

1500 SOUND ACADEMY





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Founded by Grammy Award winners James Fauntleroy and Larrance Dopson in Los Angeles, CA, 1500 Sound Academy is a music school that takes a unique and disruptive approach to world-class music education.

We solely focus on the development of the modern-day creative through innovative curriculum, elite industry mentorships, and musical partnerships to prepare future artists with nontraditional skill sets for success.

COURSE OVERVIEW:

The 1500 Sound Academy Music Production online certificate program gives you a first-hand look at the tools necessary to successfully create and market your art. The program consists of faculty videos, software screen captures, and infographics designed to be engaging, informative, and a fun way to learn.

Faculty from the 1500 Sound Academy, along with key contributors consisting of active professionals in the music industry, discuss and demonstrate the skills necessary to be successful in the contemporary music industry and offer their valuable perspective to help as you discover the many career paths in the music industry. You will learn the professional steps of creating and re-releasing a song as a music artist and the business of publishing and labels. Along the way, you'll have access to live weekly "office hours" sessions with industry experts and you'll receive personal video based feedback on your final project from one of 1500 Sound Academy's award-winning artists.

SIX COURSE MODULES:

- MUSIC PRODUCTION
- RECORDING
- SONGWRITING
- MIXING
- MUSIC BUSINESS
- ARTIST/BRANDING

Each course module consists of several shorter video lessons that you complete at your own pace. Assignments, quizzes and hands-on projects reinforce important subject matter, help build career skills, and your overall knowledge of the music industry. Students earn a non-credit Certificate of Completion from 1500 Sound Academy upon successfully finishing the program. Assignments and hands-on projects reinforce key knowledge and help build career skills.



1500 SOUND ACADEMY MUSIC PRODUCTION PROGRAM LEARNING OBJECTIVES:

1. You will gain an understanding of the foundations and techniques of contemporary music production.
2. You will be able to identify and discuss various forms and structures of songs, as well as their production elements.
3. You will gain an understanding of the foundations and techniques of music recording and mixing.
4. You will be able to create an artist and brand identity that informs marketing and media strategy.
5. You will gain an understanding of revenue streams, performing rights organizations, and marketing strategies in music.
6. You will be able to explain the historical development of recorded music.
7. You will learn how to identify an individual artist identity for marketing, managing, songwriting and performing.
8. You will develop an understanding of various roles and career paths in the music industry.

STUDENT BENEFITS:

1. Certificate of Completion (non-credit) in Music Production from 1500 Sound Academy
2. Learn directly from leading industry professionals
3. Individual project-based assignments
4. 100% online and self-paced
5. Engage with faculty in online office hours
6. Final project will be assessed by 1500 Sound Academy faculty



MODULE 1: MUSIC PRODUCTION

Music production is the art and science of creating a track from concept to reality. The music producer's toolbox is a sophisticated combination of hardware, software and musicianship that is synthesized together with inspiration to create magic! This module provides today's music creators with a foundation on the necessary concepts, terminology and techniques of modern studio track composition.

KEY CONCEPTS COVERED:

- DEDICATION TO YOUR CRAFT
- EQUIPMENT: WHERE TO START
- WHAT IS A DIGITAL AUDIO WORKSTATION (DAW)
- SEVERAL GENRES OF MUSIC
- HOW TO FIND THE APPROPRIATE SOUNDS FOR YOUR PROJECT
- DRUM TRACKS AND LOOPS
- DRUM PROGRAMMING TO THE "GRID"
- SOUND DESIGN WITH 808'S
- MUSIC THEORY CONCEPTS
- BASS LINES



Contributors: Kosine, Brian Kennedy, Seige



MODULE 2: ENGINEERING

The digital audio workstation (DAW) is the centerpiece of the recording studio. This module breaks down the fundamentals of getting sound into the DAW the right way and shaping your sound on the way-out using EQ and compression, among other techniques. Special attention is given to recording a vocalist for the best sound quality possible.

KEY CONCEPTS COVERED:

- THE HISTORY OF RECORDING
- RECORDING GEAR SET UP
- PRO TOOLS SET UP
- AUDIO SOURCES
- SIGNAL FLOW
- RECORDING TECHNIQUES
- FILTERS AND EQ
- COMPRESSION
- RECORDING TEMPLATES
- BUSSES AND AUXES
- MONITORING WITH REVERB
- ARRANGING
- STEMS



Contributors: Dave Hampton



MODULE 3: SONGWRITING

Songwriters create timeless emotion from nothing but melody and lyrics. This module demystifies the songwriting process and arms the modern songwriter with melodic and lyrical concepts to deepen their craft. If you are new to songwriting or have experience, this module will help you improve your craft. Social aspects of songwriting such as studio etiquette and co-writing are also covered.

