

CAREERS IN MUSIC

A 6 WEEK SCHEME FOR DISTANCE LEARNING



Careers in the music industry

Facts, figures and where to find out more

If you love music, there are all sorts of ways you can make a living from it – whether that's full or part-time.

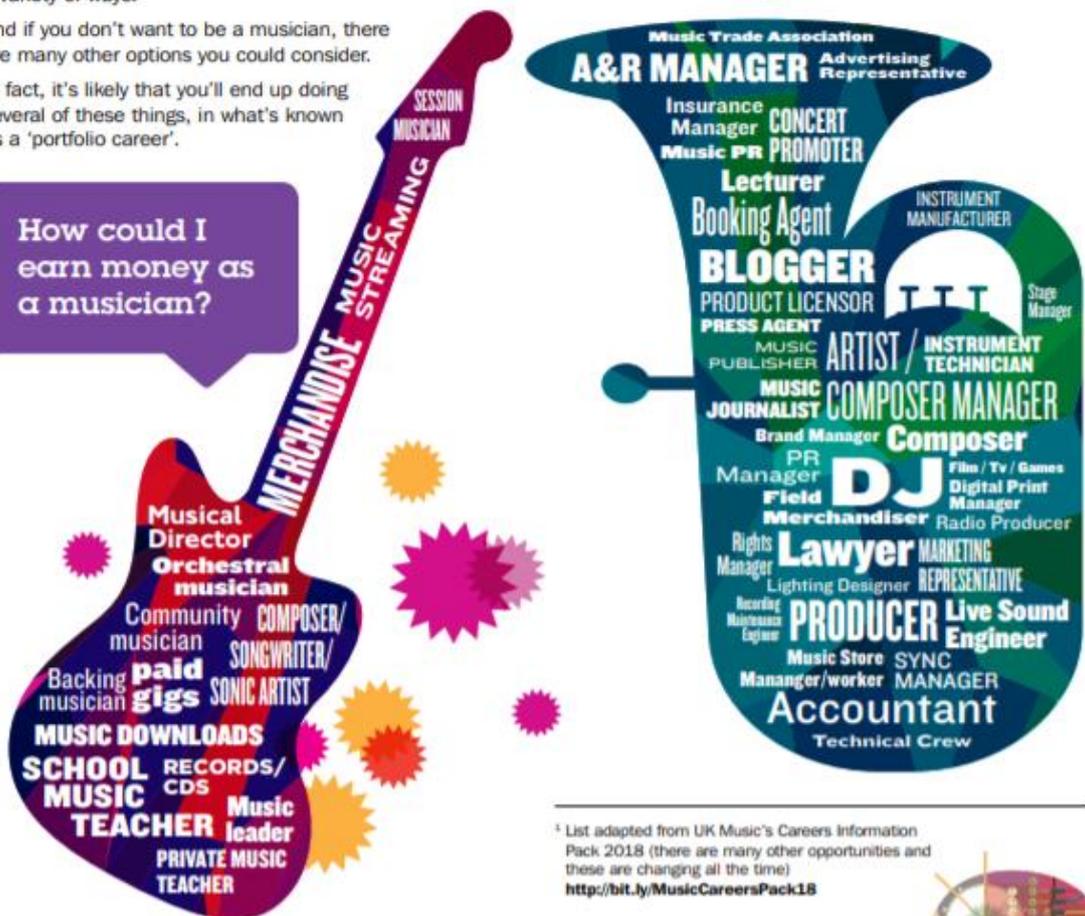
Most musicians know that getting a record deal isn't the only route into the industry. Instead, they earn money in a variety of ways.

And if you don't want to be a musician, there are many other options you could consider.

In fact, it's likely that you'll end up doing several of these things, in what's known as a 'portfolio career'.

How else might I earn money in the music industry?¹

How could I earn money as a musician?



¹ List adapted from UK Music's Careers Information Pack 2018 (there are many other opportunities and these are changing all the time) <http://bit.ly/MusicCareersPack18>



here to support young people, parents/carers and schools

www.wiltshiremusicconnect.org.uk/careers

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EACH WEEK WE WILL EXPLORE DIFFERENT CAREERS WITHIN THE MUSICAL WORLD!

