouldn't be too hard to find.

Have someone else do it for you

Consider one other option: If you need a lot of CDs — 100 or more — consider having the work done by a company that specializes in duplicating media. This will cost more than burning them yourself, but it has the following big benefits:

✓ **The CD will be a “real,” pressed CD as opposed to a burned CD-R.**

People in the know will be more impressed with the former than the latter.

Having a pressed CD can add enormous perceived value to your CD. Think about it: When was the last time you cared about a burned CD, even if it came with a label? CD-R discs have become so common that people tend to treat them with disdain. A pressed CD, on the other hand, is something that you buy from a store, and people will treat it accordingly.

✓ **If you send your CDs out to be pressed, you save a ton of time compared to burning them yourself.** The question is, how much is your time worth?

As with CD-duplicating equipment, the details of CD manufacturers fall beyond the purview of this book.



I can, however, point you in the proper direction. You can find a very good article about burning CDs versus pressing CDs, by Trikuare Studios. Check out this site:

<http://trikuare.cx/audio/cb-cafepress.html>

The site includes links to manufacturers and distributors and an extensive cost analysis. I can't endorse the opinions on the page, but you should find enough information there to get you started.

Lovely labels for your CDs

If you are trying to make a good impression on someone, make a label for your CD. A variety of label-making kits are available, including some that work with your printer, as well as dedicated label makers. A couple of my Epson printers can print directly on the surface of a CD.

If you plan to make a lot of copies, you may prefer to buy one of the dedicated CD duplicators that I mention earlier in this chapter. These units can burn and label 25, 50, or more copies of a CD without human intervention.



If you have someone else do it for you, chances are the price you pay per disc includes labeling and jewel cases.

Distributing CDs

As Steve Jobs is famous for saying, “There is one last thing,” and that one thing is distribution for your CD.

Now if all you care to do is to send one CD to Aunt Edna, distribution isn’t an issue. But if you want the whole world to hear your music, you’re going to want some type of distribution for your CD.

Two popular companies that provide distribution services are CD Baby and — believe it or not — Amazon.com. Read on to take a quick look at both.

CD Baby

CD Baby (www.cdbaby.com) is a nifty online music store for unsigned acts. Here’s how they describe their company:

CD Baby is a little online record store that sells CDs by independent musicians.

[In•de•pen•dent: (adj.) Not having sold one’s life, career, and creative works over to a corporation.]

That’s right — all that CD Baby does is sell CDs by musicians who don’t have (and in many cases, don’t want) a recording contract with a music company. The deal is pretty good, and a nice chunk of change — \$6 to \$12 per CD according to the CD Baby Web site — goes directly to the artist.



Compare that to the biggest major-label artists, who are lucky if they make more than a couple of bucks for each CD.

So for their piece of the selling price, CD Baby handles the financial transactions and shipping, and then pays the artist weekly.

CD Baby has a good reputation as the online destination for independent artists. Because they work on consignment, you need to press your own CDs and do your own promotion to spread the word about your music. On the other hand, a stranger may come across your CD while browsing at CD Baby.

As of this writing, CD Baby claims to have sold 875,146 CDs from some 58,818 artists, with a payout of more than US\$6.9 million going to those artists since 1997.

Amazon.com

You can also consider selling your music on Amazon.com. It's easy enough to get your merchandize listed at Amazon, and you can do so in one of two ways:



- ✓ **Marketplace:** To get to the Marketplace area, click the Sell Your Stuff button at the top of the Amazon home page and select Marketplace. To sell through Marketplace, you need to handle the shipping (also known as *fulfillment*) yourself; Amazon handles only the financial transaction, charging a fee for each item that it sells.

Pay attention to the way that the company assesses shipping fees, because you are required to charge the same fees that Amazon charges to ship from *its* warehouses, even though *you* aren't likely to get anywhere near the same shipping rates. Amazon suggests that you build the shipping cost into the pricing of your CD, which ain't a bad idea.

- ✓ **Advantage program:** Another option at Amazon.com is the Retailer's Advantage program. If you are accepted in the Advantage program, Amazon will stock your CD (on consignment, of course) *and* handle fulfillment, paying you 45 percent of the list price (as of this writing) for that service.

You can find more information by clicking the Sell Your Stuff button on the Amazon.com home page and then selecting Advantage.



Having your CD listed at Amazon.com is another one of those perceived value tricks that you can use to lend your music credibility. To test this theory, tell someone that he can buy your CD on Amazon.com and see whether he is impressed. (I bet he will be.)

More distribution ideas

I want to mention one last thing about distribution: You may want to look around your hometown for local record shops that can sell your CD. Like the others, you will probably get a consignment deal. So if the record shop doesn't sell any copies of your CD, you don't make any money.

Most of the record stores that make such deals are independently owned and operated — not the big names like Tower, Warehouse, or Best Buy. But don't let that stop you from pitching your CD to any local store. One never knows, do one? (Apologies to Archie McNally for stealing his phrase.)

Be careful if you do get your CD in a local record store. You may experience a rapid rise in heartbeat the first time you see your CD between The Beastie Boys and The Beatles or between Emerson, Lake, and Palmer and Eminem.

