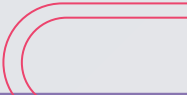PITCH DECK

Music To My Ears
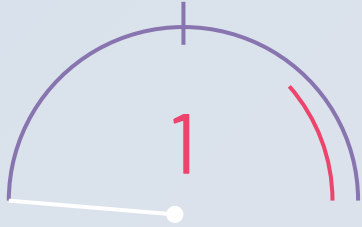
By Adam Yong
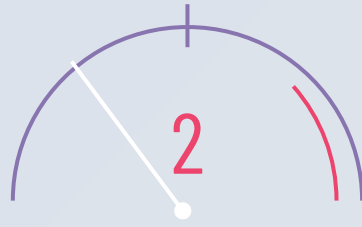
TABLE OF CONTENTS

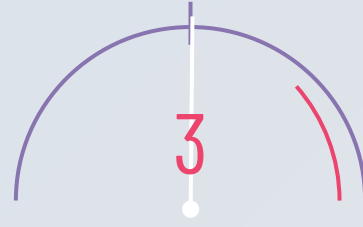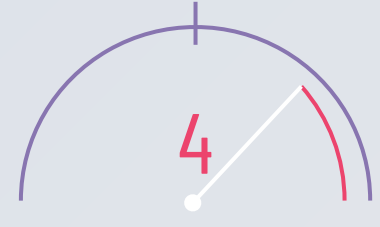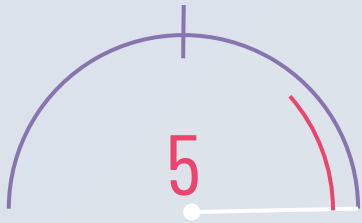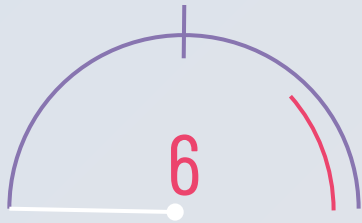1 Project Description

2 Method

3 Budget

4 Calendar

5 Reflections

6 Acknowledge /Conclusion

Project Description

      Throughout my time in City Tech, I have learned a lot about sound, video, control systems and music technology. My two main tracks of study are sound and video with sound being my primary source of specialization. As a student, my goals started to revolve around creating sound and using different synthesizers to make music. My career goals are to become a sound designer, sound engineer and composer/producer. This culminations project will help me become a better composer and a sound designer. For my culmination project, I will be making synthesizers, composing drum samples, and using different instruments/sounds to create electronic music.

      This project will help challenge my sound designing skills by constructing new sounds constantly and using sounds I have never used before. It will allow me to explore new genres of music and also take a step I have not yet taken. I will be mastering and mixing my entire tracks using different plugins. I will be constructing at least two songs that will be at least 6 minutes long and another that will be hopefully 4 minutes long. I will be using different structures of music that will help me express my creativity. Through this project, I will also be composing and structuring my sounds to create music to help further myself as a producer and composer.
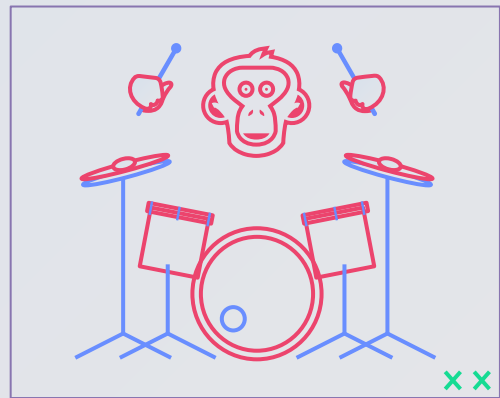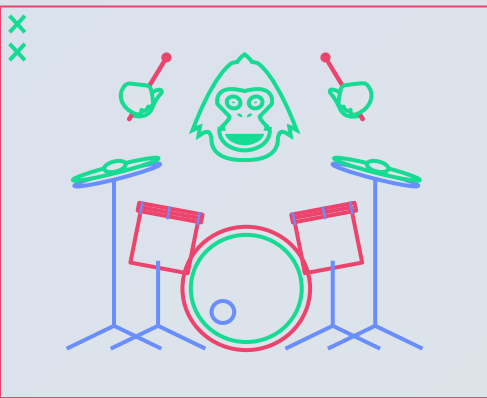
Synthesizers