WEEK ONE: CONDUCTOR

A conductor is paid to lead an orchestra or choir in a concert performance. They are also in charge of leading rehearsals for these professional musicians.

Average Salary: Between £350 and £3500 per concert

TASK ONE: WHAT IS A CONDUCTOR?

Watch the video linked below: Vox – “What a conductor actually does on stage”. Now answer the questions below!

https://www.youtube.com/watch?v=z_yln8V3UcU

- 1) What are the names of the two conductors he speaks about at the start?
- 2) What does he say the biggest job of the conductor is?
- 3) What is the name of the stick?
- 4) When should a conductor give their gesture? Before the sound, at the same time or after
- 5) What does the right hand do?



TASK TWO: RESEARCHING A FAMOUS CONDUCTOR

Simon Rattle is a very famous conductor who used to work in Birmingham! Complete the artist research sheet below to find out why he is so popular!

NAME: SIMON RATTLE	Birth Date:	Death Date:
Which orchestra did he work with between 1980 and 1998?		
Which German orchestra is he famous for conducting?		
Which instruments did he learn to play when he was younger?		
Which other area of the world has he worked in?		
Which football team does Simon Rattle support?		



TASK THREE: CAN YOU CONDUCT?

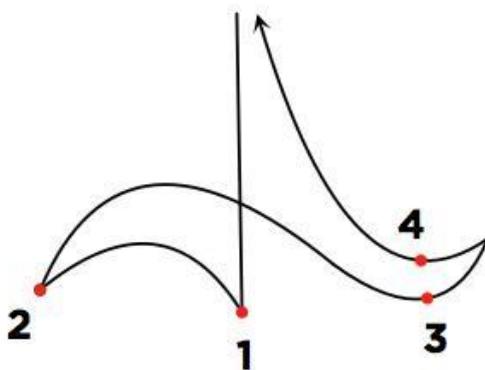
Finally, have a go at experiencing what it is like to be a conductor!!

One of the conductor's main jobs is to keep everyone in time by showing them the beat with their right hand. They use a different pattern depending on whether the piece of music is in 4 or in 3 (like a waltz) or in any other time (measured in number of beats per bar)

Watch this video by famous conductor Leonard Slatkin and try to conduct a 4 beat pattern with your right hand!

<https://www.youtube.com/watch?v=p6gJEyy00rA>

Once you're confident have a go at conducting along to some orchestral pieces with which are in 4/4 time!



And yes...you CAN be a woman and conduct! This is Mirga Gražintytė-Tyla – current conductor of the City of Birmingham Symphony Orchestra!!



WEEK TWO: SOUND ENGINEER

A Sound Engineer (also known as an audio engineer or a recording engineer) helps to produce recordings or manages the sound in a live performance, making sure that the balance of sounds is perfectly adjusted!

Average Salary: £24569 per year

TASK ONE: KNOWING THE EQUIPMENT!

A sound engineer will use a wide range of equipment in their day to day lives. Research the equipment in the table below and write a description of what each thing does:

Equipment	What it does
<p>MICROPHONE</p> 	
<p>AMP</p> 	
<p>XLR LEAD</p> 	
<p>JACK CABLE</p> 	

SPEAKER



MICROPHONE STAND



PA DESK



***Some sound engineers now use
lpad apps in place of this.*

TASK TWO: THE PARTS OF A MIXING CONSOLE/PA DESK

After further research, can you label the parts of this PA desk?