KEY CONCEPTS COVERED:

- WHAT IS A SONG?
- MELODY
- RHYTHM
- CALL & RESPONSE
- SONG STRUCTURE
- HOOKS AND THE PHRASE THAT PAYS
- CO-WRITING
- FIGURATIVE WRITING AND THE WHY
- WRITING FOR AN ARTIST
- ARTISTIC LIMITATIONS AND BOUNDARIES
- SOURCES OF INSPIRATION
- BRIDGES AND OTHER IMPORTANT SECTIONS



Contributors: Blush, Harmony Samuels, Sterling Simms, Jozzy

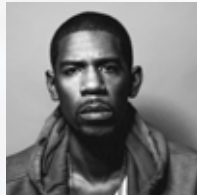


MODULE 4: MIXING

The mix can make or break a song and when it is done right no one even notices. This module is about listening and knowing what you want things to sound like. It is also about knowing how to listen and what to listen for. Within the construct of learning how to listen, many of the production and recording tools are reimagined for the role of the mixer. Advanced vocal processing tools are also introduced.

KEY CONCEPTS COVERED:

- WHAT IS MIXING?
- CRITICAL LISTENING: MIX DECONSTRUCTION
- LEVELS
- STEREO IMAGING
- EQ AND MIXING
- COMPRESSION AND MIXING
- HARDWARE AND PLUGINS
- BUSSING
- REVERB & DELAY
- INTRO TO VOCAL PRODUCTION
- AUTOTUNE
- MELODYNE
- VOCALS: AUTOMATION
- METERING AND MASTERING



Contributors: Todd Cooper, Young Guru



MODULE 5: MUSIC BUSINESS

Music creators are copyright owners, brand owners and publishing companies, whether they know it or not. This module outlines the pillars of a music creator's corporate structure. Of course, once the structure is established, there will be transactions in the forms of contracts, publishing and streaming. Students also learn how to take their music to the marketplace for the world to hear.

KEY CONCEPTS COVERED:

- ELEMENTS OF MUSIC BUSINESS
- AGREEMENTS
- TERMS (CLAUSES)
- COPYRIGHT & TRADEMARK
- PUBLISHING & PERFORMANCE RIGHTS ORGANIZATIONS (PRO'S)
- MECHANICAL ROYALTIES
- SPLIT SHEETS
- RECORD LABELS
- DISTRIBUTION
- SYNC LICENSES
- BUILDING YOUR TEAM
- LAWYERS & CASE STUDIES
- BUSINESSES ENTITIES & TAXES



Contributors: Max Gousse



MODULE 6: ARTIST

The artist is the personality behind musical movements and cultural shifts. It may seem like an effortless materialization, but many of the most successful artists are laser focused on their brand and image. The artist must also foster their network of fans and supporters. This module digs deep into the psyche of the artist as well as the practical side of being an artist and setting up an authentic brand and performance.

KEY CONCEPTS COVERED:

- WHO ARE YOU AS AN ARTIST?
- WHO IS YOUR AUDIENCE?
- WHY DO YOU DO YOUR ART?
- YOUR VISUAL BRAND
- YOUR AUDIO BRAND
- YOUR ONLINE PRESENCE
- CONNECTING WITH YOUR FANS
- ROLES OF THE ARTIST
- BOOKING SHOWS AND TOURING
- PROMOTING A RELEASE
- PERFORMING: TECH SETUP
- PERFORMING: INTERPRETING YOUR RECORDINGS
- ARTWORK: TECHNICAL SPECS FOR IMAGES AND VIDEO
- ARTIST ETIQUETTE



Contributors: Max Gousse, Ally Brooke



INSTRUCTORS & EXPERTS



KOSINE

9x Grammy-Nominated, multi-platinum producer and songwriter

Is a notable actor and entertainer, also known as half of the LA based production duo Da Internz. He's a 9x Grammy-Nominated, Multi-Platinum Producer and Songwriter. He is responsible for some of the biggest hits for Nicki Minaj, Rihanna, Big Sean, Justin Bieber, Nas and more. He's also an On-Air Personality for Apple Music Beats 1, which broadcasts live in over 110 Countries worldwide. He's both a graduate and former professor of Columbia College of Chicago and has also given a TEDx Talk at his alma mater in the history of hip-hop.



