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MUS349 Music Business
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Record Production

1. Can education and training help producers and mixers better identify good takes from bad ones, or is this an innate ability? Explain your answer.

In the world of music, producers should be the ones who can bridge the gap between commercial viability and artistic expression (Baskerville, 223). As a current college student studying music, I can positively state that education helps foster better sound decisions musically rather than having an innate ability to do so. For example, in the mixing and final preparations stage for record production the engineers play an imperative role in making sure the elements are placed at the right level by identifying the tonal qualities and EQ. However, record labels often have difficulty in finding qualified individuals who can master this stage which is why having an education can help producers and mixers to be adequately versatile to identify good and bad takes instead of innate ability. Yes, I do agree that people are born gifted, but I also believe that cultivating those gifts with having an educational background can set you up for success in the record production industry.

2. What are the pros and cons of DIY music production?

In this new era recordings can simply take place at home or in an environment with cost efficient audio equipment. However, there are many pros to the do-it-yourself artist: the ability to have your own schedule to work on music in your spare time without worrying about the deadline set by a major or independent label to create an album. The freedom to be productive during moments of life and the opportunity to experiment with unusual sounds. Subsequently, there are many cons of do-it-yourself music production: the acoustics of a bedroom is not ideal. The traffic outside can create a low-quality sound even though this can be mixed by a pro engineer the artist may not have the funds for quality assistance. Do-it-yourself does not create a network of worldwide collaborations that can set the artist up for success.