Volume sliders

XLR input

Jack input

Mixing dials

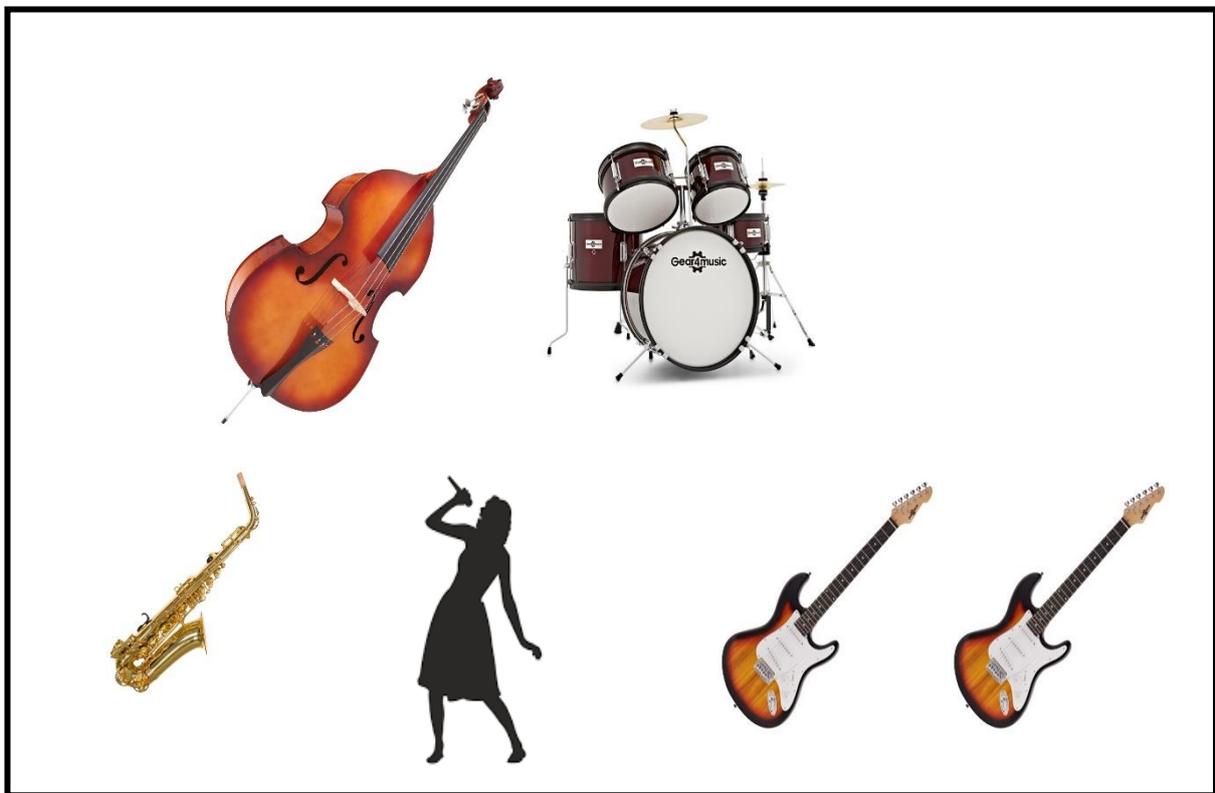
**For further
research you can
look at pan and
reverb!*

TASK THREE: LIVE SOUND SET UP

Being a sound engineer means knowing a lot about very technical things (like PA desks) AND knowing a lot about where to PUT things and what connects with what! Research “Live Sound Set Up” on google images and you will see plenty of diagrams.

NOW, look at the “band” below...can you decide where to put the following items:

- microphone for any non-electric instrument
- PA desk
- XLR leads to connect microphones to the desk
- Jack leads to connect electric instruments to the desk
- Speakers on either side of the stage which are outputting from the desk.



AUDIENCE!

WEEK THREE: DJ

A DJ is a performance artist who entertains crowds at music venues and festivals. They have to pick the right song to make the right mood and then use a DJ deck to merge one song into another without the audience having to stop and wait!

Average Salary: A successful DJ can earn around £30,000 a year

TASK ONE: WHAT DOES A DJ DO?

Watch this video, presented by A-Track (DJ, Producer and founder of Fool's Gold Records)

<https://www.youtube.com/watch?v=Zaw1qXh6zds>

A-Track thinks that SELECTION of the right songs and ADAPTING TO DIFFERENT CROWDS is super important to become a successful DJ.

Imagine that you were a DJ... Which 3 tracks would you choose to perform and merge into each other? Why?

Song Name and Artist	Why would you pick it?

TASK TWO: MARSHMELLO – MUSIC APPRECIATION!

Marshmello, American DJ, is one of the most famous names in the profession at the moment! Listen to 3 of his songs and evaluate them in the table below!

Song Name	What did you like?	Why would this be a good choice for a DJ set?
Eg: Alone	I like the choice of electronic sounds and the repeating high tune. I also like the catchy lyrics in the chorus.	It has a very upbeat tempo and has lots of catchy build ups that people would enjoy dancing to.



