

RAT-1160: MAKING INDEPENDENT RECORDINGS

Cuyahoga Community College

Viewing: RAT-1160 : Making Independent Recordings

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

RAT - Recording Arts & Technology

Course Number:

1160

Title:

Making Independent Recordings

Catalog Description:

Basic guide to making and selling independent recordings. Topics include operation of record companies, recording procedures, planning, budgets, copyrights, publishing, graphics and printing, manufacturing process, promotion and sales strategies, and setting up your own small business.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

None.

Outcomes

Course Outcome(s):

1. Identify and describe the key principles of the record industry.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. State how a record label functions with collaborators.
- b. Define various terms used within the record industry.
- c. Name the top three record labels in the world.
- d. Memorize the importance of networking and relationships.
- e. Recognize record label types.
- f. Identify genres and styles of recorded products.
- g. Classify music industry gatekeepers.
- h. Inspect successes of past major record executives.
- i. Differentiate record label types.

Course Outcome(s):

2. Describe the physical stages of producing a recording.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Construct a pre-production plan for a recording session.
- b. List various techniques to store recorded content.
- c. Arrange via Gantt charts recording sessions and product delivery.
- d. Describe the recording timeline.
- e. Locate appropriate recording studios for a project.
- f. Apply a Gantt chart for project management.
- g. Measure Replication and Manufacturing.
- h. Justify the selection of a quality recording studio.

Course Outcome(s):

3. Explain the elements of promoting a recording.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Relate marketing, promotion and advertising aspects to a given market.
- b. Repeat data research for selected geographic promotional markets.
- c. Report select marketing research.
- d. Express the value of promotion of a record.
- e. Use a computer to communicate, promote and research.
- f. Collect data for promotion preparedness.
- g. Design a promotion plan.
- h. Compare online and offline promotion methods.
- i. Investigate geographic markets for possible collaboration.

Course Outcome(s):

4. Develop a plan for setting up a record company business.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Describe the basics of a record label business plan.
- b. Recall licensing for starting and running a record label.
- c. Label and organize a company plan for success.
- d. Select a good quality record company business name.
- e. Explain the merits of owning an independent record label.
- f. Summarize a record label business plan into an Executive Summary.
- g. Compare types of record label business entities.
- h. Illustrate comprehension by completing a record label business plan.
 - i. Estimate the production and promotion of a recording.
 - j. Reference the appendix in the record label business plan.
- k. Role-Play via elevator speech.
 - l. Demonstrate professionalism.
- m. Conduct a group meeting online.
- n. Execute the planning for a new project.
- o. Complete LLC registration for a new business.
- p. Employ tested business techniques of success.

- q. Diagnose business flaws when operating a record label.
- r. Relate artist plan with record label plan.
- s. Develop a quality record label business plan.
- t. Revise constantly to improve business plans and project plans.
- u. Compose record label operations.
- v. Plan for the start and growth of a record business.
- w. Build a relational database.
- x. Construct record label operations.
- y. Establish data to form a business in the State of Ohio.
- z. Integrate the business of an artist with the business of the record label.
- aa. Devise strategies for collaborating and combatting competitors.
- bb. Organize a record label business plan.
- cc. Modify project management topics via Gantt charting.
- dd. Manage a database.
- ee. Review business plan plans to formulate an executive summary.
- ff. Assess potential projects for product development.
- gg. Rate potential artists for collaboration.
- hh. Defend business goals and mission.
 - ii. Report on the plan of establishing a record label.

Course Outcome(s):

- 5. Complete a recording production and promotion finance & budgets.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Discuss the funding of a record business and recording projects.
- b. Solve basic finance budgets for a 5-day recording session.
- c. Quantify finance budgets.
- d. Extrapolate finance cash flow.
- e. Calculate royalty payments.
- f. Create a finance plan.

Course Outcome(s):

- 6. Outline a marketing and sales plan for a record label.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Tell a record label's plan for marketing.
- b. Discuss the Internet community for the music industry.
- c. Sketch an image for a possible record company logo.
- d. Practice research of select markets.
- e. Test markets for potential promotion opportunities.
- f. Categorize online music distributors.
- g. Critique social networks.
- h. Appraise marketing efforts including promotion, advertising and publicity.
 - i. Catalogue promotion outlets in geographic markets.
 - j. Formulate a sales plan of recorded products.
- k. Prepare a sales plan.