XFer Serum

NI Massive

NI Battery

Intro

For the first song, I will be gathering as many synthesizers I have created from Serum already and will start by using those synthesizers to create an arpeggiator. I will be creating a bass sound that will help accentuate the arpeggiator. I EQed all the sounds and compressed the bass. I also add automations that help with adding to the sound over time. As the song progresses, I simply start adding synthesizer layers that help adjust the timbre of the arpeggiator. I focus on sounds that help the arpeggiator sounds unique while it doesn't take away from the original sound. At this point, I start thinking about adding a counter arpeggiator that will give the song more flavor and the audience multiple beats to listen to. Making sure the arpeggiator sounds do not collide is very important. This is most importantly adjusted by mixing the sounds. I also add a few sounds that add to the atmosphere of the song. They are small sounds that add some fine touches to the track.. I then use the plugin "Battery" and I grab kick and snare samples to create suspension to the track. I also create a riser from Serum that helps the song move to the verse of the track.

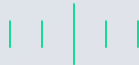Riser- A transition that is commonly used to grow the anticipation and lead into the drop or chorus of the track.

Arpeggiator- a repetitive cycle of notes played fast up or a down in pitch
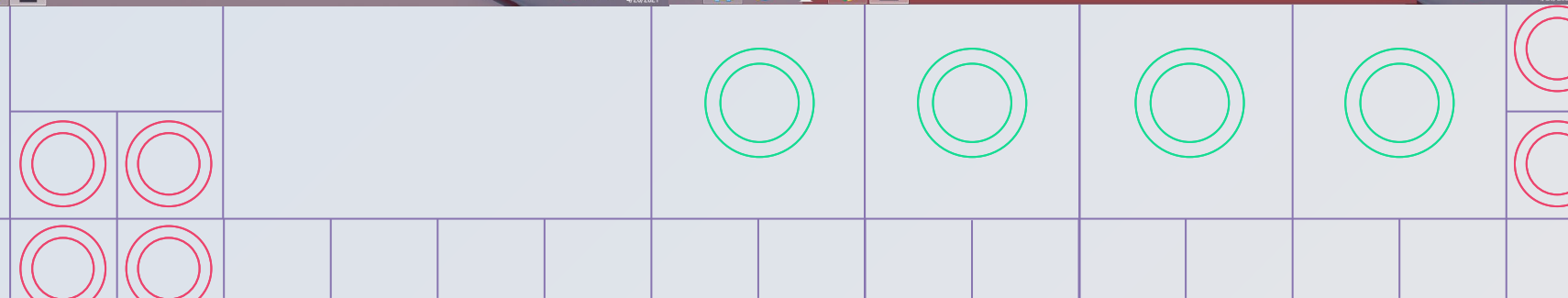
Pictures to my Intro

Bass Sound

Bass Sound FX

Verse

On this part of the track, My decision was to create a gnarly bass with kick drums that would sound well together. I decided to use multiple layers of bass to create the melody for the track. This would create a unique bass sound and make the sound more diverse throughout the track. Throughout the verse, I decide to take away the bass drum and add an arpeggiator to add something new to the soundscape. The arpeggiator is the same pattern as the one I used in the beginning. Towards the end of the verse, I start using a riser that I created from serum. I also used this synth that works with the riser to move onto the next section of the song.

Picture of Verse

Drums/Percussion

Background Sound FX

Chorus

I decided to have a syncopating bassline that consists of 3 main Massive plugins.. I also include some background fx that help add to the track. For the drum patterns, I decided to use a kick snare pattern with a hi hats and clash pattern. I also included some clap patterns too. Once it reaches the second half of the chorus, I decided to add a solo from one of the synthesizers I created. The solo is made to make the track stand out more.
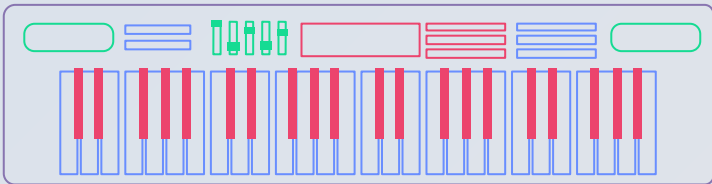
Syncopating- placement of rhythmic notes that interrupts the original rhythm

