

INDUSTRY CASE STUDY

DUSTIN BARBER PROJECT AND PORTFOLIO II: AUDIO ARTS - LECTURE

MY JOURNEY TO FULLSAIL UNIVERSITY

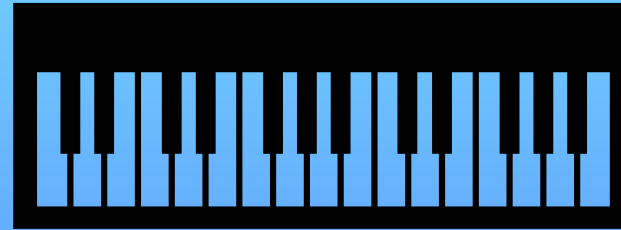
I came to FullSail to pursue my dreams. One of them being is Songwriter and artist. Throughout my life music has been there for me. I first came to FullSail in August of 2020. A year later I earned an Associate in Music Production. Now I'm here to further my education in Recording arts. To help perfect my craft. My other big dream is to become a music producer for other artists as well, under my own Record Label .



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SONG WRITER/ ARTIST /MUSICIAN

- “A songwriter is a composer of words or music for popular songs” according to [definitions.net](https://www.definitions.net)
- “A person and artist who has a passion to create, perform and sing lyrics, songs and music that we love and play a musical instrument where relevant to their artistry.” According to [definitions.net](https://www.definitions.net)



Although the statement can be agreeable I believe the definition they have for Music artist best suites the position. In the end I feel music is all about escaping reality and truly expressing yourself, I fully understand not everyone will love it. In the the end it doesn't matter, because if you enjoy it that's all that matters.

WHY I WANT TO BE A SONGWRITER/ARTIST?

- Musical talent throughout my family including my dad and Uncle Sonny Landreth
- Its a Dream I've been chasing since 2012
- Finding my love of music again after Favorite artist Mac Miller passes away and Covid hits a year later.
- Goals to help the Homeless and Veteran Communities
- My Aunt who inspires my goals to help teach Art through non profit.
- Connections with the film industry through Acting friend



Sonny Landreth

Ever since I was young music has always been big part of my life. My father was a drummer in the 80's and 90's. Although Music and drugs took his life away from me at a young age. Ive always felt this sense of connection with music. My Uncle is Sonny Landreth who has been inducted in the Blues Hall of Fame many years ago. Has been a big inspiration in my life.

Many say why don't you get in the industry with his help?

Although that would be a nice route, I was raised on values that molded me to work for my own goals and dreams.

Over the years I have experimented with many different genres of music. Starting with country back in 2012. I used to sing In a band out in Nashville on the weekends when I was stationed out in Fort Campbell Kentucky, for four years.

In 2018 I started teaching my self Ableton Live 10, while I was studying Medicinal plant Chemistry. I fell more in love with music and less with Chemistry as time went on. Then covid hit I left Michigan and lived in my van till I made enough money for two months, to move down here to follow my dreams.

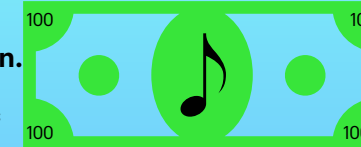
I am now also in the stage of life where Im trying to find out what genre it is I want to stick with . I have tried Hip-Hop, Rock, EDM, and pop since I have come to FullSail. I am enjoying the different exposers of music to make with the people I have met here.

If the day I ever blew up we're to happen, I would give back to so many people that need help in this world. I would help the homeless, as well as the Veteran communities. I would love to create a organization to help fellow Veterans combat PTSD,Depression, and Anxiety with all forms of art.

I have learned from the best My Aunt Brandy owns her own non profit art gallery that teaches many different forms of art to the communities around her. Not only can I make music, but I can paint, Draw, make the dye, film and edit film. I also have a form of Acting skills from living with my Actor Friend, whom I served with in Fort Campbell.