TASK THREE: HAVE A GO!

Being a DJ is very practical – they learn their art by practicing!
However, it can take a lot of expensive equipment to get going...

Have a go at becoming a DJ yourself by logging
on to YOU.DJ!

<https://you.dj/>

- 1) Pick two tracks and load them onto each of the tables by selecting them.
- 2) Click the play button on your first table. Use the slider in the middle to slide it towards your table so you can only hear this one!!
- 3) When you're ready, click play on your second song. Slide the slider across to the other side so that you gradually hear both songs and then only your second one!
- 4) Experiment with FX (effects) by selecting one and then moving the "filter" dial around
- 5) Play with loops by selecting the looping arrow button!



WEEK FOUR: INSTRUMENT MAKER

Instruments all have to be made somewhere! They don't just magically appear in music shops! Infact... the first instruments were made by Neanderthal early humans. Gradually they became much more sophisticated and nowadays it takes real craftsmanship to create an instrument from scratch.

Average Salary: Starting at £15,000 per year.

Watch this brief documentary to find out how a piano is made!

<https://www.youtube.com/watch?v=ZJ8GEZT4eBs>

TASK ONE: WHAT SORT OF INSTRUMENTS ARE MADE?

Each instrument maker will specialise in a single instrument as they are so unique and difficult to make! Complete the research table below to find out what an instrument is made of and how it sounds:

INSTRUMENT	WHAT IS IT MADE OF?	HOW DOES IT SOUND?
VIOLIN		
SAXOPHONE		
THEREMIN		

TASK TWO: DESIGNING A NEW INSTRUMENT

All instruments had to start somewhere...every single one was designed, prototyped and built over a long period of time!

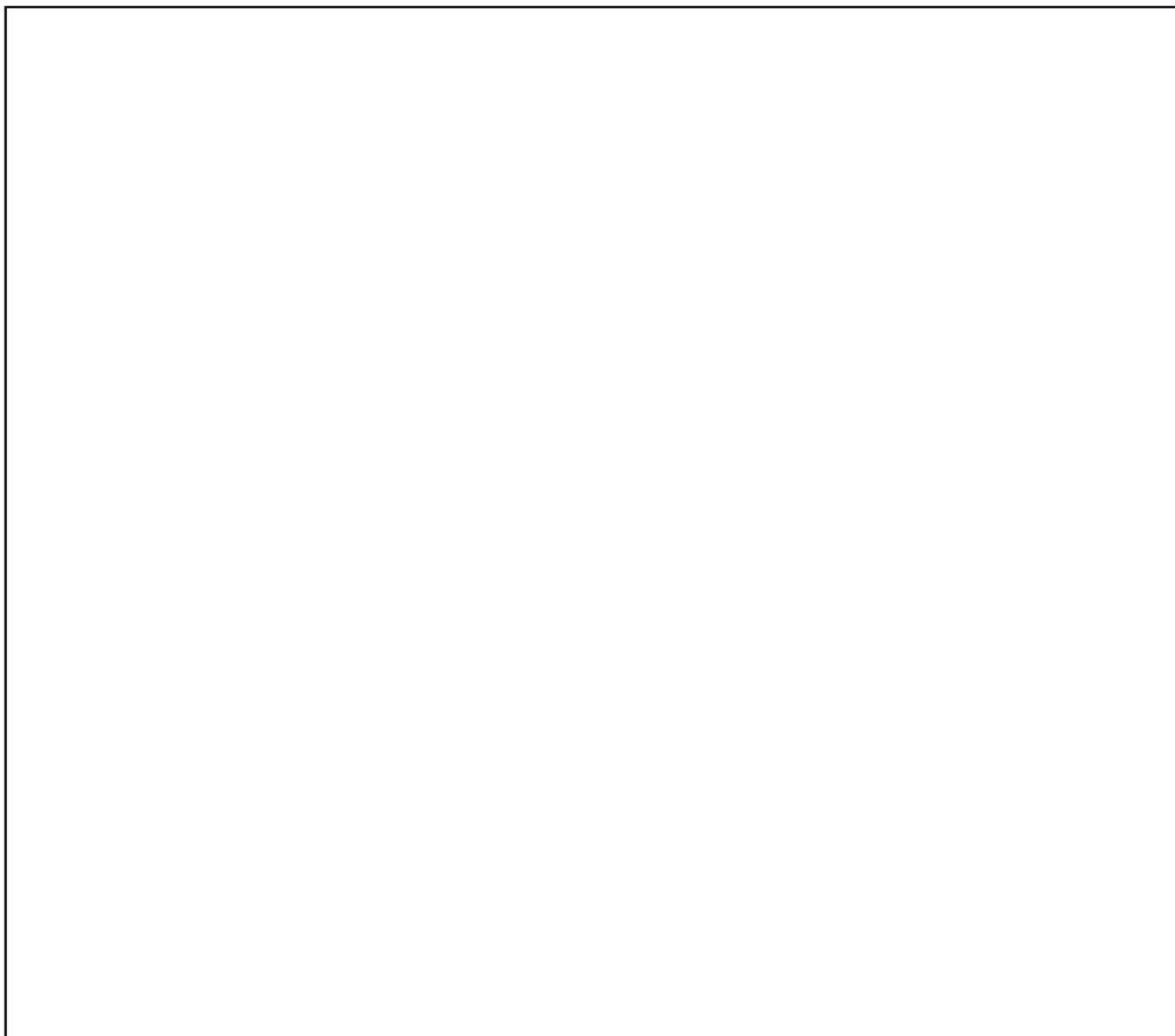
Your job now is to imagine that you are an instrument designer!!
Draw and annotate a picture of your new instrument below.