Picture of Chorus

Bass Line Layer #1

Bass Line Layer #2

Bridge

On the bridge, I am still using 3 Massive plugins with an added track that adds to the atmospheric vibe. I decided to stay with the same synthesizer from the chorus. As the track progresses, I start to use drums to go back into the verse again.
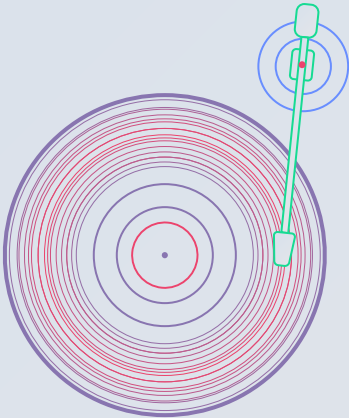
Timbre= the tone of a sound and how the sound is perceived by the audience

Verse 2

On the second verse, I wanted to keep a similar bass sound on the first verse. I added one new patch while taking out another. I also changed the drums pattern, but I did not adjust much of the timbre. I added a new riser to compensate for the old riser. I also kept the same synth that ends on the first verse.
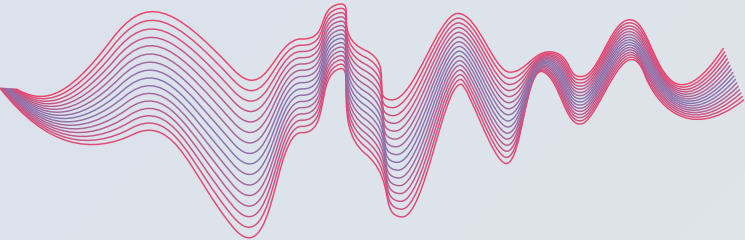
Chorus 2

I decided to add a new layer of synth sound to the chorus while keeping the old synthesizer as the base of the sound. I kept the same bass layer and wanted to keep a similar drum pattern. I did not change much of the sound, but added new notes to the original chorus.

Compression- A process to reduce the dynamic range of the instrument. It is to attenuate the loudest sound and boost the quieter parts.

Mixing

In the mixing process of each track, I tried to keep each section of the sound with each other. This would cause less confusion for me while I was mixing. My mixing consists of EQ on all my tracks to get a certain sound I wanted or to lower parts of the sound I did not want. I sidechain compress any sounds I needed to attenuate more, which would mostly be the drums. I also used sidechain compression for layering certain sounds. Creating ghost tracks for the sounds that were compressed was very important to keeping my DB levels steady. I also used an OTT (Multiband Compressor) a lot because it would let me adjust frequency of the sound easily. I also used automations frequently to adjust knobs or turn on any plugins that needed to be used.

EQ= Equalisation

Mastering

I went with using Ozone 9 as my mastering tool that I wanted to use. Once I finished my track, I bounced it and I decided to master it onto a new file. This would take up less processing on my computer. My goal here was just to make the levels correct and make sure nothing sounded muddy. I wanted to make sure each sound was heard accordingly and nothing was out of place. It was important to adjust the DB levels slightly and to make sure when mastering the track. I also added a little bit of compression on the higher end of the track.
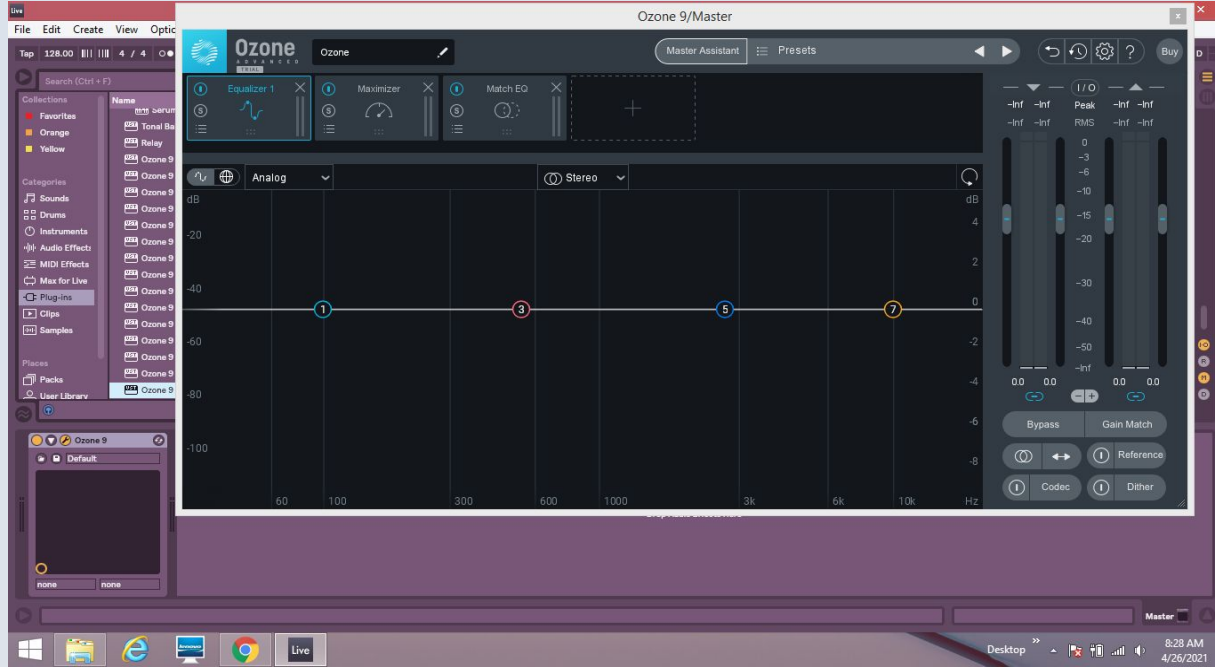
DB=Decibels

