Music Production Recording & Business - Program Outline

Program Description

This 12-month music production program is not just for the traditional jobseeker, but an entrepreneurial-minded self-starter. No longer tethered to conventional studios, audio specialists now enjoy the flexibility of working from creative spaces – large or small – anywhere in the world. A post-secondary level 48-week, 6 semester, 5 day a week, full time, intensive Music Production, Recording & Business diploma program that is equivalent in credit hours to most 4-year university programs. In addition, it is supported by industry instructors and mentors and designed to produce cream-of-the-crop, elite graduates. In addition to classes, we use project-based learning, skills mastery, and peer-to-peer support to foster learning. Major learning milestones are expressed as levels of experience rather than years; your individual experience sets the pace for learning. This offering provides the ability to work on simulated projects that result in a showcase of your ideas in your own professional quality personal demo reel.
The heart of Nimbus is Audio. Students develop fundamental technical competencies which gives them indispensable adaptability skills necessary for integration into the digital audio workforce. These technical competencies ultimately allow students to comprehend any situation and develop his or her own understanding of production paradigms. In addition, important soft skills such as team building, human interaction, the business of industry and new technologies such as AR/VR, remote work environments, technology integration permeate your learning from day one.

DIGITAL TOOLS: At Nimbus, students won't just learn how to record: they will gain a digital certainty with which they can change the world. Learning to be a Music Production and Digital Audio Technologist at Nimbus means that you give yourself a set of relevant tools through which you can create, build, and deliver technology to impact the world you hear. Nimbus students learn from the ground up and have a greater understanding of how computers, hardware, software, and networks work individually and together than if they did a computer science degree. In today's digital world, students have an advantage in understanding programming and in gaining significant experience actually creating projects that truly represent their passion. They're ready for the real-world and have the experience and tools to create and change technology.

BUSINESS FREEDOM: When you have the tools to change a digital world, it means you have freedom: the freedom to change what you don't like and make it better. Freedom is also about thinking critically. The two most important things you learn at Nimbus are how to be autonomous and how to be resourceful. In the digital world, the absence of freedom is being dependent on others for knowledge and learning. At Nimbus, you learn how to find and use resources at your disposal. Further, you learn motivation and how to set and achieve your objectives. These traits aren't inherent to outcomes of traditional educational systems, but they're required to thrive in our world today.

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REVOLUTIONIZED EDUCATIONAL MODEL: Since access to knowledge has changed, how should the education system and structure change as well? Humans add value in their ability to critically reason, problem solve, and create. Nimbus is built based on the new access to knowledge, the future of the workplace, and today's digital world. We apply practical, problem- solving methods that allow for personalized learning, mixed age groups, and a strong emphasis on self-appropriation of knowledge. Unlike the traditional 4- or 5-year model, we apply all of this in a real-world, intensive model.

ELIMINATING THE SKILLS GAP: What's concerning about the traditional educational system is that it isn't preparing students for working and living in the real world. In today's digital world, employers are looking for critical and analytical thinking; problem solving; creativity; communication; teamwork and collaboration; time management; autonomous, capable workers. Those are exactly the skills students learn at Nimbus, meaning they are ready for the workplace and transition easily.

PROJECT-BASED LEARNING: Each project is a challenge with a brief description, objectives, and skills students will learn throughout the project. Project-based work imitates real-world work and encourages students to not just learn time management but to build conceptual frameworks of what is and is not important or relevant to a project. This skill of being able to establish structures and boundaries for projects is central to becoming an excellent technologist and pushes students to think critically and learn through failure.

Program Learning Outcomes/Competencies

The Music Production, Recording & Business program's program displays the correct balance of theoretical and practical instruction, industry input and mentoring to help create a new type of professional required for the music and media industries. You will then be able to seek a desired audio career path to become a successful professional in the audio industry.

CORE SKILLS: Students will become better, well rounded individuals. These skills are considered 'essential criteria' that will form the foundation for lifelong values and way of doing business. Identified as key attributes when applying for positions within any industry and benchmarks to rate and evaluate candidates during the recruitment process, they are critical to the success for the new world music production professional.