- l. Select online recorded music distribution platforms.
- m. Appraise record labels strengths, weaknesses, opportunities and threats.

Course Outcome(s):

- 7. Discuss performance rights organizations, unions, and governmental Regulations.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Distinguish advantages and disadvantages of performing rights organizations.
- b. Restate the types of copyrights.
- c. Argue the merits of SoundExchange.

Course Outcome(s):

- 8. Describe negotiations, agreements and contracts.

Essential Learning Outcome Mapping:

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

Objective(s):

- a. Tell about an artist being considered by a record label.
- b. Review an artist's development for a potential artist-client-collaboration.
- c. Critique artist considerations and content possibilities.
- d. Interpret basic record label agreements and contracts.
- e. Analyze royalty structures.
- f. Debate pros and cons of agreement terms and clauses.
- g. Explain a proposal to an artist for possible record label collaboration.
- h. Choose correct U.S. copyright forms.
- i. Evaluate agreements and contracts for collaboration.
- j. Interpret the intent of various legal agreements and contracts.

Methods of Evaluation:

- a. Worksheets and written assignments
- b. Written exams
- c. Student project
- d. Attendance and participation

Course Content Outline:

- 1. Overview: how the record business works
- 2. The creative process
 - a. Recording options
 - b. Recording methods
 - c. The recording process and the musician
 - d. Preparing for the studio
- 3. Studio personnel
 - a. Producer
 - b. Engineer
 - c. Studio musicians
 - d. Time management strategies

4. Copyrights and publishing
 - a. Copyrights
 - i. songs and sound recording registration
 - ii. using other composer's song
 - iii. Sampling
 - iv. infringement issues
 - b. Publishing
 - i. publishing company functions
 - ii. mechanical rights
 - iii. performing rights organizations
 - iv. song exploitation-markets
5. Contracts, production agreements, etc.
 - a. Recording contracts
 - i. Types
 - ii. Duration
 - iii. Royalties
 - iv. Budgets
 - v. recoupment
 - vi. Sales
 - vii. Promotion
 - viii. publishing
6. Promotion
 - a. Identifying your audience
 - i. promotional materials
 - ii. performance-based promotion strategies
 - iii. media reviews
 - iv. radio airplay-fact and fiction
7. Sales
 - a. Performances
 - b. Store sales
 - c. Distributors
 - d. Mail order
 - e. Alternative markets
 - f. New technologies
8. The Package
 - a. Graphic design
 - i. the design process
 - ii. the production process
 - iii. printing process
 - b. Manufacturing
 - i. CD's
 - ii. Cassettes
 - iii. Vinyl
 - iv. other formats
 - v. choosing a manufacturer/broker
9. Minding your own business
 - a. Establishing the business
 - b. Business name
 - c. Government regulations

Resources

Latimer, John. *Forget the Majors, Launch Your Own Record Label*. Cleveland: Latimer Publishing LLC, 2021.

Rapaport, Diane Sward. *How to Make and Sell Your Own Recording, A Guide for the Nineties*. 5th. Prentice Hall, 1998.

Swartz, Daylle Deanna. *Start and Run Your Own Record Label*. New York: Billbpard Books, 1998.

Resources Other

- a. Orr, Scott, *How to Start a Record Label - A 30 Day Guide: A Simplified Approach to Building and Growing a Successful Record Label*, Amazon Digital Services LLC, 2021.
- b. Orr, Scott, *How to Start a Record Label - Workbook: Simplified Resources and Templates to Help You Build and Grow a Successful Record Label*, Independently published 2021.
- c. Orr, Scott, *Record Label Marketing Strategies: Simplified Strategies for Building A Record Label Brand and Effectively Promoting Your New Releases*, Independently published, 2022.
- d. Sadler, Nick, *The Label Machine: How to Start, Run and Grow Your Own Independent Music Label*, Velocity Press, 2021.
- e. *How to Start a Record Label in 2023 (On a Budget)*. Alex Lavoie. Jan 2023. <https://blog.landr.com/how-to-start-a-record-label/>
- f. *How to Start a Record Label: Advice for Independent Record Labels*. Hugh McIntyre. July 2021. <https://www.careersinmusic.com/how-to-start-a-record-label/>

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