SCHOOLING AND SKILLS /PAY

- According to [learn.org](https://www.learn.org) you don't need a degree to become a Musician.
- Fullsails program gave me the basic concepts needed to make music correctly.
- With recording arts I will learn how to make my music sound professional.
- Also according to [learn.org](https://www.learn.org) the median pay for a Musician is \$41,000.
- But we all know it all matters on how many people we get to listen can range from that number to millions.



A Degree can however expand your knowledge in the field and will help me increase my chances of getting into Studio and working with people to help me get where I want to be.

Even if I land a studio musician gig or be a main artist or producer I would be satisfied.

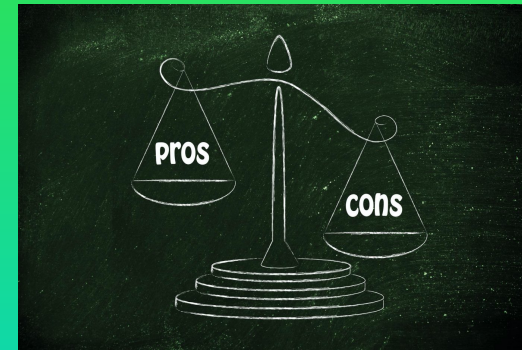
Now that I understand music theory/ear training, which the school taught through the piano. I've learned how to apply those same concepts with guitar. I have also learned how to write music better.

I will learn how to properly mix and master. I will also understand how to use so much new equipment and techniques to be able to master sound and sound design.

PROS AND CONS OF BEING A MUSICIAN

According to pop song University here are the pros and cons

- Financial Risk.
- Variety and Adventure.
- Cyclical Work Patterns
- Living on the Road
- Big Social Circle & On-Stage Persona
- Doing What You Love
- Free Drinks and Food
- Cool Coworkers
- Attractive Lovers
- Free Travel
- Passive Income or Residual Income
- The Opportunity of Fame



I feel like pros and cons are always going to be there no matter what line of work you get into. Although we may never experience it all the same way. Some people may have bias ideas when it comes too the pros and cons. Id say the biggest pro of being a musician is just being yourself. The worst con is not getting your message heard. But if that's the case their is always room for improvement to get your music to touch someones life.

INTERVIEW WITH MAC MILLER

• Over the course of two days, music critic Craig Jenkins spoke with Mac Miller in New York. This interview offers a window into Miller's creative process, his life, and what he'd hoped to do next in 2018.

• **I feel like the album is, in some respect, trying to work through anxiety, trying to calm your mind. Do you deal with anxiety at all?**

Yeah, I am an overthinker and definitely deal with anxiety. There are times when I am super free of it. It is not all the time, but I think ... My mom would have a good answer to that. I think she would say yes.

How do you quiet that?

Playing music really helps. Sitting down and playing the piano is a really good way. Activities. Netflix. I have a tendency to brood about stuff and cook in it. So the *Colbert* performance [I just did]. I'll wake up and just sit here and think about it for hours.

• **Balance.**

When I'm working on music, I will live in the studio and not leave for a month and a half. One of the things making this album, is that I moved into Conway [Studios] for a month and a half and slept at the studio. I didn't do anything but work on music. All I do is work out every day, go to sleep early, all these things. So now it's kind of just like, teaching myself the balance of it all. I do think I'm in the best, most balanced state that I've ever been yet. Just to throw that out there.

• **Coming back to "2009," if you could tell your younger self something, a message about how to do things differently, what would you say?**

I would just tell myself to worry a little less and not hold onto — don't create all of this weight for things. Everything has so much weight, but it's all just chapters. It's all just pieces of the story. There's gonna be a next part. It's not a big deal. It's not. That's the thing. Trust. The more I trust in who I am as a human being, the more I'm like, *Okay, this will all kind of figure itself out.* As long as I do what feels natural.



Over the course of two days, music critic Craig Jenkins spoke with Mac Miller in New York. This interview offers a window into Miller's creative process, his life, and what he'd hoped to do next in 2018. I chose Mac Miller because he is my favorite artist of all time. He inspired me to dig deeper into music to help fight my anxiety, PTSD and Depression.

