

Multimedia and Digital Culture: Creating Music in 21st Century Classrooms/Ensembles

Evan Tobias
Arizona State University
evan.tobias@asu.edu
<http://evantobias.net>
@etobias_musiced

Digital Culture - Consider how musical engagement is mediated through technology and digital media in contemporary society

Multimedia (multimodal) - Consider multiple forms of media that can inform compositional processes and products

Think of **“digital”** as computer language. Digital media afford ways of working with sound that are difficult or impossible in acoustic or analog contexts.

Goals:

- Understand affordances of digital media
 - Leverage technology & digital media to create music in “new” ways
 - Broaden types of composing/creating in music programs
 - Focus on the principles and practices of digital music creation to inform how you address such engagement in music programs.
- (For “How To,” technical issues, and developing skills see the resources section of this handout)

Key Concepts:

- Technology affords and constrains ways of creating music
- Creating music through producing
- Creating music with digital and popular music aesthetics
- Many aspects of existing curriculum can be embedded in digital music creation
- Some aspects of the curriculum might need to be adjusted to account for unique aspects of digital music and related musical practices

Creating music through producing

- The recording (rather than visual representation of the music i.e. notation) is the product
- Working directly with sound
- Leveraging technology
- Recording as creative process beyond recording as “preserving”
- Mixing and editing
 - selective editing
 - corrective editing
- Constructing performances

Creating music with digital and popular music aesthetics

- Allowing students to incorporate aspects of popular soundworlds and influences of popular music
- Attaining the right sound
- Working directly with sound (performing with instruments and using instruments)
- Synthesizing sound (creating instruments)
- Sculpting sound (processing with devices and effects)
- EDM (Electronic Dance Music)
 - Considering the context - Yes, you move to it
 - Repetition is desired
 - Tension is built and released through layers, builds, and drops
 - Idiomatic timbres
 - Remember, you move to it
 - Live production/creation/improvisation/performance/composition AND composed/produced music

Consider: How might I integrate these ways of being musical throughout my program?

How do I learn how to do this?!

Be a student - Make use of existing tutorials online

Ask for help (but first read prior q & a) Use forums, web-based communities, & social networks

Stay current - make use of blogs and news sites and listen to a wide range of contemporary music

Read and research - Make use of existing print-based resources and interviews

Experiment - Give these ways of creating music a try. Procure software/applications, follow a tutorial or experiment on your own and practice to develop your own understanding and skills.

Be reflective - Keep track of what works, what does not work, what can be modified

Develop a network: Consider colleagues who might collaborate with you and develop a learning community. Leverage social media to help each other move forward.

Resources

Software & Applications: Extended list @ <http://cdppcme.asu.edu/resources/software/>

Look for software and applications called Digital Audio Workstations (DAWs) such as:

Entry level = Garageband (mac), Mixcraft

MidLevel = Cakewalk, Cubase, Ableton, Soundation

Advanced = Logic Pro, Cakealk Sonar, ProTools, Ardour(free!), Soundation

Beat production: (look for sequencers) Ableton Live, FLStudio (PC & Mobile), Reason

Live tweaking: Ableton Live

Forums, Blogs, and Professional Networks

<http://avp.stackexchange.com/>
<http://www.futureproducers.com/forums/>
<http://www.gearslutz.com/board/>
<http://bobbyowsinski.blogspot.com/>
<http://erikhawkins.berkleemusicblogs.com/>

Tutorials

<http://audio.tutsplus.com/>
<http://www.audiotutorialvideos.com/>
<http://www.beattips.com/>
<http://www.youtube.com/user/TornadoTwins> (click on how to make dubstep)
Search for specific topics on YouTube and Vimeo

Remix Opportunities

<http://findremix.com/>
<http://indabamusic.com>

Print-Based Resources on the Web

<http://www.mixonline.com/>
<http://www.musicradar.com/computermusic>
<http://www.musicradar.com/futuremusic>
<http://www.soundonsound.com/>
<http://www.emusician.com/index>