Think about:

What it's made of?

How it makes a sound?

Which family (if any!) it fits into!



WEEK FIVE: PROMOTER

The role of a music promoter is to publicise and promote performances. Promoters organise gigs, book bands or artists and advertise the shows to bring in paying attendees...and profits!

Average Salary: Starting at £12,000 a year...up to £60,000!

TASK ONE: WHICH VENUE?

One of the main roles of a promoter is to work with an artist/band to manage events – including the right date and venue!

Can you match the right musicians to the right venue and explain why?

ARTIST	VENUE	WHY DO THEY MATCH?
	Concert Hall 	
	O2 Arena 	
	Folk Festival Stage 	
	Nightclub Stage 	

MARSHMELLO, GREG RUSSELL AND CIARAN ALGAR, BILLIE EILISH, CITY OF BIRMINGHAM SYMPHONY ORCHESTRA

TASK TWO: WHAT DOES A PROMOTER DO?

Watch this short video which introduces the role of a music promoter

<https://www.youtube.com/watch?v=79RRDQGg0k0>

- 1) What are the 3 basic duties of a music promoter?
- 2) What is one way that they could advertise a concert?
- 3) Where could they publicise a concert?
- 4) He says that you have to supervise a concert? What do you think you might have to do to make sure it runs smoothly?

TASK THREE: WHO TO PROMOTE?

Now it's your turn!!! Choose one of the musicians below to promote and create at least ONE of the outcomes below to advertise an upcoming concert for that person:

- Poster
- Radio interview script
- Recorded podcast



WEEK SIX: MUSIC CRITIC

A music critic is a journalist who specifically reviews live performances and recorded albums. Their writing is published in print (eg: magazines) and online (eg: blogs)

Average Salary: £42,000 per year

TASK ONE: REVIEWING A REVIEW!

In order to develop your reviewing skills you need to read examples of great reviews which have already been published!

Billie Eilish is one of the most famous artists in the world at the moment. Read this guardian review of her latest album and answer the questions below:

Billie Eilish: When We All Fall Asleep, Where Do We Go? review – a hugely assured debut