TECHNICAL: Students will be able to operate Pro Tools and Ableton Live proficiently in any audio setting. This will give you the digital certainty to function as a technical audio professional in a wide variety of music, sound, audio employment opportunities. You will be accomplished in recording and mixing audio in a large format console studio and adept in the application of practical concepts including microphone selection, mixing console signal flow recording and mixing to achieve desired outcomes in sound recording.

MUSIC PRODUCTION: Students will be competent in a range of composing, arranging and/or production techniques and methodologies and demonstrate the effective use of both MIDI-based and non-MIDI hardware and software in the creation and production of electronic music. Through the context of song writing, analysis and research of musical style/genre, students will be conversant on key producers, innovators of dance and electronic music, techniques and compositional alternatives of recorded music and production techniques.

BUSINESS: Students will be able to work in any number of business-related areas in the music industry. You will gain a unique combination of theoretical and practical knowledge of the music industry, as well as entrepreneurial, and project management skills. You will study the structure of the music industry, artist and venue management, manufacturing, contracts, licensing and copyright, national and international distribution, marketing, promotion, and sales. You will display the business expertise including communication and interpersonal skills in order to respond to industry demands for professionals who can interact with diverse teams and audiences.

Program Organization

Course	Hours of Instruction
MPRB	Total Program hours: 1,134 (48 weeks)
Semester 1 You begin by developing the foundation of what's important to be successful in the Music Industry and in life. An overview of roles and responsibilities coupled with current industry practices sets you up for moving forward. The physical basis of audio, the psychology of sound, analog and digital signal flow, concepts around recording are introduced and put into practice.	8 weeks
Semester 2 Building on the theory, concepts and tools introduced in term one you are now starting to implement these ideas within Engineering, Mixing and Editing tracks. This is supported by in-depth courses on Sound Design, Song Writing, Synthesis. This term also includes introductions to basic software implementation, methods & techniques. And finally, more introductory classes are given on business aspects within the industry.	8 weeks
Semester 3 Halfway through the program, students will now become proficient with a variety of DAWs, and feel comfortable with songwriting, and sound design. They gain further skills in professional development and business, focusing on social media and core skills.	8 weeks
Semester 4 You are presented advanced concepts in all tracks through more practical work that supports your final project. You will also start to participate in advanced classes and workshops that round out your specialty and provide a better understanding as to how that aligns with the industry area you wish to pursue.	8 weeks
Semester 5 Instruction in large-scale music recording, mixing and production is a large focus of session 5. Included in this are additional specialized courses and workshops required to accelerate your knowledge on large-scale mixing consoles such as the SSL. Students must evolve from following specific technical instruction, to becoming more self-directed, applying more complex techniques to the project in their chosen discipline.	8 weeks
Semester 6 To prepare for graduation, you continue to complete your final music project and final portfolio. Your final project is shared with your program mentors and music industry advisors and you field questions related to your work. Finally, students are provided with in-depth instruction in professional skills, such as resume writing, personal branding and building a business in order to guide them upon graduation.	8 weeks

Evaluation

Each course will have a final grade that consist of professionalism, attendance, course specific projects, assignments, quizzes, practical tests or other evaluations. Professional and attendance guidelines are in the student handbook and also provided with course outlines.
Students are required to maintain a 64.5% cumulative average for all semesters plus a final test and final project and grade to graduate. Nimbus issues Diplomas in accordance with the following Cumulative Grade Average standards:
Diploma (Honors): 89.5% - 100%
Diploma: 64.5% – 89.4%

Required Course Materials

Included in cost of program:

- Pro Tools
- iLok
- Ableton Live 11
- Sennheiser Headphones
- DI Box
- MIDI Controller
- 2 external hard drives
- Music BC Membership

Not Included (students are responsible for purchasing):

- Macbook Pro (min 13” with 8GB Ram and 512 GB HD, recommended to run Mac OS 10.12 or later
- Apple USB-C to USB Adaptor
- Native Instruments Komplete 12
- Melodyne Assistant
- Serum (we recommend you wait to purchase until it’s taught in the course)

Career Occupations

- Audiovisual (AV) technician
- Multimedia sound technician
- Postproduction technician
- Recording engineer
- Recording studio technician
- Sound effects editor
- Sound mixer
- Recording Artist/Performer
- Sound technician
- Video and sound recorder
- Video recording technician
- Audio engineer - recording studio
- Electronic news gathering (ENG) editor
- Public address (P.A.) system operator
- Sound engineer