

# RAT-1010: SURVEY OF THE RECORDING INDUSTRY

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## Cuyahoga Community College

**Viewing: RAT-1010 : Survey of the Recording Industry**

**Board of Trustees:**

2008-05-22

**Academic Term:**

2008-08-23

**Subject Code**

RAT - Recording Arts & Technology

**Course Number:**

1010

**Title:**

Survey of the Recording Industry

**Catalog Description:**

Introduction to the recording industry, intended for students who have a general interest in music, sound recordings and the entertainment industry. Topics include recording industry elements and practices; employment trends and outlook; copyrights, publishing and legal issues; impact of the personal computer and the Internet on the recording industry; how traditional and non-traditional record companies work; tools of the modern recording studio; the history of recorded sound; "critical listening" exercises identifying key elements of popular recorded music styles.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

None.

## Outcomes

**Course Outcome(s):**

A. Make an educated decision on whether or not to pursue a career in the recording industry.

**Objective(s):**

1. 1. Describe the history of recorded sound throughout the 20th century
2. 10. Describe recording industry employment opportunities
3. 11. Identify key elements in popular music styles
4. 2. Identify the main elements of the recording industry
5. 3. Describe copyright and publishing concepts
6. 4. Identify essential recording artist survival strategies
7. 5. Describe how record companies work
8. 6. Describe the roles of the personal computer in the recording industry
9. 7. Describe the role of the Internet in the recording industry
10. 8. Identify the tools of the modern recording studio
11. 9. Describe modern recording techniques

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**Methods of Evaluation:**

1. Written Examination
2. Assignments
3. Class Participation

**Course Content Outline:**

1. Overview of Recording Industry
  - a. Recording practices in the Music Industry
    - i. Professional recording studios
    - ii. Project studios
  - b. Recording practices in the Film Industry
    - i. Location recording
    - ii. Soundstages
    - iii. ADR
  - c. Recording practices in the Video Game/Multimedia Industry
    - i. Surround sound
  - d. Recording practices in the Advertising Industry
    - i. Music libraries
2. History of Sound Recording
  - a. Thomas Edison
  - b. The Phonograph
  - c. The development of magnetic tape
  - d. Bill Putnam
  - e. Les Paul
  - f. Sam Phillips
  - g. The development of digital recording
  - h. The Compact Disc
3. Tools of the Recording Studio
  - a. The basics of sound
    - i. Frequency
    - ii. Amplitude
    - iii. Phase
    - iv. Velocity
    - v. Wavelength
  - b. Microphones
    - i. Dynamic
    - ii. Condenser
    - iii. Polar Patterns
4. Basic Recording Theory
  - a. Miking techniques
    - i. Close miking
    - ii. Distant miking
  - b. Stereo miking techniques
    - i. Coincident X/Y
    - ii. Decca Tree
    - iii. Mid-Side
    - iv. Spaced Pair
    - v. Blumlein
  - c. Multi-track Recording
    - i. Tracking
    - ii. Overdubbing
    - iii. Editing
    - iv. Mixing
    - v. Mastering
5. Industry Legal Issues
  - a. Major Label Recording Contracts
  - b. Independent Label Recording Contracts
  - c. Copyright Ownership
    - i. Composer
    - ii. Sound Recording
  - d. Music Publishing
    - i. Mechanical Rights
    - ii. Performance Rights
    - iii. Sync Rights

- e. File Sharing
  - i. Napster
  - ii. Bit Torrent
  - iii. YouTube
- 6. Following the money made in the Recording Industry
  - a. Publishing
  - b. Record Royalties
  - c. Touring
  - d. Merchandising
  - e. Work For Hire/Buyout
- 7. Overview of a Recording Company
  - a. A&R
  - b. Promotion
  - c. Distribution
  - d. What is the role of a Producer?
  - e. The decline of the Major Record label
  - f. MySpace
- 8. Sound in Film
  - a. Dialog
  - b. Sound effects
  - c. Music
  - d. Multi-channel sound
  - e. ADR
- 9. Sound in Commercials/Advertising/Multimedia
  - a. Dialog
  - b. Sound Effects
  - c. Music
  - d. Web presentations
  - e. DVD production
  - f. Music/Production Libraries
- 10. Sound in Games
  - a. Dialog
  - b. Sound Effects
  - c. Music
  - d. Multi-channel sound
- 11. The home studio and its impact on the Recording Industry
  - a. The decline of the major recording studios
  - b. Democratization of digital audio recording
  - c. MySpace
  - d. More people putting out more music
- 12. DIY revolution and its impact on record companies
  - a. The consolidation of the major record companies
  - b. Smaller recording budgets
  - c. More money going to promotion
  - d. More freelancing for audio professionals
  - e. Music as a commodity
- 13. Home recording techniques
  - a. Isolation
  - b. Acoustics
  - c. Miking techniques
- 14. Breaking into the recording industry
  - a. You are your own company
  - b. Internships
  - c. Networking
  - d. MySpace
  - e. YouTube
  - f. The power of the Internet
- 15. Recording industry employment opportunity

- a. Internships
  - b. Freelancing
  - c. Who you know
  - d. Persistence
16. The future of the recording industry
- a. Where are we headed?
  - b. Are there any untapped audio markets?
  - c. What will it take to survive as an audio professional?

## Resources

Huber, David Miles and Robert E. Runstein. *Modern Recording Techniques*. 6th ed. Boston: Focal Press, 2005.

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Alten, Stanley R. *Audio in Media*. 7th ed. Belmont: Thomson, 2005.

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## Resources Other

1. Course Handouts
2. Course CD's
3. [www.tapeop.com](http://www.tapeop.com)
4. *Tape Op*. Sacramento: Tape Op
5. *Mix*. New York: Primedia
6. *Electronic Musician*. New York: Primedia
7. [www.digidesign.com](http://www.digidesign.com)
8. [www.rogernichols.com](http://www.rogernichols.com)
9. [www.soundonsound.com](http://www.soundonsound.com)
10. [www.musictechmag.co.uk](http://www.musictechmag.co.uk)

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