COURSE CURRICULUM

SYNC LICENCING COURSE

Develop a career writing music for TV, film and video games

With Aubrey Whitfield

Updated: November 2022

DO YOU WANT TO WRITE MUSIC FOR TV, FILMS, TRAILERS AND/OR VIDEO GAMES?

If you are a songwriter, composer or producer who is looking to build a career writing and producing music for TV, film, and video games, then this course is for you!

Whether you want to write music for TV adverts, or blockbuster movies, or video games, or trailer music, this course will teach you all about the fundamentals of sync licensing and how you can kickstart your career in this exciting, and potentially lucrative, part of the music industry.

What is sync licensing?

When we talk about 'sync' licensing in the music business, we're referring to the act of synchronising a piece of music with any form of visual media. This includes movies, TV episodes, commercials, video games, etc.

Licensing refers to the act of getting the rights to use the music. That means music supervisors for film, TV, commercial, gaming and trailer projects have to ask the rights holders of the song(s) for permission to use the music in their projects.

Hence the term commonly used to describe writing for TV, film, video games etc as 'sync licensing'. This course will look at all key aspects of sync including both the business side and the creative side to ensure you have the skills necessary to carve out a career for yourself.

4 MODULES, 4 LIVE INTERACTIVE CLASSES, RESOURCES, SUPPORT AND WRITING TO BRIEF TASK

The course is split into 4 modules, which will be delivered over 4 weeks via live interactive classes with Aubrey Whitfield. Let's take a look at each module:

MODULE 1: AN INTRODUCTION TO PRODUCTION MUSIC
WHEN: Saturday 4 February 2023 (16:00 GMT)

Module 1 will give you a comprehensive overview of sync licensing and how the industry is structured. Then we'll move onto the main focus of this module, which is 'Production Music' (sometimes referred to as 'library music'). Production music consists of pre-made music that music supervisors and media companies can licence for use in film, TV, trailers, video games and even smaller level media such as wedding videos. Getting into Production Music can be creatively rewarding and can give you a steady stream of passive income in the future.

Specifically, during this module we delve into:

- An overview of Production Music

- The key functions of a music library

- Market leaders

- Majors vs independents

- Expected revenues (public performance royalties, sync, mechanical etc)

- Artist-publisher contracts

- Performing Rights Organisations and their role

- What to expect working with a production music library

- Writing to brief - what is expected?

- Sample and loop usage

- Co-writing

- Using session musicians

- Copyright - your rights vs publisher rights

- Royalty free libraries - are they worth it?
- How much can you expect to earn?
- Tracking use of your music online
- How to get paid work

MODULE 2: WRITING FOR FILMS, MOVIE TRAILERS AND VIDEO GAMES
WHEN: Saturday 11 February 2023 (16:00 GMT)

During this module we'll explore how you can develop a career as a bespoke composer working directly for film companies, directors, TV companies and video game companies. You might get commissioned directly by a film director to compose a piece of music, or you might work with a music supervisor or trailer house. In this module we will explore all the ways in which you can get bespoke writing work, outside the realms of Production Music.

Specifically, during this module we will explore:

- The role of a music supervisor
- Licensing in online and offline media - movies, TV, radio, games, advertising, branding and corporate productions and student films
- The licensing process and types of deals
- Trailer music - the trailer houses and how to enter this lucrative side of the industry
- Video games - how it works, and how to get your music placed
- How much can you expect to earn?
- Building relationships

MODULE 3: ADAPTING YOUR WRITING AND PRODUCTION SKILLS FOR SYNC
WHEN: Saturday 18 February 2023 (16:00 GMT)

Being a brilliant writer, producer and mixer is essential to success in the sync world. But you also need to learn how to edit your tracks so they are optimised for use in sync. This module will explore how you can craft your tracks to ensure maximum placements.

Specifically, during this module we will delve into:

- The creative process
- The writing, production and mixing standards required
- Importance of lyrics and themes
- Creating dynamics in instrumental compositions
- How to structure your songs/compositions for maximum impact
- Syncing music to picture
- Edits: editing your tracks into 15, 30 and 60 second edits
- Stem grouping and exportation
- Recording requirements (bit depth and sample rates)
- Preparing your mixes for mastering

MODULE 4: PITCHING YOUR MUSIC
WHEN: Saturday 25 February 2023 (16:00 GMT)

Now you know all about the sync industry and how to shape your tracks for maximum placements, we'll now look at how you can pitch your music to get regular sync work.

Specifically, during this module we will delve into:

- Developing a professional showreel
- Branding
- Developing themed albums

- Approaching Production libraries
- Approaching music supervisors
- Networking
- Professional organisations you might find useful
- Groups, books and resources
- Building an online presence
- Developing your first ever sync pitch!

TASK: At the end of the course, Aubrey will send you a brief that will ask you to write x3 tracks in the genre of your choice which you can then use for pitching. Aubrey will provide feedback and guidance on your submitted tracks.

WHO IS THE COURSE SUITABLE FOR?

This course is designed for anyone interested in a career writing music for TV, films, adverts, video games and other online media. The course will equip you with all the knowledge and practical steps you can take to build a career in sync.

The course is suitable for all levels of ability and experience as we will cover every aspect of this industry.

HOW WILL IT WORK?

The course consists of 4 modules. Each module will be taught live, via Zoom, by Aubrey every Saturday at 16:00 GMT from **Saturday 4 February 2023 for 4 weeks.**

Class length will vary depending on the subject and questions etc. However, you can expect each class to be no longer than 2 hours.

All classes are live and interactive. Your microphone and camera will be muted to ensure smooth running of the classes, but you can ask questions and communicate with Aubrey during the classes via the Zoom chat function.

**Every class is also recorded and the video recording will be available to download for all students within 2 hours of the class ending. This means that if you are unable to make a live class due to time zone differences, or work commitments etc, you can still access the course and contact Aubrey directly afterwards with any questions.

COURSE MATERIALS

Aside from the class recordings, which you will be able to download and keep permanently, there will be course materials available for you to download after each class. This will include guides, directories, resource links and briefs for you to practice with.

SUPPORT

During the course, you will have direct access to Aubrey with any questions you may have. You can whatsapp your questions, or email, and Aubrey will get back to you. This ensures that you get one to one support during the length of the course.

PEER SUPPORT GROUP

Students will be able to opt into joining a Whatsapp group with other students on the course. This is a great way to build connections, share knowledge and seek feedback. This has proven to be very helpful for students on previous courses. Aubrey will set up and moderate the whatsapp group once the course starts.

COURSE CERTIFICATE

Once the course is complete, all students will be presented with a digital course certificate which will confirm that you have undertaken a comprehensive course on Synchronisation Licensing. The certificate will be issued and signed by Echodrop Records.

COURSE ENROLMENT

Enrolment on the course takes place online. Spaces on the course are limited to ensure full support is given to each student.

The fee for the course is **£95.00 (€109 / $113)** and is due in advance of the course in order to book your place.

You can enrol on the course here: www.aubreywhitfield.com/sync

QUESTIONS?

If you have any questions about the course, please feel free to email Aubrey at aubrey@aubreywhitfield.com

ABOUT AUBREY WHITFIELD

Aubrey Whitfield is a music producer, writer and mix engineer who has worked with the likes of Little Mix, Kelly Clarkson and Simon Webbe.

She is a writer for Universal, BMG, KPM, Home of Happy and Raft Music Publishing - specifically writing and producing music for TV and film. Her songs have been placed on

hundreds of TV shows including Love is Blind (Netflix), Film 4, MTV, Coronation Street, Neighbours, Home & Away, and Catfish.

For more information please visit www.aubreywhitfield.com