

Music Development Workshops:

Music Development Workshops, designed to equip aspiring artists, producers, and creatives with the skills they need to succeed in the music industry. These interactive sessions cover everything from artist development and branding to studio production and distribution.

1. Understanding Artist Development

Building the foundation for your music career.

- Discover what it takes to grow as an artist.
- Develop your sound, style, and identity in the music industry.
- Learn the importance of stage presence, vocal training, and performance techniques.
- Understand goal-setting, networking, and professional growth.

2. Pass the AUX

Curating your sound and discovering your artistic identity.

- Share, listen, and give feedback on each other's music.
- Learn how to refine your sound and style.
- Discuss influences, production techniques, and song selection.
- Get real-time reactions and industry insights from peers and mentors.

3. Protecting Your Music

Know your rights as an artist.

- Learn about copyrights, trademarks, and music ownership.
- Understand how to legally protect your beats, lyrics, and recordings.

- Navigate contracts, royalties, and music rights.
- Get insights on how to register your music with PROs (ASCAP, BMI, SESAC).

4. Branding: Creating Your Artistic Identity

Turn your artistry into a brand.

- Define your unique image and message as an artist.
- Learn how to create a strong online and social media presence.
- Develop marketing strategies to engage and grow your audience.
- Explore merchandise, sponsorships, and collaborations.

5. Studio 101: Recording & Production Basics

Learn the essentials of music production.

- Introduction to recording techniques and studio equipment.
- Understand the basics of mixing, mastering, and engineering.
- Work with Digital Audio Workstations (DAWs) like Pro Tools, FL Studio, or Ableton.
- Tips on mic placement, vocal recording, and beat-making.

6. Breaking Down Lyrics

The art of songwriting and storytelling.

- Learn how to structure verses, hooks, and bridges.
- Dive into lyrical themes, metaphors, and storytelling techniques.
- Explore different songwriting styles and music genres.
- Get hands-on experience in writing and workshopping lyrics.

7. Music Cover Art & Graphic Design

The visual identity of your music.

- Explore the role of cover art in branding and marketing.
- Learn basic graphic design tools like Canva, Photoshop, and Procreate.
- Create album/single covers that capture your artistic vision.
- Understand how visuals influence streaming and audience engagement.

8. Publishing & Distribution

Getting your music heard worldwide.

- Learn how to publish your music independently or with a label.
- Explore music distribution platforms like DistroKid, TuneCore, and UnitedMasters.
- Understand streaming revenue, royalties, and monetization.
- Discover strategies to promote and market your releases.