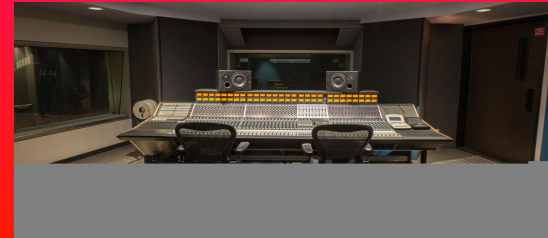
I also feel like I am a overthinker and it drives my Anxiety up the wall so I defiantly relate. I Feel that music was a big escape from the anxiety for MacMiller. Although it helped alleviate the anxiety for Mac Miller. He understood that it only helped so much, for his anxiety was not completely free. Even as a famous musician people can still be affected by this mental illness. He helped spread awareness, as well as healing music for those that have similar problems. He always motivated people to follow their dreams.

I feel like he made peace when making music. He always worked hard since his beginning when he was younger. He was a go getter, trying to reach his full potential, by putting the mindset of being the best. To fuel his work. He talks about finding balance in life. Balance is very important in life from what i've learned from Mac is you have to Balance your life out and do the things that matter the most to you. To Never be blinded by todays sad reality, where people don't invest time in their interest. Because they focus to much on the 9 to 5s they are attached to. To just come home and not be productive. Watching pointless things on TV. Every human has a creative piece to us, it's when we are no longer blinded do we focus and aline out soul and focus that energy then we shall have inner peace. Im not saying TV is completely bad, but everyone must find balance. I've seen people waste their whole lives working jobs they don't enjoy and never achieve their true passions by laying on the couch. I feel as if this was the type of balance he was trying to express.

Mac had the strength to not let things in the past hold him down. By this stage in his life he was trying to heal from many things. His breakup with Ariana Grande, Anxiety, depression and addiction to substances. Trust is a big thing he talks about not just for him self but the people around him. Which eventually took his life. These were wise words he used if he ever went back to talk to his younger self. Could only imagine if he had more of that mind set then, if he would still be alive today.

MUSIC PRODUCER /ENGINEER

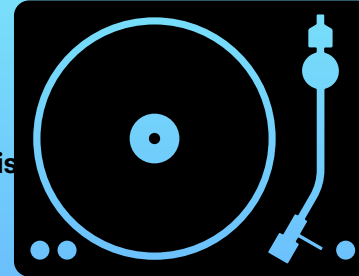
- According to online.berklee.edu "A music producer, or record producer, assists an artist with their recording project, bringing their vision to fruition and guiding their sound along the way. What a producer creates can't be seen. What a producer creates is not even an object. If you zoom all the way out, what a music producer does for a living is this: Vibrate air molecules in such a way that when the air molecules bump up against a human life form, that life form feels something."



I feel Music producers are the main foundation for most artist in this time period. Most big named Artist don't make their own music. They lean on music producers and songwriters to help them see their vision since their instrument is their voice.

WHY I WOULD LIKE TO BE A MUSIC PRODUCER/ENGINEER

- I want to own record label one day
- Getting people on board to follow their dreams
- Make music production Affordable for anyone to become an artist
- Meet other like minded individuals



I would really like to own my own record label one day. I would love to help change peoples lives by guiding them to their full potential and to follow their dreams. The industry is not cheap to get into. So I would do everything in my power to help make their dreams affordable. I would love to scout talent and make them relevant. I would also love to hire other like minded individuals to work with me.

