

ATZ Music

Statement of Work

Music production involves the composition, arrangement, and recording of various instruments, voices, and effects into an organized song. Each genre provides unique production needs, and a unique approach to the process. Production involves having control over important creative decisions when it comes to developing a musical project.

In addition to production, mixing services are provided as well. Once all parts of a song are recorded as desired, mixing involves making each element of the song both sound great and fit with the rest of the components properly. Mixing involves the use of processors such as equalizers, compressors and reverberation units on both individual tracks and groups of tracks. Mixing is done using *Pro Tools* and *Logic Pro*, along with a variety of quality third party plug-ins.

After mixing comes mastering, another service provided. Mastering involves audio processing made to a song as a whole, rather than to its components. A mastering engineer wants to make the finished product sound smooth, professional, and competitively loud, while taking into account the artist's vision as well. The process also involves formatting the music properly for various media. Software used includes *Izotope RX* and the *FabFilter* mastering suite.

At the core of any lyrical composition is the songwriting. Songwriting is a complex art form, as a writer must balance between conveying the song's intended message and maintaining the sonic quality of the lyrics. The topic and rhythmic structure of the lyrics are heavily dependent on both the genre and the overall feel of the instrumental.

When it comes to audio post-production, sound design is one of the most critical and well-known skills. In short, sound design is the selection, alteration, and synthesis of sound effects for film or video games. The combination of sounds to accompany a more complex occurrence on screen is critical as well. *Pro Tools* or *Logic Pro* can be used for film-based projects, and video game engines such as *Unity* can be used for game-based sound design implementation.

Foley is an art closely related to sound design. Foley is the replication of character-related sound effects in film or related media. A Foley artist acts out the sounds in real-time, aiming to mimic the movements of the character on screen. Although Foley can be a solo endeavor, often other members of the team are in charge of sound placement and gathering the necessary items and materials.

Continuing the audio post-production theme, ADR is another service provided. ADR stands for Automated Dialogue Replacement, and is the re-recording of film dialogue that wasn't properly captured on set. ADR is recorded in a studio after the fact, and often requires editing to match re-recorded dialogue with the character's mouth movements in the scene.

Audio projects almost always have some sort of accompanying video. Fortunately, video editing is another offered service. Editing is done using Apple Final Cut Pro software, for projects including short films, music videos, and compilations.