BIANCA "BLUSH" ATTERBERRY Songwriter/Artist

Bianca "Blush" Atterberry is an Emmy Award Winning, Multi Platinum Selling Singer/Songwriter. Blush has been working in the music Industry and a part of albums worldwide since the early age of 19. She collectively has sold over 1.5 million records as a songwriter. She has worked with Award winning artists such as Demi Lovato, Mary J Blige, Chris Brown, Meghan Trainor, Kelly Clarkson, Timbaland, and DJ Snake, just to name a few.



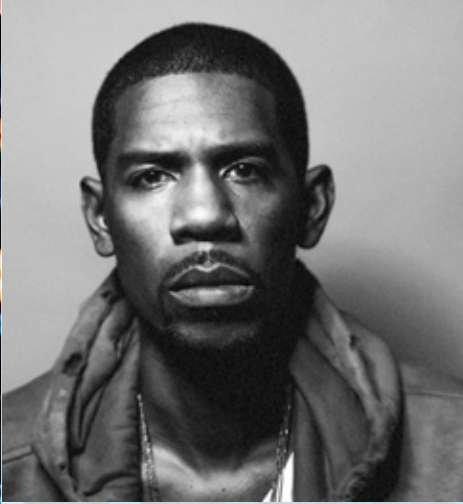
JOZZY

Artist/Songwriter

Musical Singer/producer Jozzy started out behind the scenes writing songs for much more established artists. After a big break early on when she connected with Timbaland and worked on tracks with the legendary producer, the floodgates opened and Jozzy began writing for and collaborating with everyone from Beyoncé to Chris Brown to Pitbull.



INSTRUCTORS & EXPERTS



YOUNG GURU Audio Engineer

Young Guru is an American audio engineer, record producer, disc jockey, and record executive from Wilmington, Delaware. In 2019, Young Guru won a Grammy Award for Best Urban Contemporary Album for mixing the album *Everything Is Love* by The Carters. He has worked with many leading recording artists, most notably Jay-Z, and an April 2015 *Wall Street Journal* profile called him "the most famous and successful engineer in the history of hip-hop".



BRIAN KENNEDY Producer/Writer/Composer

Four time Grammy Award winner and musical phenomenon, Brian Kennedy, contributed to Oscar winner Jennifer Hudson's self-titled debut album as a writer and producer. The effort earned him his first Grammy for Best R&B Album at the 2009 awards ceremony. Revered as a piano prodigy, Kennedy's musical genius has afforded him the opportunity to work with several top artists and producers, including Smokey Robinson, Timbaland, Lady GaGa, Rasca Flatts, Kelly Clarkson, Dallas Davidson, Dr. Dre, Backstreet Boys, David Foster, Clive Davis, Natasha Bedingfield, legendary songwriter Diane Warren, and many others.



HARMONY SAMUELS Record Producer

Harmony David Samuels (born 16 May 1980), also known as H-Money or "H", is an English record producer, multi-instrumentalist and songwriter. He has produced a multitude of hits for artists such as Brandy, Jennifer Lopez, Mary J. Blige, Ariana Grande, Fifth Harmony, Chip, Ciara, Fantasia, Chris Brown, Keyshia Cole, Ne-Yo and more.



INSTRUCTORS & EXPERTS



STERLING SIMMS SONGWRITER/ARTIST

Born and raised in Philadelphia, R&B singer and songwriter Sterling Simms formed the songwriting company Knightwritahz with several other writers. Through his company, Simms wrote songs for several R&B singers, including Mario and Tyrese. In 2014 he signed with the indie label One Recordings, which led to his demo falling into the hands of Island Def Jam executive Antonio "L.A." Reid. Simms was then picked up by Def Jam and even appeared on rap superstar Jay-Z's comeback album Kingdom Come at 2006's end. Around the same time, his single "Jump Off," featuring rapper Sean Paul of YoungBloodZ, was enjoying regular rotation on urban radio.



ALLY BROOKE Multi Platinum Singer-Songwriter

Ally Brooke grew up in San Antonio, Texas. Following her time in Fifth Harmony, the multi platinum singer-songwriter kicked off her highly anticipated solo career in 2019 with back-to-back Top 40 charting singles and an impressive resume of genre-bending collaborations including "All Night" with Afrojack which marked her first #1 as a solo artist on US Dance Radio. A life-long entertainer, Ally competed on ABC's Dancing With The Stars before embarking on her debut headline Time To Shine Tour in early 2020 with scheduled stops including a sold out show at New York's Gramercy Theatre. With total career streams already in the billions, Ally is only just getting started.