SCHOOLING AND SKILLS /PAY

- Many aspiring producers intern or apprentice with an established music producer as a production assistant” According to Berkley . But there is other paths that can be taken to get your feet wet and get educated on the subject matter.
- “According to the 2016 edition of “the report by the Career Development Center at Berklee College of Music, record producers can make anywhere from \$25,000 to \$1,000,000 per year, or even more.”
- Protocols and sound design
- Mixing and mastering



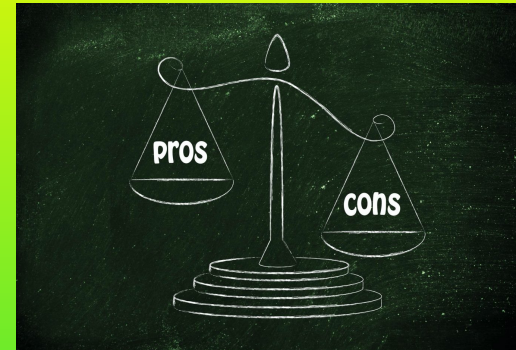
. But there is other paths that can be taken to get your feet wet and get educated on the subject matter. Which I have come to obtain here at Fullsail from both Music production and Recording arts. Which will give me an advantage over people that come into a studio off the street. I feel Fullsails recording arts degree will give me the right skill sets. To record, mix, and master things to a more professional level than the knowledge I already have. I can also take those skills and dip into Show production. Which has some similar aspects with the jobs Available for live sound. This school will pass on the knowledge of logic X and protocols to help me fit into Industry standards.

In reality it really just varies on who you know and work with to achieve this sort of pay. This job is a competition and from what ive been hearing is there is alot of people like me trying to do the same thing. Which is why I would love to start my own independent label. So I have more of a chance to help the artist and employe myself. But if I ever had the chance to work at a big label I would take it.

PROS AND CONS FOR MUSIC PRODUCER/ ENGINEER

ACCORDING TO

- Various means of income
- Highly creative work
- Working with various media
- You sit in the studio while the artist collects your money
- You will learn a lot through collaborating
- You Get to work with cool artists
- Getting paid upfront
- You decide when you'll Work
- You influence others with your music (Emotionally Morally, Culturally)
- You get to work with awesome "toys."
- If you want to be the best, you have to work 3x as hard
- Repetitive work
- Long hours in the studio
- Constantly evolving and keeping up with the latest trends
- Low starting salary
- You're as good as your next hit
- You can quickly spread your work, find clients & collaborate



To carry on what I said earlier on The pro and cons of being a musician. These are just as equal . Nothing in this world is guaranteed. But in this industry its all about what you know and who you know. In life you need to live through the hard times to make it to the good times. That achieve your goals and true potential

How Do I Get a Job in the Audio Industry?

Published on Aug 28, 2011 by Sean Kantrowitz

- In this interview Sean Kantrowitz states
- "A lot of people think that they're just going to do an internship at a recording studio after graduation, and that they'll get hired right after," says Newman. "But there are a lot of people who want to do this for a living. You've really got to make yourself indispensable and go above and beyond."
- "Some people go out with the knowledge that they have, buy their own home studio equipment, and start doing it for themselves," Newman says. "That takes a different mentality, but we do see a lot of our graduates choose that path."
- "No matter what path you choose, one of the most important things that Career Development recommends is maintaining the right outlook when working in the industry."

I fully understand the situation about how hard it is to go into a studio and get in a position right away even after having a degree. I have attempted I made it into KDS studios but stopped going as I felt I was wasting time and wasn't being taught much of anything and it seemed like their studio wasn't really that busy. I understand the competition is there. I also know that to get where I want to be I have to stand out from the rest.

I feel like this day in age the equipment an knowledge is more accessible to just take home and start your own studio. Just as he states it is mote common now and days than it was probably 20 years ago. Especially with the height of social media.

The biggest thing I can take off this is to stay focused. I need to absorb everything I get thrown my way. I also need to not be afraid to ask for help when I cannot figure things out. I also need to keep the ones that teach me close so I can make connections with them and the people they know to help my career be successful.



This is a song I wrote after going through a lot of loss, someone I gave everything for. It was a project in the music production degree path. All written from scratch. I also met Justin Bieber that week when he was recording Peaches at the studio I was interning at. So I took his style and mixed it with my own.

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