



Hello World

# A Brief Introduction to Modern Music Production



## Introduction

# Who am I?

Ask Me Anything.

# Background



Which Title Should I be Reading?

# Lecture Overview



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History  
Tools  
Battles  
Future



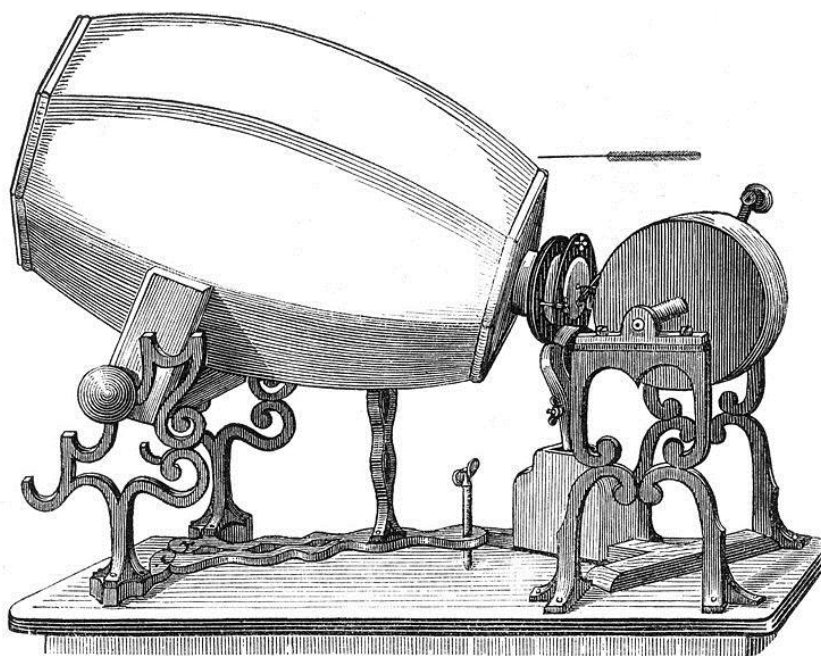


## Acoustical Recording

# Acoustical Recording



## Acoustical Recording



1857

## Acoustical Recording



1877

## Acoustical Recording



1910

## Electrical Recording

# Electrical Recording

## Electrical Recording



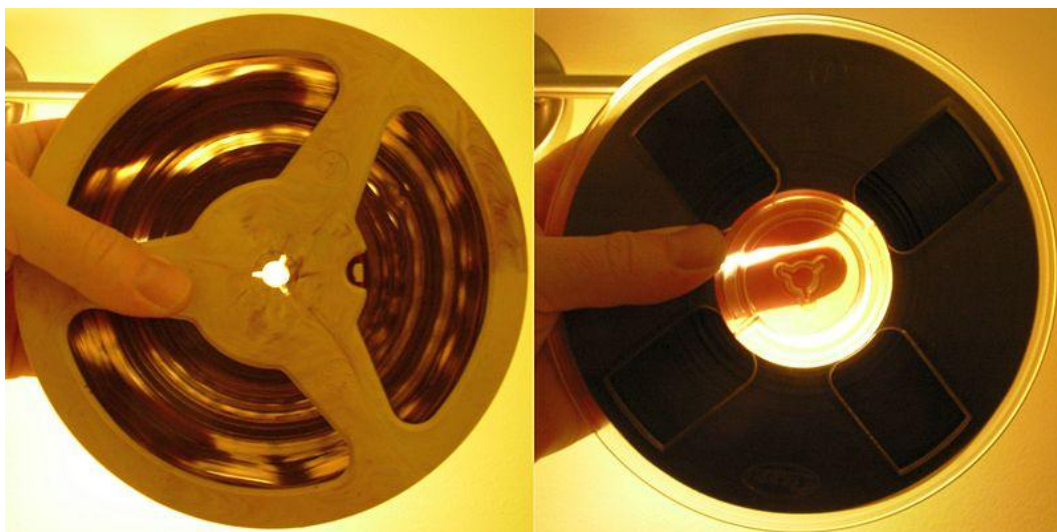
1920s-1930s

## Electrical Recording



1930s-1940s

## Electrical Recording



1940s-1950s

## Electrical Recording



1960s-1970s

## Electrical Recording



1970s-1980s

## Digital Recording



1980s-1990s

## Digital Recording



1990s-2000s

## Digital Recording



2000s-2006

## Digital Recording



LOL

## Elemental Recording



LOL<sup>10<sup>6</sup></sup>

Explain it like I am 5

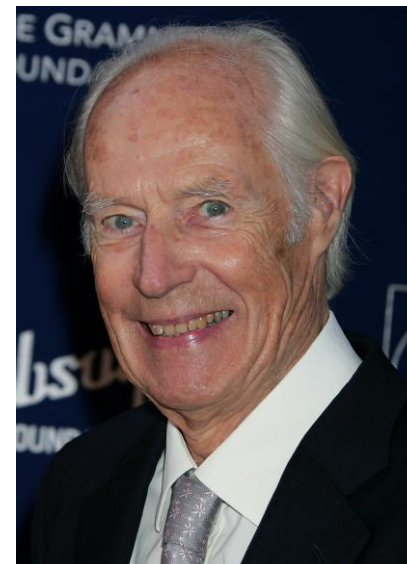
# So... What Does a Music Producer Do Again?



Who?



Fifth Beatle  
Sixth Jackson?



Get off my Lawn!



the invisible hand?

Who are they Again?



Quadruple Platinum 4,000,000 copies sold or downloaded



The Meek will what now?



VS



## Seeing the Light





Say that again?

# The Loudness War



A jelly donut with no donut.

# The MP3

Can you hear it? Probably not.

MP3 sizzle – the artificial, unnatural swirling metallic noises that sound like someone's added chime bars to everything, or there's a mosquito buzzing in your ear.

Added distortion – Yet another side effect of the so-called Loudness Wars. mp3 encoders rarely include any headroom for the encoding process itself, so the added processing pushes the music even further over the limits, generating inter-sample peaks and adding even more distortion in the process

Flat, two-dimensional sound mp3 works by throwing away musical information that we supposedly can't hear – up to 90% of the original information, at 128kbps. That means all the subtle, delicate stuff, like ambience, space and realism. So a lush, three-dimension original is reduced to a flat, cardboard replica of itself



When?

Where Next?

Where?

The Cloud.



Whaaaat?

# 3D Haptic Interfaces.



How?

Crowdfunding.



Who?

# Game Technology.





There's More?

Computers  
~~Wearable Cameras.~~



Who?

Thank you.