Budget

Item	Quantity	Cost	Checklist
Computer	1	800	Yes
Ableton 9	1	800	Yes
Serum	1	200	Yes
Fab Filter	1	1000	No
NI Ultimate	1	1600	Yes
Valhalla Rev	1	150	No
Spec Plugin	1	1000+	No
Spitfire	1	500	No
Splice	1	8	No
Izotope	1	500	Yes
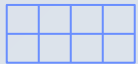
Spent = 3,900

→

Calendar

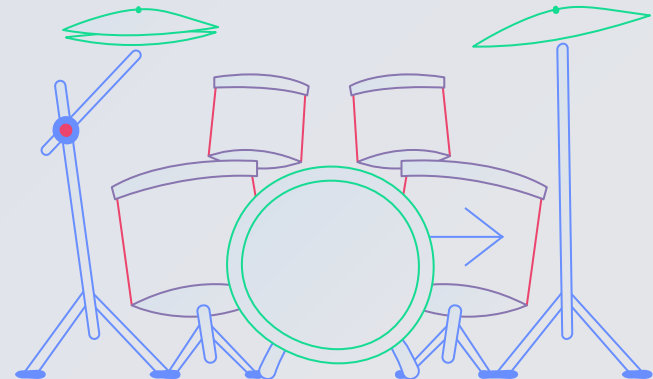| Start Days	End Day		Duration
12/20	12/21	Preparatory phase (Getting ready and getting all equipment ready)	1 Days
12/21	12/28	Figure out what to songwrite about make a list of things you like to compose/ Create synth patches for recommended sound/Gather Samples or download any drum kits	7 Days
12/28	12/29	Gather all the sounds and decide on the first composed song	1 Day
1/1	1/10	Compose the intro of the song and start the songwriting process of the song. (Decide the tempo and the setting of the sounds)	11 Days
1/11	3/7	Compose the verse, chorus, bridge, 2nd verse	55 Days
3/8	3/15	Hiatus	7 Days
3/16	4/3	Compose the 2nd Chorus and finish the song	18 Days
4/3	4/17	Fix Errors, Mixing Tracks and Master the tracks. Add Finishing touches to track	14 Days
4/18	5/4	Break and Start the intro to my 2nd Track, Finish Powerpoint	16 Days
5/4	5/4	Present	15 Minutes
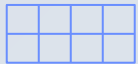
Reflection

Looking back on everything that I have done in this project, there are a lot of moments where I was really proud of the sounds I had created. There are some moments where I go, How did I do that or what was I thinking about at the time. When you look at the end result, it was definitely a roller coaster ride because I started from a blank page to a page filled with sounds and music. This project I learned a great deal of things in my mixing, mastering, drawing notes and sound usage. There were also many things I wish to improve on in the future as well. Looking back, I noticed some flaws that I had such as transitions or different ways to mix or even sometimes being mentally exhausted from listening to the same thing over and over. I would say I have never gone this far with music and I'm glad I took a huge step towards who I am trying to become in the future. I still have a ways to go as this won't be the last track I have created.

Conclusion

Acknowledgments

Nikki D Agostino- Thanks for the advising and the helping me throughout my project. Consulting was really helpful and supporting me was probably a handful.

Prof. Wilson- Thanks for the suggestion on Ozone 9 and its mastering capabilities.
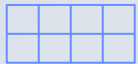
Thanks!

This is my first song that I mainly focused my project on. I have a second song that I can show briefly. I'm still currently writing it.

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Extra Credit