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Summary Statement

My pitch is showing ways to record your own music. I will go into the different digital audio workstations or DAWS and talk about the benefits and disadvantages of them. I will talk about what you will need to record a full band project and good ways to use everything to be most effective. This can be used by people that are looking to record their music themselves, people looking to record others music as a profession or people looking to get involved.

I will use a power point to go through 3 different sections. The sections will be what is music production, software and what you need to record. In the power point from the start you will be able to go through it slide by slide or jump to each section individually and then back. There will be a glossary in the beginning of the power point to get you to each section and a back button to get back to the beginning of the section and then back to the glossary.

User Personas

Musician looking to record themselves: This is the main demographic of the power point, they will be able to use the information most effectively. Every section will be focused on these people while others can still learn from the information. One thing to keep in mind is the people probably just starting to learn about this information so I need to make sure I use basic terminology. I also need to keep in mind that being musicians I should talk about the information from more of a musical stand point so they have something that they are familiar with.

People looking to record others: These people will be looking to record others music instead of just their own usually for a profit. They will be able to use the information almost as well as the musicians. They can use the information just as well but the wording will not be aimed at them. One thing to keep in mind is they will be looking to get as much information as possible so I need to go in depth about everything I talk about. I should also give tips that will benefit this demographic the most so they can learn more from the presentation.

People that want to help: These people don’t want the information to record others or themselves they just want the information to help others. The information can benefit these people to understand what the people they will be working with are doing but it is not directed to them. While they can benefit from the information I should talk about other things these people can do to help.

Sources:

Music notes: https://pixabay.com/p-1293243/?no\_redirect

Mixing board: https://upload.wikimedia.org/wikipedia/commons/e/e4/SSL\_SL9000J\_(72ch)\_@\_The\_Cutting\_Room\_Recording\_Studios,\_NYC.jpg

Studio: https://upload.wikimedia.org/wikipedia/commons/3/31/Recording\_Studio\_Setup,\_TTB,\_2011-11-21.jpg  
Home studio: https://upload.wikimedia.org/wikipedia/commons/e/ea/LiquidMorry's\_home\_recording\_studio.jpg

Plugin 1: http://www.avidblogs.com/wp-content/uploads/2015/01/2015-01-22-NAMM-2015-Pro-Tools-First-is-Free-Main-GUI-Xpand2-1080x675.jpg

Logic pro screen: http://a3.mzstatic.com/us/r30/Purple7/v4/1a/ec/d3/1aecd3bf-7b8a-f31f-be1c-36ef0b417b81/screen800x500.jpeg

Protools screen: https://upload.wikimedia.org/wikipedia/en/4/47/Protools9screen.png

Plugin 2: https://www.positivegrid.com/wp-content/uploads/2015/07/BIAS-FX-screens1.jpg

Guitar: https://pixabay.com/p-1299314/?no\_redirect

Drums: https://pixabay.com/en/audio-aural-cymbals-drums-ears-1769600/

Microphone: https://pixabay.com/en/microphone-mic-broadcast-38120/

Laptop: http://logicproexpert.beatsrusproducti.netdna-cdn.com/wp-content/uploads/2015/01/logic-pro-x-macbook.jpg

Style Guide:

Delivery medium: Computer Widescreen 16:9

Typeface:

Franklin Gothic Book Regular pt 96

Franklin Gothic Book Regular pt 44

Franklin Gothic Book Regular pt 20

Color scheme:

Top of Form

Bottom of Form

Screen Layout: slide size 1280x720 pixels

Navigation labels:

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