★★★★☆

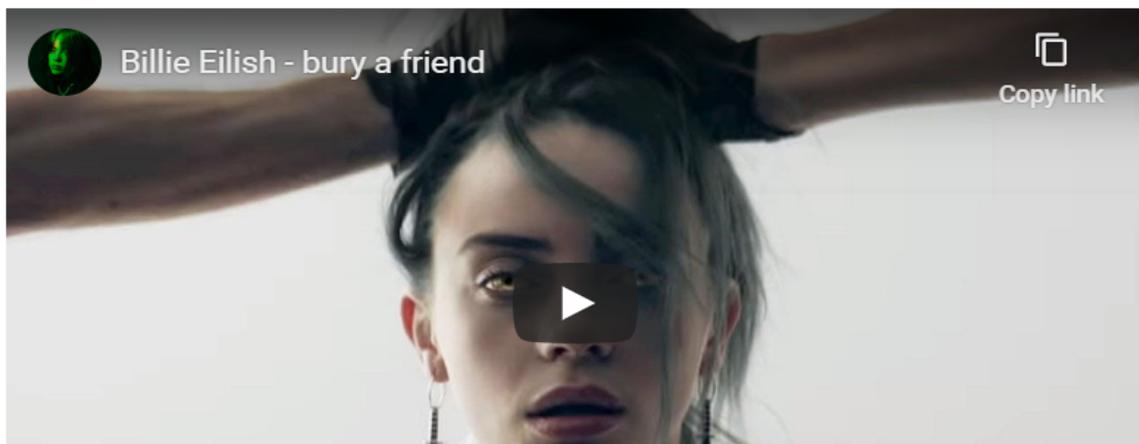
(Polydor)



▲ 'Luxuriates in youthful imagination': Billie Eilish. Photograph: Nicholas Hunt/WireImage

Seventeen-year-old Billie Eilish doesn't sound like anyone else. Her debut EP, 2017's *Don't Smile at Me*, met with huge acclaim, and the LA artist's first album lives up to that staggering promise. *When We Fall Asleep, Where Do We Go?* finds her flitting between gothic, cartoonish show tunes, slow-burning, glossy pop and sculptural, choral electronic strangeness. It's an entrancing, off-kilter album that luxuriates in youthful imagination, longing and darkness, yet doesn't take itself too seriously: opener *!!!!!!!!* celebrates taking out her much-maligned Invisalign braces, while *My Strange Addiction* features surreal interludes from an episode of the US *Office* over a whirring beat.

It's a very honest album: Eilish reveals all facets of herself, beautiful, weird, forlorn, selfish and self-aware: recent single *Wish You Were Gay* laments that her love interest just isn't into her ("Don't say I'm not your type/ Just say I'm not your preferred sexual orientation") atop piano and a laughter track. Her voice is soft, lilting and sweet, though she's not afraid to push it through odd, squelching effects either. Fascinatingly ambitious, and often extremely fun, this debut finds pop in safe and thrilling hands.



- 1) What sort of adjectives does the critic use to describe her latest album?
- 2) How does that make you as a potential listener feel about her music?
- 3) How would you describe the language that the critic uses in general throughout the review?

To read a more detailed review on the album please look to:

<https://www.rollingstone.com/music/music-album-reviews/review-billie-eilish-when-we-all-fall-asleep-where-do-we-go-814754/>

TASK TWO: REVIEWING YOUR FAVOURITE!

Side-Line have published a wonderful, in-depth guide on how to write a really good music review - <https://www.side-line.com/the-ultimate-guide-on-how-to-write-perfect-music-review/> - it's excellent reading if you want to become a music critic!

They break it down into several, easy to follow points:

- 1) Listen to the album or song several times – you really need to know it well! What is the artist trying to say?
- 2) Analyse the songs a little! Are they major or minor? What instruments do they have and what are the instruments playing (beat? Vocals? Chords? Riff?)? What is the main, interesting bit of the song?
- 3) Pay attention to the lyrics! Treat them like poetry and talk about their meanings.
- 4) Be objective! Try to be honest about your opinions BUT discuss strengths and weaknesses.
- 5) FINISH your review with a one sentence description of the album/song!

Now that you know HOW...it's time to write your own review!!!!
Pick ONE SONG...or a WHOLE ALBUM...and use the points above
to write your review in detail.

Don't forget to add a snappy title, a star rating (out of 5!), a picture and a video...these will really capture your audience's attention!



FINAL EVALUATION

Now that you've completed all of the weekly tasks in this booklet take the time to review them below!

JOB	One thing I learnt was...	What do I think about this job?
Conductor		
Sound Engineer		
DJ		
Instrument Maker		
Promoter		
Music Critic		

Not all of these jobs require you to play a musical instrument to a high standard.
How do you feel now about a possible career in music??