MAX GOUSSE Senior VP A&R/Manager

Max Gousse is a Producer/a&r of Beyonce's #1 albums Bday and I am Sasha Fierce, Dreamgirls soundtrack, Kelly Rowland, Michelle Williams, b2k, you got served sdrk, Barbershop sdrk, and Cadillac Records soundtrack. He was also the Executive Producer of #1 box office hit "You Got Served" Max Gousse, who heads the West Coast a&r Department for island Def Jam music group, has been a very successful a&r exec for nearly 20 years. The Los Angeles-based Gousse is perhaps best known for handling a&r for two of Beyonce's biggest albums (I am...Sasha Fierce and B'day), for discovering and developing the Platinum r&b group b2k, and for a&r-ing the Multi-Platinum Dreamgirls soundtrack album.



INSTRUCTORS & EXPERTS



DAVE HAMPTON

Technical Director and one of the Design Engineers for 1500 Sound Academy

Dave Hampton is a 40+ year Grammy Award winning veteran of the audio recording industry. In addition to engineering, he still consults with manufacturers on new technology, lectures on survival in the industry, and continues to design custom studios and creative spaces for some of entertainments top artists. He is the most famous and successful engineer in the history of hip-hop".



TODD COOPER

Tracking & Mixing Engineer

In the past 15 years Todd Cooper (tracking/mixing engineer) has worked on thousands of songs with artists from all walks of life. A graduate from Expression college for Digital Arts in 2005, he operated Street Symphony studios in Fremont, CA until he made the move to LA in 2015. Some of his credits include: Travis Scott, Shawn Mendes, Gucci Mane, Pop Smoke, Pitbull, Will Smith, Kiana Léde, Jay Sean, Larry June, Duckwrth, Tinashe, Luke James, Yellow Claw, Snoop Dogg, E-40 and the list keeps going.



SEIGE MONSTRACITY

Music Producer, Sound Designer

Seige Monstracity is an anomaly in the music industry. He rides the fence, providing the contemporary soundtracks for successful commercial artists such as YG, Tyrese, Keisha Cole, and Marsha Ambrosius, as well as producing grimey backdrops for underground artists like Bizarre, Bad Lucc, and Namebrand.



ENROLLMENT DETAILS

How do I enroll in the 1500 Sound Academy Music Production Program?

The enrollment process is entirely online and takes only a few minutes to complete. For complete details and to enroll today, visit yellowbrick.co/1500sound.

How much does the program cost?

The cost of the entire program, which includes all six course modules, related activities, office hours with instructors, personal video feedback on your final project, and a 1500 Sound Academy Certificate of Completion, is \$2,999. For students who are able to pre-pay their tuition, there is a “pay upfront discount” available which lowers total tuition to \$2,499. There is also an installment payment plan option, as well as a financing option available through our partner Climb Credit. For more information about pricing and financing options, please visit yellowbrick.co/1500sound-payment-plans/.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate. We also offer a financing option through our partner Climb Credit. For more information about pricing and financing options, please visit yellowbrick.co/1500sound-payment-plans/.

Is there financial aid available?

No, financial aid is not offered for the 1500 Sound Academy Music Production Program. However, for students who are able to pre-pay their tuition, there is a “pay upfront discount” available which lowers total tuition to \$2,499. There is also an installment payment plan option, as well as a financing option available through our partner Climb Credit. For more information about pricing and financing options, please visit yellowbrick.co/1500sound-payment-plans/.

What is your cancellation policy?

You can withdraw from a session hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.



THE PROGRAM

Are there any prerequisites, age requirements or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for music and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Music Production from 1500 Sound Academy.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year. For almost all of our students one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

The 1500 Sound Academy Music Production program is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you! In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the music industry and music creation process and a better understanding of where their passion lies. Second, with the Certificate of Completion from 1500 Sound Academy on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in the 1500 Sound Academy Music Production Program?

People with all levels of experience, and in all stages of their career, benefit from enrolling in the Music Production program. But you will have something in common with all of our students – a passion for music and desire to build a successful career doing what you love! Our students might be working in the music industry and looking to get ahead or be aspiring artists looking to launch their careers. No doubt, they want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the music world. They might be like you – a future leader in the music world!

**Where do I find the program materials?**

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll – all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like – the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person but be prepared to work hard and to dedicate about 60 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Music Production from 1500 Sound Academy, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the music industry you feel passionate about. If you find that you want to learn even more about a specific area of the music industry, 1500 Sound Academy offers a number of in-person and online program options. To learn more visit www.1500soundacademy.com.

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.